C2700-1

Automotive News

November 4, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

U.S. model count moves up to 313; highest since 1975

By John K. Teahen Jr.
Managing Editor

Gains by the Big Three—especially by General Motors—have pushed the number of passenger-car models offered by domestic makers to an 11-year high, an Automotive News analysis discloses.

As the 1986 season began, the manufacturers listed 313 models on their charts. The total hasn't been that high since 1975 when 325 were offered. The count was 295 at the end of the 1985 model year.

The current rundown looks like this: General Motors, 153 models; Ford Motor Co., 78; Chrysler Corp., 54; American Motors-Renault, 17; Honda, 5; Nissan, 3, and Volkswagen, 3.

At the end of the 1985 model year, it was: GM, 141; Ford Motor, 74; Chrysler Corp., 52; AMC-Renault, 17; Honda, 5; Nissan 3, and VW, 3.

Only the U.S.-built models of the four overseas-based makers are included in the total. They are Renault Alliance/Encore, Honda Accord, VW Golf/GTI and Nissan Sentra two-door notchback.

Many of the current complement of 313 models can't be purchased as yet. Perhaps the most notable of those are Ford Taurus and Mercury Sable, which will debut Dec. 26. The Corvette convertible will arrive next spring. Buick has three sporty Skyhawks waiting in the wings, and Chevrolet has a fancy Monte Carlo on tap.

The formal intro date is Nov. 14 for Buick Riviera and LeSabre, Oldsmobile Delta 88 and Toronado and Cadillac Eldorado and Seville. They're all included in the model count.

One line that's not included is Ford Division's EXP. It's due early in 1986, but Ford hasn't said how many models there will be. There were three last year. There probably will be other added starters as the 1986 model year rolls along.

Taurus and Sable are the only new nameplates for 1986. Missing from last year's list are the

Please turn to Page 49, Col. 1

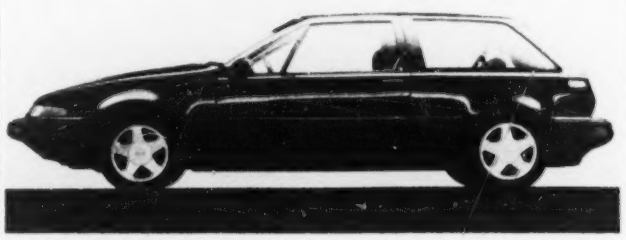
breaking news

Ford looks to France

DETROIT.—Ford's proposed $24,000 mid-engine sports car planned for the 1989 time frame is likely to be assembled in France by Usines Chausson, a coachmaker co-owned by Peugeot and Renault, according to sources familiar with the program. While Ford hasn't yet confirmed it will go ahead with the new car, executives

See BREAKING NEWS, Page 8, Col. 1

It's different; it's Volvo



480 ES for U.S. in 1987

Volvo Car B.V., the Dutch arm of Sweden's Volvo Corp., will send the 480 ES to the U.S. market in the spring of 1987. It is unlike any previous Volvo. The 480 ES has front-wheel drive—a first for a Volvo production car—and its sleek, curved styling is in contrast to the angular 700 Series cars made by Volvo Corp. Story, other pictures, on Page 27.

GM leads suitor list, but BMW stands aloof

By Edward Lapham and Michelle Krebs
Automotive News Staff

German prestige auto maker BMW is a very popular item on the international automotive dance card these days.

The Munich-based company has been wooed by several auto makers, including Ford, Chrysler and General Motors, all seeking to improve their corporate gene pools with some sort of liaison.

Cimarron may be built in Europe. Story on Page 8.

Talk of a possible GM-BMW deal first began to circulate last spring and resurfaced at the Frankfurt Motor Show.

The trade paper Advertising Age reported that GM is "shopping for a European luxury auto maker that could become a seventh domestic car division."

Advertising Age said consideration of that new approach was made possible by last year's corporate reorganization.

A BMW official in Munich last week confirmed that BMW has had talks with "several" auto makers, but refused "to characterize the nature" of the discussions.

"We did not initiate them," the company said.

The official also said that as far as BMW knew, none of the U.S. makers had contacted the Quandt family group about a possible stock acquisition.

The Quandt family owns more than 60 percent of the outstanding BMW stock.

Of the American suitors, GM seems to have been the most serious, according to Automotive News sources.

However, the best information now available suggests BMW will remain independent and unattached.

BMW Chairman Eberhard von Kuenheim is known to have visited GM on a trip to the U.S. last spring.

However, on his most recent trip

Please turn to Page 45, Col. 1

Steering and engines steal Tokyo show

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Top attractions at the 26th International Tokyo Motor Show which opened here last week were mid-engined and four-wheel-drive vehicles—both futuristic and current models—and a prestige car that will go on sale in Japan and South Korea next year.

The biennial show attracted exhibits from 260 manufacturers of vehicles and components from 13 countries plus vehicles commissioned by two governments (U.S. and Canada). On exhibit are 1,032 cars, trucks, buses and motorcycles, 200 of which are from outside Japan including 39 from the U.S.

Japanese firms showed five mid-engined models including prototypes. Eight 4WD vehicles were exhibited.

Mitsubishi Motors Corp.'s prestige car, Debonair, completely restyled for the first time in 22 years, was unveiled. Scheduled to come to market next year, Debonair is a joint effort with the South Korean auto maker Hyundai Motor Co.

MMC will begin producing the car next summer. Castings, forgings and body will be produced by Hyundai at a rate of 1,000 units a month for MMC. Hyundai also will produce the car under its brand name with an initial target of 20,000 units a year. Hyundai production will coincide with that of MMC.

Debonair will be the first Japanese car in its class with front-wheel drive. It also features a new V-6 in two- and three-liter versions. The restyled exterior is marked by a long nose accentuated by a large air dam.

Drawing attention at the Toyota exhibit was the prototype FXV, a 4WD, 4-wheel-steering, mid-engined car with twin-cam four-cylinder, turbocharged two-liter power plant capable of 230 HP. It is said to be the first Japanese

Please turn to Page 45, Col. 3

Eight divisions construct visionary car

Here's the Ford in Ford's future

By Louise Kertesz
Detroit Reporter

The Ford that may be in Ford's future is being distilled from the projections of eight Diversified Products Operations divisions.

In what Ford Motor Co. called "a first-ever team exercise," participants from widely different areas of the company collectively forecast the Ford T-2008 model.

The car is so named because when something like it appears in 23 years, it will mark the 100th anniversary of the Model T.

The metamorphosed flivver was recently described to the press in a slide presentation followed by a panel discussion at Ford's Research and Engineering Center in Dearborn.

T-2008 is not a Saturn, a specific vehicle for which General Motors has already acquired a production site. Nor is T-2008 the proposed product of an Alpha project, Ford's answer to Saturn. Actual Saturn and Alpha cars will take to the roads within 10 years.

Nor is T-2008 another experimental car like Ford's Probe V or Buick's Wildcat. The latter is already a driveable vehicle, and a driveable version of the Probe V, a model of which already exists, is due next summer.

The T-2008's existence is still, shall we say, spiritual. The car will gradually materialize, given the direction of the 60 or so developing technologies it comprises.

Some of the car's features will actually appear in Ford vehicles even before the year 2008, according to the company.

The probable shape of this car of the 21st Century emerged from brainstorming sessions among engineers from Ford Aerospace & Communications Corp.; Electrical and Electronics Division; Rouge Steel Co.; Casting Division; Tractor Operations; Glass Division; Climate Control Division; Plastics, Paint and Vinyl Division, and Ford's Design Center.

According to Ford, those teams prepared and deliberated over monographs in an attempt "to project a vision of personal transportation 23 years from now."

At least one industry observer found such inter-divisional collaboration on the development of a vehicle as interesting as the T-2008 itself. His rhetorical question was, "Can you see this happening at GM?"

Harold A. Poling, Ford president, boasted: "Many of the people working on this project had never even met before. Now, they're exchanging ideas on a regular basis."

The project "has provided a foundation for real teamwork and cooperative future planning," said Philip E. Benton Jr., executive vice president—Diversified Products Operations.

Such planning, which presupposes highly automated manufacturing, stretches beyond the company's usual 10-year range, said Robert C. Graham, vice president—automotive components.

"It's a very different way to run our business," he told reporters

Please turn to Page 48, Col. 1

Ford's T-2008

DPO's 21st-century car

Eight divisions of Ford's Diversified Products Operations collaborated to project a vision of a Ford automobile of the year 2008—the 100th anniversary of the Model T. The result, the T-2008, is a modular vehicle with steel frame and sleek plastic skin and all-glass top above the belt line. The car is loaded with sophisticated electronics such as a satellite-controlled guidance system.

NEWSPAPER

Big Four earn $1.1 billion, second-best third quarter ever

Makers report near-record profits

By Michelle Krebs
Financial Editor

The Big Four auto makers collectively enjoyed their second-best third-quarter profits while sales for the quarter set a record.

The Big Four earned $1.127 billion in the third quarter, 6 percent higher than $1.060 billion in the same quarter a year ago. The record for the quarter was set in 1983 when the four companies earned $1.161 billion.

Sales for the quarter hit $39.6 billion, up 12 percent from $35.5 billion in 1984, which was the previous record.

The third quarter of 1985 saw some of the most aggressive sales incentives in recent history. Domestic auto makers offered 7.5-percent and 7.7-percent financing following a strike by auto haulers.

General Motors reported third-quarter earnings of $516.5 million, up 24 percent from $416.8 million in the same quarter a year earlier. However, GM also reported an operating loss of $20.9 million.

Sales for GM amounted to $22.5 billion, up 21 percent from $18.5 billion. The quarterly sales set a record, surpassing the previous high of $25.1 billion in the second quarter of this year.

Ford Motor Co.'s quarterly earnings were $313.1 million, down 18 percent from $379.7 million a year ago. Operating income, however, dropped 57 percent to $155.2 million from $362.7 million in 1984.

Ford sales for the quarter were $11.6 billion, down 1.8 percent from $11.8 billion in 1984's third quarter.

Chrysler Corp. set a series of third-quarter records. Profits amounted to $316.2 million, surpassing the previous peak of $261.6 million in the third quarter of 1984. Chrysler's pre-tax income also set a third-quarter record of $451.8 million.

Quarterly sales were a $4.5 billion. The previous record of $4.1 billion was set in 1984.

American Motors reported a $19.1-million loss in the third quarter. That compares with a profit of $2.5 million a year ago, which included $2.4 million in tax credits.

Sales for American Motors virtually matched the $1.0 billion for the same period a year ago.

For the first nine months this year, the Big Four earned $5.8 billion, down 23 percent from 1984's record-breaking $7.6 billion. However, the quarter still is the second-best nine-month period on the books.

Sales for the first nine months were $129.2 billion, up 8 percent from the previous record of $119.4 billion set in the first nine months of 1984.

For the first nine months, GM earned $2.7 billion, down 25 percent from 1984's record $3.6 billion.

GM sales for the first nine months were a record $71.7 billion, up 14 percent from $63.0 billion in 1984's first nine months.

For the first nine months this year, Ford's profits were $1.8 billion, down 18 percent from $2.2 billion last year. Operating profit was $2.2 billion for the year to date, down 14 percent from $2.6 billion.

Sales for the first nine months

Please turn to Page 45, Col. 3

AUTO MAKERS' SALES, PROFITS
(In millions)

NINE MONTHS

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 2,911.9	($ 118.6)	$ 3,168.8	$ 12.3
Chrysler Corp.	15,872.5	1,420.2	14,231.3	1,770.3
Ford Motor Co.	38,677.8	1,795.1	38,948.8	2,186.0
General Motors	71,731.1	2,747.5	63,012.3	3,639.6
TOTAL	$129,193.3	$5,844.2	$119,361.2	$7,608.2

THIRD QUARTER

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 1,031.5	($ 19.1)	$ 1,024.3	$ 2.5
Chrysler Corp.	4,484.8	316.2	4,057.9	261.6
Ford Motor Co.	11,630.0	313.1	11,844.3	379.1
General Motors	22,491.7	516.8	18,542.6	416.8
TOTAL	$ 39,638.0	$1,127.0	$ 35,469.1	$1,060.0

1986 Cadillac Seville

Elegante is the word

The Seville from Cadillac, shown here in the Elegante version, has been downsized and lightened in its complete redesign for the 1986 model year. Produced at General Motors' new Detroit-Hamtramck Assembly Center, Eldorado currently is scheduled to go on sale Nov. 14. Story and another picture are on Page 13.

Cadillac goal: 100,000 for Eldorado, Seville

By Michelle Krebs
Financial Editor

It was just a month ago that Cadillac introduced all but two of its models, but already the division has boosted its sales goal for the 1986 model year.

Cadillac officials said they expect to sell 320,000 cars in the 1986 model year, about 5,000 more than the original projection. Cadillac's 1985 model-year sales were 310,942.

At the introduction of Cadillac's redesigned Seville and Eldorado models, General Manager John O. Grettenberger said the division expects to sell more than 100,000 of the new models. He estimated Seville sales at 41,500; Eldorado, at 62,500. The 1985 model-year sales were 32,986 for Seville and 66,863 for Eldorado.

• Seville and Eldorado arrive in showrooms Nov. 14. Prices will be announced three days earlier.

Grettenberger said the Eldorado is aimed at traditional Eldorado buyers, despite the dramatic styling change. The most noticeable aspect of the new Eldorado is the drastically shortened back end.

In addition, the Eldorado will be aimed at potential luxury import buyers and generally younger buyers. The division expects 35 percent of buyers to be under age 40 compared with 20 percent now. Grettenberger said preliminary studies further show the Eldorado has greater appeal to women than previous Eldorado models.

The Seville, a model exclusive to Cadillac, is expected to appeal to traditional Seville buyers. In addition, the division believes it can win back former Seville buyers who turned away from the car when it was restyled in 1980 with the slanted, Bentley-style back end. The slanted back end has been squared off for 1986.

Grettenberger said the luxury-car market has been strong and expanding rapidly at the "ultra-luxury" end and the entry level. However, it has become more competitive.

He said the luxury market amounts to one-million-plus units annually, of which Cadillac takes about 30 percent and the imports close to 20 percent.

Annual improvement factor, job classifications could prove sticky issues

Chrysler contract doesn't solve all

By Mary Connelly
Detroit Reporter

Two pressure points appear to exist in the new three-year labor agreement between the UAW and Chrysler Corp.

1. The contract calls for the reintroduction, in the third year, of an annual 3 percent across-the-board base pay hike, the first negotiated in a major auto pact since 1979. The practice of paying a so-called annual improvement factor (AIF) was abandoned by the industry in recent years in favor of scaled increases and lump-sum payments to reduce labor costs.

General Motors and Ford Motor Co. are likely to face a demand for a 3-percent across-the-board hike when their contracts with the UAW expire in 1987.

UAW President Owen Bieber said the Chrysler contract is "a clear signal to the entire world that 3 percent AIFs are back, are attainable." However, GM Chairman Roger B. Smith said in an interview last week that he hoped the days of the AIF were "behind us."

2. The accord calls for pilot programs at four as yet unspecified Chrysler plants to study possible reduction of hundreds of job classifications, a move the corporation maintains will boost productivity.

That could spark a tug-of-war between the UAW and Chrysler. The union is wary of cutting classifications but is also seeking to curtail outsourcing which is the practice of using outside suppliers. Chrysler has warned that if productivity is not increased, jobs will be lost due to outsourcing.

Chrysler's U.S. plants reopened last week following a 12-day strike by 70,000 UAW members. Canadian plants reopened Oct. 21 after a five-day strike by 10,400 workers. The strikes cost the company $150 million to $200 million, according to Chrysler Chairman Lee Iacocca.

The accord was ratified by 87 percent of the UAW members in the U.S. who voted. The UAW did not release the vote totals, but described the turnout as "high."

The Chrysler contract calls for a 3 percent across-the-board increase to be paid in the third year. Agreeing to the reinstate the traditional raise was the price Chrysler paid for a three-year contract that does not expire simultaneously with those at GM and Ford, Iacocca said last week.

The UAW agreed to abandon its demand for a two-year agreement because it can now enter the 1987 GM and Ford negotiations with the Chrysler AIF in hand.

The three-year contract will cost Chrysler an estimated $1

Please turn to Page 8, Col. 1

Lemaire gives up post as Peugeot U.S. chief

By John A. Russell
New York Staff Writer

NEW YORK.—Pierre Lemaire, 59, president of Peugeot Motors of America and a central figure in a controversy between PMA and its dealers, announced his early retirement effective next June 30.

In a memo to employes, Lemaire said Pascal Hanault, now assistant director for parts of Automobiles Peugeot in France, was appointed executive vice president and chief operating officer of PMA effective last Friday (Nov. 1).

The announcement, rumored but unconfirmed for several weeks, may be the final chapter in the battle between PMA and its dealers including the Northeast Peugeot Dealers Assn., which was in the forefront of a campaign to force the removal of Lemaire and James Fitzhenry, PMA general sales manager.

The association, in a telegram to Automobiles Peugeot, had demanded the resignations of both executives.

Lemaire told employes his retirement is effective June 30, 1986. While he will continue in his role as president of PMA until that time, Hanault will run the company.

However, there was no public statement on his retirement.

Still unanswered last week was the future of Fitzhenry. While a Peugeot spokesman said Fitzhenry would continue in his position, other sources have indicated that Fitzhenry is leaving the company.

Ben Chamis, president of the Northeast Peugeot Dealers Assn., termed Lemaire's retirement a positive move. He added that the dealers intend to "afford him (Hanault) a big welcome and sup-

Please turn to Page 8, Col. 4

2nd Honda plant reported for U.S.; Honda won't talk

TOKYO.—Honda Motor Co. declined to comment on reports that it is going to build a second auto plant in the U.S.

According to reports here, the Japanese auto maker has started a feasibility study for a second U.S. plant. Honda would not comment on that, either.

Reports indicated the auto maker plans to start operating the plant as early as 1989 with one line and an annual capacity of 120,000 cars in the 1,600-cc class.

The capacity, according to reports, would be increased in the future to bring Honda's annual capacity in the U.S. to 450,000 units at the new plant and the current facility in Marysville, O.

The decision to build another plant, according to the reports, stemmed from the growing demand for Honda cars in the U.S. as well as Honda's plan to add 600 sales outlets to its dealer network by 1990.

Japan won't hike U.S. car prices despite yen rise

TOKYO.—Japanese auto makers have decided not to raise prices on cars marketed in the U.S. before the end of the year, according to Nihon Keizai, a leading financial publication here.

According to the publication, despite large foreign exchange losses expected from the yen's sharp rise since September, the car makers decided not to raise prices and to maintain the price competitiveness required to get their share of the U.S. market.

Another factor in the decision, the publication said, was that the auto firms raised prices when they began marketing new models in October. Toyota raised prices an average of 1.7 percent; Nissan, one percent, and Honda, 4.3 percent.

Toyota and Nissan estimate annual exchange losses of $203 million and $141.73 million, respectively, when the yen rises by 10 against the dollar.

Taillamps a problem at GM's newest plant

DETROIT.—Production at General Motors newest plant here ran into problems when it was discovered that metal brackets holding taillamps in place could not withstand the heat of the paint ovens.

GM said taillamps on "several hundred" cars are being replaced. The Detroit-Hamtramck plant began production in September. It assembles the Buick Riviera, Oldsmobile Tornado and Cadillac Eldorado and Seville.

Laws, late models, incentives bring problems for auctions

By Richard Johnson
Detroit Reporter

A combination of tougher odometer law enforcement, a lush supply of late-model vehicles and recent new-car financing incentives have combined to depress prices and drop selling percentages in the wholesale used-car business.

Dealers are reportedly reluctant to stock used 1985 models, fearing that another round of manufacturer incentives will cripple the business. In particular, some auction firms report a surprising bottoming out for late-model "heavies," the standard and luxury-car models that a year ago were booming in the used-car market.

But despite a so-so year in the trade, overall volume is still growing and auction representatives contacted by Automotive News are upbeat about 1986.

Many regard the price plunge as a natural realigning of a market that was inflated by the scarcity of clean, late-model units during and immediately after the recession period.

"It's been a pretty good year, although a tougher year because buyers are more choosy," said Bernard Hart, executive secretary of the National Auto Auction Assn., Lincoln, Neb.

"The (sales) percentages haven't been as good, but the volume is as good if not better than last year. We went through a price adjustment this year because of supply and demand. When new cars picked up, it put more used cars on the market."

Hart, whose association has more than 150 members, projected national auction sales volume at better than three million units in 1985 and predicted "a good year" in 1986. He said association members sounded a generally positive note at the group's recent convention in Denver.

"It's been a medium year, nothing that's a killer, but not too bad," said Dan Hackett, general manager of Denver Auto Auction, Englewood, Colo. "Anything good and clean is selling quite well. The late-model market is off because of the new-car financing, but it has picked up 10-15 percent in the last couple of weeks."

"It's been an average year, nothing special," said Greg Kobel, vice president of Greater Chicago Auto Auction. "It's a combination of the market itself and the odometer situation."

He said late models are off because of the spate of manufacturer incentives. But Kobel said the firm's other auction, Auctionway Sales in Crestwood, Ill., is doing very well with older, higher-mileage and damaged units.

Kobel also said he has seen an upturn in the late-model market during the past two weeks.

"It's been a good year, but we've been off about 10 percent the last 30 days because of incentives," said Jim McLaughlin, owner of Fort Worth Auto Auction. "We've come back a little in the last two weeks."

"As soon as the financing went away, we felt the market change considerably," said Mort Gallup, owner of Hatfield Auto Auction, Hatfield, Pa. "In general, business has been good and percentage of sales has been exceptional, with the exception of the recent few weeks (during new-car incentives). Now, dealers are wary of stocking '85s beyond what they can sell in the immediate future. Everybody expects the other shoe to drop."

"There seems to be a lack of confidence in pricing late-model used cars mainly due to the financing incentives," said Tony Moorby, vice president—sales and marketing at Anglo American Auto Auctions, Inc., which operates 12 auctions around the country. "The lack of confidence usually shows itself in lower prices. There has been a definite step back."

McLaughlin said his volume is up 10 percent in 1985, but the marketplace has caused prices to fall. In real dollars, Gallup said, dealers are buying 1985 cars for less than they paid for 1984s.

"It seems like prices kind of tapered off to what they should be," said Hackett. "For a while, you could take the NADA book and throw it out."

The Automotive News survey of auction prices indicated an average used-car auction sale price of $4,790 in October, down from $4,883 in September, $5,172 in August and $4,984 in October, 1984.

According to some accounts, the hardest hit have been big, late-model cars that pre-date the latest round of downsizing, such as the old General Motors C-body models that were replaced in the spring of 1984, but were sold

Please turn to Page 48, Col. 4

Rental car for those on a big budget

Budget Rent-A-Car outlets in (where else?) Beverly Hills and Marina del Rey, Calif., have added the ultimate daily rental cars to their fleets: Ferrari Testarossas, available to properly insured drivers over the age of 21 at $600 per day plus $1 per mile.

First time since 1976

Chrysler beats Ford on profits

By Michelle Krebs
Financial Editor

Chrysler Corp. surpassed Ford Motor Co. in third-quarter earnings for the first time in nearly a decade.

It was the the first time since the third quarter of 1976 that Chrysler has earned more than Ford, although during the recession Ford suffered some greater losses than Chrysler. In the third quarter of 1976, Chrysler had $76 million in profits compared with Ford's $42 million.

Chrysler, for the 1985 third quarter, had record earnings of $316.2 million, or $2.75 per share, surpassing the previous third-quarter peak of $261.6 million, or $1.88 per share, set in 1984.

"What is significant is that we earned almost all of that money in selling cars and trucks," Chrysler Chairman Lee Iacocca said. "I got a little scared last week when GM made over half a billion but lost money on the auto business. I sure hope that's not a sign of the times.

"We've been doing a little bit of our own diversifying, but we have to live or die on cars and trucks," he added.

While Chrysler set a record, Ford earned $3 million less than Chrysler with quarterly earnings declining 18 percent to $313.1 million. General Motors earned $516.5 million, up 24 percent, but GM reported an operating loss. Financing incentives and new-model costs were blamed.

Chrysler paid taxes in this year's third quarter but not in the third quarter of 1984. The company earned $451.8 million in pretax profits this year.

Quarterly sales also set a record of $4.5 billion, compared with the previous record of $4.1 billion in 1984.

Iacocca said the 7.5-percent financing incentives following the auto haulers' strike cost Chrysler about $150 million.

"Our incentives did what they were supposed to do—sell a lot of cars and trucks. And as expensive as they were, they generated enough additional volume to increase our profits," Iacocca said.

However, Iacocca said, the string of eight consecutive quarterly records may end in the fourth quarter, which included a five-day strike by Canadian workers and a 12-day strike by U.S. workers.

Iacocca said the strikes cost Chrysler between $150 million and $200 million, and as much as half may be made up before the end of this year or in the first quarter of 1986.

In addition, Iacocca called the new contracts with the UAW expensive ones which will absorb substantial amounts of Chrysler's cash in the fourth quarter with

Please turn to Page 45, Col. 5

UAW seeks NLRB vote at Honda Ohio plants

By Mary Connelly
Detroit Reporter

The UAW has filed for a union recognition election at Honda of America Mfg. Co. plants in Marysville, O.

An election could be scheduled within 30 to 45 days, according to the UAW. Union recognition would require a majority vote by the 2,300 to 2,500 production and maintenance workers.

Honda last week rejected a UAW recognition request delivered by the union Oct. 25. The union last Wednesday (Oct. 30) filed with the National Labor Relations Board for an election.

The company said it polled about 2,600 workers on three shifts last week and that 73.2 percent of those polled "advised the company to reject the union request and to let the union petition for an election if desired."

"Based on this consultation with our associates, we have said no to the UAW," said Shige Yoshida, executive vice president of the company.

Under federal law, the union can petition to hold a secret-ballot election if it can show that 30 percent or more of the workers in a plant have signed union cards. A majority vote is required in the recognition election to name the union as the workers' exclusive bargaining agent.

Joseph Tomasi, director of UAW Region 2B in Toledo, said wage and fringe benefits at Honda lag behind those paid unionized auto workers at General Motors, Ford Motor Co. and Chrysler Corp. He also cited health and safety issues and supervisor harassment as reasons to organize the plants.

The three plants include automobile and motorcycle assembly plants and an associated motorcycle engine plant in Anna, O. The Marysville plant produces the Honda Accord and will begin producing the Civic in 1986.

The UAW has been trying to organize Honda since 1981.

Asked if the UAW would seek a traditional or innovative contract such as the GM-UAW Saturn agreement if the union wins the election, Tomasi said, "That's difficult to answer right now. I'm not going to say now what kind of contract we'll be after."

Toyota said to favor site east of Toronto

By Richard Johnson
Detroit Reporter

Speculation is mounting that Toyota Motor Corp. has decided on a location about 90 miles east of Toronto for its planned Canadian assembly plant.

Indications are that an announcement confirming the new Canadian site will come within two weeks.

Reports abound north of the border that Toyota will build its $300-million (Canadian) facility in the area of Trenton and Belleville, situated roughly midway between Toronto and the national capital of Ottawa. The site is on the Bay of Quinte along the northern shore of Lake Ontario.

Toyota announced last summer that it will construct two new assembly plants in North America, a U.S. plant that will produce 200,000 passenger cars annually and a Canadian facility with annual capacity of 50,000 units. Both plants are expected to begin production in late 1988.

In the U.S., Toyota is reportedly eying sites in Kansas City, Kans., and Lebanon, Tenn. The Tennessee site is in the same region as General Motors' proposed Saturn facility and Nissan Motor Co.'s car and truck plant.

In Canada, Toyota has reportedly considered sites in several provinces, most notably Ontario, Quebec and British Columbia. But the Japanese auto maker may have settled on Ontario, in part because of accessibility to Japanese component outlets springing up to serve new and planned Japanese production sites in the U.S. Midwest.

Please turn to Page 48, Col. 1

Chrysler offers 8.6 on Lancer, LeBaron GTS

Chrysler Corp. last week jumped into the current round of financing incentives with an 8.6 annual-percentage-rate program on 1985 and 1986 Chrysler LeBaron GTS and Dodge Lancer models.

The "Buyer's Choice" program offers the 8.6 APR Chrysler Credit Corp. financing for 48 months, 9.5 APR financing for 60 months or a $500 cash rebate.

The rebate may be applied to the purchase price of the vehicle.

No termination date was announced for the program, and it may not be combined with any other program.

The Chrysler announcement was expected.

General Motors, Ford Motor Co. and American Motors all announced APR programs of their own at the beginning of October, when Chrysler was in the middle of contract negotiations with the UAW and production was in jeopardy.

At that time, industry analysts expected Chrysler to join the other auto makers following renegotiation of the contract with t' UAW.

The GM, Ford and AM' are due to expire in thi' could be extend

LAPHAM

index

Auction reports	35
Automotive World News	27
Classified advertising	36-44
Editorial page	10
Engineering	22
Obituaries	48
Production by makes	51
Registrations, car	31, 34
Truck highlights	18

60th year—No. 5099

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Automotive World News

Production overseas

BRAZIL

Cars

	8 mos. 1985	8 mos. 1984
Farus	0	23
Fiat Auto	61,826	61,738
Ford	94,013	97,579
General Motors	116,172	112,035
Gurgel	18	23
Puma	0	91
Sta Matilde	50	42
Toyota	0	97
Volkswagen	181,883	193,961
Total	453,962	465,589

Vans, trucks, buses

Agrale	530	354
Fiat Auto	21,376	23,906
Fiat Cam	112	285
Ford	26,641	25,086
General Motors	17,870	16,471
Gurgel	806	557
Mercedes-Benz	20,211	19,174
Puma	0	12
Scania	2,633	2,291
Toyota	1,541	2,095
Volkswagen	31,247	12,524
Volvo	2,222	1,210
Total	125,189	103,964
Total vehicles	579,151	589,553

JAPAN

Cars

	7 mos. 1985	7 mos. 1984
Daihatsu	97,882	103,704
Fuji	143,558	147,376
Honda	546,541	502,790
Isuzu	113,124	43,827
Mazda	455,999	465,322
Mitsubishi	322,415	306,011
Nissan	1,115,851	1,123,037
Suzuki	130,234	95,016
Toyota	1,532,187	1,459,453
Total	4,457,791	4,246,536

Vans, trucks, buses

Daihatsu	250,885	237,196
Fuji	190,640	180,683
Hino	38,153	35,346
Honda	94,608	88,092
Isuzu	211,966	185,306
Mazda	219,186	219,966
Mitsubishi	340,283	310,783
Nissan	409,602	383,792
Nissan Diesel	22,211	22,602
Suzuki	314,257	304,690
Toyota	219,186	219,966
Others	412	426
Total	2,768,027	2,570,503
Total vehicles	7,225,818	6,817,039

UNITED KINGDOM

Cars

	7 mos. 1985	7 mos. 1984
BL	286,455	214,898
Austin Rover	278,588	208,757
Range Rover	7,867	6,141
Carbodies	958	844
Ford	194,589	188,429
Jaguar	22,255	18,620
Lotus	531	516
Panther	76	251
Reliant	565	66
Rolls-Royce	1,376	1,181
Talbot	37,956	58,238
TVR	259	211
Vauxhall	94,210	77,213
Others	360	370
Total	639,590	560,837

Vans, trucks, buses

Bedford	36,178	31,940
BL	54,245	41,047
Austin Rover	15,162	9,684
Freight Rover	11,685	10,004
Land Rover	18,189	14,705
Leyland	9,209	6,654
ERF	1,280	1,050
Foden	281	474
Ford	69,743	64,455
Hestair Dennis	494	559
Metro Cammell Weymann	264	277
Renualt T.I.	3,155	2,454
Seddon Atkinson	1,023	1,027
Others	116	154
Total	166,823	143,566
Total vehicles	806,413	704,403

SPAIN

Cars

	6 mos. 1985	6 mos. 1984
Ford	129,568	139,652
General Motors	143,014	128,484
Peugeot SA	85,546	96,068
Citroen	37,001	51,702
Talbot	48,545	44,366
Renault	115,337	127,280
Seat	168,070	115,949
Total	641,535	607,433

Vans, trucks, buses

Enasa	4,319	5,135
Ford	5,777	4,440
Land Rover	10,881	5,500
Mercedes-Benz	5,256	5,241
Motor Iberica	13,645	9,536
PSA-Citroen	31,324	8,731
Renault	14,011	15,760
Seat	9,821	13,592
Setra	134	124
Total	95,168	68,061
Total vehicles	736,701	675,494

THE NETHERLANDS

Cars

	6 mos. 1985	6 mos. 1984
Volvo Car	51,923	54,792

Vans, trucks, buses

Bova	127	136
Daf	6,368	5,392
Dan Oudsten	0	19
FTF	11	13
Ginaf	3	5
Scania	3,365	3,441
Terberg	47	79
Volvo Car	97	99
Total	10,147	9,184
Total vehicles	62,070	63,976

Registrations overseas

UNITED KINGDOM

Cars

	9 mos. 1985	9 mos. 1984
Alfa Romeo	2,529	3,433
BL	273,875	252,650
Austin Rover	271,346	250,240
Range Rover	2,529	2,410
BMW	27,804	20,439
Daihatsu	3,582	4,041
Fiat Auto	46,652	41,136
Ford	394,659	410,472
FSO	4,969	4,434
GM-Vauxhall	250,233	237,602
Honda	15,130	15,003
Hyundai	4,099	3,900
Jaguar	6,733	6,200
Lada	11,610	12,752
Lotus	466	440
Mazda	13,205	13,565
Mercedes-Benz	15,224	11,752
Mitsubishi	9,751	8,291
Nissan	83,144	82,883
Peugeot SA	83,804	78,339
Citroen	22,004	20,737
Peugeot/Talbot	61,800	57,602
Reliant	532	90
Renault	59,588	49,442
Rolls-Royce	578	530
Saab	6,731	7,175
Skoda	7,895	9,040
Subaru	2,522	2,179
Suzuki	3,165	2,544
Toyota	28,342	25,988
VW-Audi Group	88,730	78,909
Audi	16,595	16,568
Volkswagen	72,135	62,341
Volvo	47,242	48,546
Yugo	6,575	4,588
Others	3,513	3,435
Total	1,502,932	1,439,991

SWEDEN

Cars

	9 mos. 1985	9 mos. 1984
Alfa Romeo	844	815
BMW	3,275	3,175
Daihatsu	1,024	689
Fiat Auto	5,662	4,999
Ford	22,287	19,420
GM-Opel	21,369	15,568
Honda	2,778	2,617
Jaguar	26	31
Lada	1,162	1,162
Mazda	8,665	8,138
Mercedes-Benz	7,447	4,195
Mitsubishi	1,894	1,236
Nissan	6,343	5,452
Peugeot SA	5,340	5,434
Citroen	2,288	2,578
Peugeot/Talbot	3,052	2,856
Porsche	375	246
Renualt	1,928	1,952
Saab	19,924	20,786
Skoda	275	227
Subaru	1,112	398
Suzuki	440	1
Toyota	8,191	6,337
VW-Audi Group	24,098	18,967
Audi	8,668	4,586
Volkswagen	15,430	14,381
Volvo	51,462	42,446
Others	36	17
Total	195,947	164,307

WEST GERMANY

Cars

	8 mos. 1985	8 mos. 1984
Alfa Romeo	5,760	9,245
Austin Rover	4,893	5,128
Bertone	330	650
BMW	102,132	111,745
Daihatsu	5,551	4,601
Fiat Auto	73,258	77,403
Ford	166,688	201,892
GM-Opel	257,226	280,553
Honda	26,829	28,187
Isuzu	2,369	1,921
Jaguar	1,664	1,276
Lada	5,686	6,253
Mazda	45,160	48,289
Mercedes-Benz	187,515	155,798
Mitsubishi	31,194	31,666
Nissan	45,074	43,227
Peugeot SA	65,905	70,028
Citroen	25,692	28,407
Peugeot/Talbot	40,213	41,621
Pininfarina	875	538
Porsche	8,391	8,177
Renault	56,220	61,645
Saab	2,252	2,718
Seat	2,953	3,315
Skoda	1,584	1,521
Subaru	6,992	4,737
Suzuki	12,388	10,092
Toyota	41,563	36,969
VW-Audi Group	460,534	455,300
Audi	93,347	99,090
Volkswagen	367,187	356,210
Volvo	9,608	10,820
Others	1,595	1,150
Total	1,632,189	1,674,844

AUSTRIA

Cars

	8 mos. 1985	8 mos. 1984
Alfa Romeo	1,544	1,931
Austin Rover	245	150
BMW	5,543	6,044
Daihatsu	506	531
Fiat Auto	10,046	11,508
Ford	17,179	15,829
GM-Opel	24,619	19,057
Honda	3,485	3,189
Lada	1,087	1,006
Mazda	14,721	15,670
Mercedes-Benz	6,497	4,749
Mitsubishi	3,532	3,255
Nissan	9,001	7,605
Peugeot SA	11,519	10,852
Citroen	4,953	4,690
Peugeut/Talbot	6,566	6,162
Porsche	363	362
Renault	7,690	7,400
Saab	230	315
Seat	815	542
Skoda	831	812
Subaru	2,291	1,407
Suzuki	996	902
Toyota	8,716	7,030
VW-Audi Group	38,370	28,626
Audi	7,619	5,082
Volkswagen	30,751	23,544
Volvo	2,363	2,504
Others	141	113
Total	172,312	151,589

DENMARK

Cars

	7 mos. 1985	7 mos. 1984
Alfa Romeo	226	213
Austin Rover	258	319
BMW	2,462	1,843
Dacia	574	659
Daihatsu	1,862	1,331
Fiat Auto	5,510	5,765
Ford	17,354	16,477
FSO	1,401	740
GM-Opel	18,674	13,842
Honda	1,293	1,013
Lada	2,613	2,988
Mazda	9,031	9,169
Mercedes-Benz	767	561
Mitsubishi	1,919	1,063
Nissan	5,318	5,199
Peugeot SA	6,615	6,916
Citroen	4,344	4,361
Peugeot/Talbot	2,271	2,555
Renault	848	448
Saab	1,180	1,179
Seat	309	0
Skoda	2,862	5,323
Subaru	114	139
Suzuki	337	34
Toyota	12,913	10,925
VW-Audi Group	8,073	6,504
Audi	564	435
Volkswagen	7,509	6,069
Volvo	4,192	4,084
Wartburg	865	750
Yugo	1,258	544
Total	108,877	98,657

JAPAN

Cars

	7 mos. 1985	7 mos. 1984
Daihatsu	61,518	68,125
Fuji	48,731	50,357
Honda	169,868	148,138
Isuzu	25,647	26,777
Mazda	112,919	131,672
Mitsubishi	105,650	123,859
Nissan	491,308	505,602
Suzuki	43,738	46,341
Toyota	804,742	772,634
Imports (all)	28,966	24,222
Total	1,894,087	1,897,727

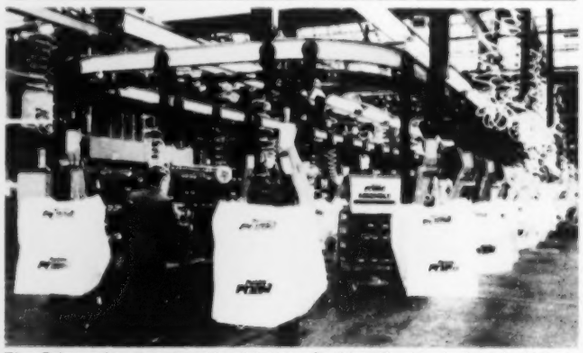
Vans, trucks, buses

Daihatsu	205,755	184,945
Fuji	137,286	131,231
Hino	23,556	23,804
Honda	76,443	83,817
Isuzu	72,326	72,204
Mazda	92,677	95,957
Mitsubishi	214,035	193,795
Nissan	167,520	170,313
Nissan Diesel	12,350	12,910
Suzuki	240,214	224,903
Toyota	215,250	216,134
Imports (all)	98	106
Total	1,457,510	1,410,119
Total vehicles	3,351,597	3,307,846

NORWAY

Cars

	7 mos. 1985	7 mos. 1984
Alfa Romeo	130	40
BMW	2,381	1,321
Daihatsu	766	420
Fiat Auto	3,610	3,041
Ford	12,808	9,620
GM-Opel	12,488	7,548
Honda	2,378	1,774
Isuzu	79	9
Jaguar	21	0
Lada	1,517	1,610
Mazda	7,306	7,268
Mercedes-Benz	1,470	1,036
Mitsubishi	3,119	2,271
Nissan	5,442	3,545
Peugeot SA	4,538	3,993
Citroen	1,520	1,321
Peugeot/Talbot	3,018	2,672
Renault	600	252
Saab	1,535	1,488
Skoda	378	290
Subaru	1,320	624
Suzuki	143	17
Toyota	9,610	5,408
VW-Audi Group	10,537	6,338
Audi	2,110	1,267
Volkswagen	8,427	5,071
Volvo	6,820	4,956
Others	38	133
Total	89,034	63,002



The Prima diesel makes its debut at Perkins Engines' plant in Peterborough, England. The 300 pre-production engines will be tested by ARG.

Prima of the diesel crop

Perkins begins production of new engine

Production of what is said to be the world's first high-speed direct injection diesel engine is underway at the Peterborough, England, factory of Perkins Engines.

A pre-production run of 300 engines, which has been jointly developed by Perkins and BL's Austin Rover Group, are being built prior to full production early next year.

Austin Rover is expected to offer the engine in its mid-range Maestro and Montego models. Technical details of the engine and its performance, are still secret but it is said to be a four-cylinder of 2 liters displacement.

Gordon Mitchell, Perkins vehicle operations manager, says the engine's economy will be highly acceptable. "Diesels already offer 25 percent improved on-the-road economy compared with similarly powered gasoline engines, and we can improve on that."

Perkins refers to the engine as Prima. It will assemble and test them at Peterborough from major machined components supplied by Austin Rover' Longbridge factory.

Prima is understood to be a diesel adaptation of Austin Rover's O-series gasoline engine. The development contrasts with a similar scheme which Perkins began with another BL division, Land Rover. That was to make a diesel out of Land Rover's gasoline V8, but the Iceberg, as it was known, melted during technical development. Land Rover is now planning to buy someone else's diesel engine for use in the luxury Range Rover station wagon.

The need for manufacturers to offer a competitive diesel alternative in passenger cars in Europe may not be fully appreciated in North America. Diesel demand continues to grow in Europe. One in every eight new cars last year was a diesel, and the demand has not slowed this year. It has been particularly marked in the largest national market, West Germany, where the emission debate accelerated the trend.

At the end of August the proportion of diesel-powered cars registered this year in West Germany was 20.6 percent, compared with 12.5 percent one year earlier. In France it was nearly 15 percent compared with just over 12 percent. In Italy more than 25 percent of all new cars are diesels.

Of the four large European markets, only UK has a small diesel penetration — though it is growing dramtically thanks to domestic makers like Ford and Vauxhall.

Perkins, Austin Rover's partner in the Prima project, manufactured its 10-millionth engine Oct. 7. The company was founded 53 years ago by Frank Perkins and fellow engineer Charles Chapman.

Perkins' plant in the Peterborough suburb of Eastfield covers 150 acres, is said to be the largest engine plant in the world. The site was acquired in 1937 for 2,780 pounds (equivalent to about $3,900 today). Worldwide production last year surpassed 388,000.

The company, among the world's leaders in diesel power, builds engines ranging from 30 HP to 1,200 HP. Engines are in three, four, six, eight and 12 cylinder configurations, in both in-line and vee layouts.

NEW-CAR MARKET SHARES IN U.S.

	AUGUST					EIGHT MONTHS				
	Regis., August, 1985	Percent Share of Market	Regis., August, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 8 Mos., 1985	Percent Share of Market	Regis., 8 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	134,947	14.57	128,336	15.07	−0.50	1,044,710	14.64	1071,878	15.83	−1.19
Ford	99,966	10.79	102,110	11.99	−1.20	913,873	12.81	841,315	12.43	+0.38
Oldsmobile	88,729	9.58	85,795	10.07	−0.49	712,571	9.99	739,052	10.91	−0.92
Buick	71,113	7.68	79,111	9.29	−1.61	573,827	8.04	612,674	9.05	−1.01
Pontiac	61,127	6.60	59,144	6.94	−0.34	500,687	7.02	467,190	6.90	+0.12
Mercury	43,623	4.71	43,356	5.09	−0.38	348,981	4.89	340,132	5.02	−0.13
Dodge	35,311	3.82	27,182	3.19	+0.63	296,133	4.15	237,218	3.50	+0.65
Chrysler	31,795	3.43	27,804	3.27	−0.16	243,646	3.42	205,883	3.04	+0.38
Cadillac	27,464	2.97	26,275	3.09	−0.12	196,904	2.76	202,931	3.00	−0.24
Plymouth	25,325	2.73	19,787	2.32	+0.41	227,563	3.19	187,767	2.87	+0.41
Lincoln	13,392	1.45	12,311	1.45	−0.00	104,578	1.47	92,571	1.37	+0.10
AMC	9,721	1.05	12,719	1.49	−0.44	86,460	1.21	121,427	1.79	−0.58
GENERAL MOTORS	383,380	41.40	378,661	44.46	−3.06	3,028,699	42.45	3,093,725	45.69	−3.24
FORD MOTOR CO.	156,981	16.95	157,777	18.53	−1.58	1,367,432	19.17	1,274,018	18.82	+0.35
CHRYSLER CORP.	92,431	9.98	74,773	8.78	+1.20	767,342	10.76	630,868	9.32	+1.44
AMC	9,721	1.05	12,719	1.49	−0.44	86,460	1.21	121,427	1.79	−0.58
IMPORTS	283,516	30.62	227,758	26.74	+3.88	1,884,065	26.41	1,650,289	24.38	+2.03
MISC. DOMESTIC	30	0.00	27	0.00	−0.00	161	0.00	187	0.00	−0.00
TOTAL	926,059		851,715			7,134,159		6,770,514		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

Imports up 24 pct.; domestics gain 3 pct.

August registrations best since '78

By Jenny L. King
Detroit Reporter

New-car registrations in August were the highest for that month since 1978's record performance. Imports, up nearly four percentage points, once again outgained the domestics, caught in a lethargic market much of the calendar year.

Domestic registrations, reported at 642,543 by R.L. Polk & Co., were up 2.98 percent from 623,957 in August a year earlier. They were off 2.41 percent from the July tally of 658,395.

Table on Page 34

Imports were up 24.48 percent August to August, to 283,516 from 227,758. They captured 30.62 percent of the market compared with 26.74 percent a year ago.

Total August registrations of 926,059 were up 8.73 percent from 851,715 in 1984. It was the best August since record registrations of 1,060,588 were reported in 1978.

Chrysler Corp. was the sole domestic corporation to push its share of the market above the year-ago level. General Motors yielded 3.06 percentage points, Ford Motor Co. was off 1.58 percentage points and American Motors dropped 0.44 percentage points.

Chrysler's steady sales growth boosted the company to 9.98 percent of the total new-car market. A year earlier, it had 8.78 percent. GM tumbled to 41.40 percent from 44.46 percent. Ford dropped to 16.95 percent from 18.53 percent, and AMC had a modest 1.05 percent, down from 1.49 percent in 1984.

The 30 miscellaneous domestic cars registered were too few to earn a significant part of a percentage point either year.

Looking at domestics alone, the August, 1985, market was divided in the following manner: GM had 59.67 percent, Ford had 24.43 percent, Chrysler had 14.39 percent and AMC had 1.51 percent. A year earlier, GM had 60.69 percent, Ford had 25.29 percent, Chrysler had 11.98 percent and American Motors had 2.04 percent.

The imports' 30.62-percent share of the market made them easily the largest single group. Intermediates were second at 24.61 percent, followed by compacts at 16.22 percent, subcompacts at 10.67 percent, standards at 9.11 percent and luxury models at 8.77 percent.

The domestics-only market-class breakout featured intermediates at 35.47 percent, compacts at 23.39 percent, subcompacts at 15.38 percent, standards at 13.12 percent and luxury cars at 12.64 percent.

Total new-car registrations at the end of eight months were up 5.37 percent from the comparable 1984 period, climbing to 7,134,159 from 6,770,514. The domestic figure of 5,250,094 was up 2.54 percent from 5,120,225 a year earlier; it was up 25.76 percent from 4,174,772 in 1983.

New import registrations were up 14.17 percent, to 1,884,065 this year from 1,650,289. Their share of the market increased by 2.03 percentage points, moving up to 26.41 percent from 24.38 percent.

For the eight months, GM lost 3.24 percentage points, plunging to 42.45 percent from 45.69 percent. Ford was up 0.35 percentage points, to 19.17 percent from 18.82 percent. Chrysler advanced 1.44 percentage points, finishing August at 10.76 percent compared with 9.32 percent a year earlier. AMC was down 0.58 percentage points, to 1.21 percent from 1.79 percent.

Avanti has Nov. 25 deadline for filing reorganization plan

By Edward Lapham
Marketing Editor

Avanti Motor Corp. has until Nov. 25 to develop a reorganization plan, or face liquidation.

Under the terms of an agreed order entered in Federal Bankruptcy Court in South Bend, secured creditor 1st Source Bank can force liquidation of the car maker, or propose its own reorganization plan, if Majority Shareholder Stephen H. Blake, his investor group and the unsecured creditors committee fail by then to produce an acceptable plan to keep the company going and repay the bank.

Avanti owes the bank more than $3 million.

Under the terms of the order, the reorganization plan must be confirmed by the bankruptcy court by Jan. 16.

The stipulated order also allows the company to continue selling cars and parts until Nov. 25.

The new deadline and the terms of the order further limit the company's options through a series of restrictive covenants.

They included Avanti assigning the bank corporate power of attorney, agreeing to appointment of an auditor plus agreements by Blake on behalf of himself and the company not to sue the bank, its officers or directors.

The stringent covenants also seem to all but kill Avanti's plan to move assembly operations to the Detroit area.

The agreed order was the result of negotiations by concerned parties. Avanti was in technical default of earlier covenants and an order which had a deadline of Sept. 30 for a reorganization plan.

C.P.A.'s VS. I.R.S.

We back them.
They back us.
We back you.

LIFO SYSTEMS, INC.
1600 Airport Freeway
Bedford, Texas 76022

1-800-992-LIFO

FIERO TARGA STYLE TOP
by Autodyne of Lincoln Park, MI.

• The only targa-type top to be shaker tested numerous times by the factory • Highly acclaimed by the Pontiac Wide Track newspaper, and other G.M. papers • State of the art bolt-on body reinforcements—no welding is necessary • SMC top stores on production luggage rack, using positive mechanical fasteners. Folding soft top available soon • 20 months in the development, to produce the finest conversion kit available. VHS tape and installation manual included in first kit.

BUILDERS NEEDED Call Bud Sawdy, **313-781-5404**

Dyna-Kote Auto Paint & Chrome Shield and Restorer.

NOW, **NEW & TOUGHER!**

T.T.T.

Tougher Than Teflon* *
New and improved with
3-D POLYMER PACKAGE
FROM DOW CORNING.
*IN PAINT & CHROME SEALANT

Dyna-Kote protects your vehicle against:

- pollution
- ultra-violet sun rays
- ice and snow
- rain
- road salt
- dirt and grime
- humidity
- weather induced oxidation

For more information call or write:
Dealer Chemical Corp.
8550 Pendleton Pike
Indianapolis, IN 46226
800-428-7227

Now 5 Year Warranty

dyna-kote® AUTO
Paint & Chrome Restorer
DISC

There's a gleam in corporate eyes

New lights stir auto interest

Continued from Page 22

able in a wide variety of colors and shapes. They backlight liquid crystal diode displays, membrane switches, keyboards and computer displays. The growing number of hopefuls in the field is convinced they'll be used extensively in vehicle instrument panels and controls.

The facts that EL installations are thin, compact and cool are important to instrument-panel designers. Space is limited and growing more so, of course. And, using today's lighting technology, light pipes—tubes through which light passes—must be molded into plastic panels, a tough and costly job of design and production.

Too, heat is a natural enemy of plastic and, as more items are added to panels, heat becomes a more critical problem, those in the field say.

"The versatility of electroluminescence is incredible," said Rodney Reck, president of Loctite's EL.

"It's used for costumes in the Broadway musical Cats, for Exit and other signs; for intricate instrument faces and many other applications. It can be built right into the construction of an automotive dashboard," Smith said.

In addition to dashboards, EL offers designers new options in creating new lighting for switch panels, logos, accessories and environmental comfort controls.

Loctite's Smith sees EL lights as being more reliable and serviceable than the more complex systems such as vacuum fluorescent, liquid crystal, gas discharge and cathode ray techniques.

"The design potential of EL is unlimited," he said. "The effects are functionally and aesthetically remarkable. Because of its simplicity, EL is superior in cost, reliability, beauty and low power requirements."

He expects about half a dozen EL applications per car during the next few years. They are used now as coach lights and switch panel lights.

"To earn a bigger future in auto displays, EL must develop greater daylight viewing brightness," he said.

A bright EL light under night viewing conditions is working at a level of one or two foot-Lamberts of brightness. For daylight viewing, the same light must operate at a level of 120 foot-Lamberts.

"We achieve this spread by changing the power to the lamps," Smith said. "There's a trade-off between brightness and longevity. The brightest lights are needed for warnings which are used only for short periods of test or fault indication."

Current auto display standards still are built around incandescent bulbs, Smith said. "EL lights have greater overall area visibility but no single-point intensity," he said. "Some new thinking is needed here," he said.

Another area in which the industry needs to alter its thinking is in heat standards, Smith said.

"Many tests are geared to high heat because of the combined ambient temperature and heat generated by bulbs and electronics. ELs generate no heat so such standards are inapplicable," he said.

Smith said Loctite got into the EL business because of what he calls "the right chemistry." Beyond chemistry, Loctite is making advances in EL manufacturing methods based on its expertise in automation and electronics, he said. Smith said EL's soft, glare-free qualities and its aesthetic characteristics will be used in coming car designs.

"Instrument panels will be reduced to one-quarter-inch thick units with no bulbs and no heat to dissipate. The EL lights will be found throughout the car as courtesy lights, logo lights and in other decorative uses," the Loctite executive said.

Loctite said the history of electroluminescence goes back to 1936 when French Scientist Gerard Desriau first worked with zinc sulfide crystals. Current designs are refinements of Desriau's basic development.

When phosphors are mixed with other materials, they produce changes in color, the company said. Light originates from distinct spots within each phosphor grain and is affected by grain structure, excitation voltage, frequency and temperature. Mixing and doping increase brightness and life.

The layering of electrodes, insulators, phosphors and moisture barriers is similar to capacitor designs with the exception that EL lights are flat. It would be correct to describe them as light-emitting capacitors, the company said.

25 with Cadillac

Neill Lehr Sr., right, Neill Lehr Cadillac, Inc., Northridge, Calif. receives a 25-year-dealer award from C.J. Gallacher, Cadillac's Los Angeles zone manager.

EDS reports quarterly profit of $52 million

DALLAS.—Electronic Data Systems Corp., General Motors' computer services subsidiary, reported earnings of $51.9 million on sales of $921.9 million for the third quarter.

That compares with income of $20.7 million on sales of $239.0 million for the same quarter a year ago, which was before GM purchased EDS.

EDS received $668.7 million in revenue from GM. GM business in the same year-ago quarter amounted to only $15.5 million. EDS began taking over GM's data processing operations in July, 1984.

Revenues from non-GM customers amounted to $242.3 million, up 12 percent from $217.1 million in the same quarter a year ago.

For the first nine months of 1985, EDS had income of $132.4 million on sales of $1.6 billion. That compares with profits of $57.6 million on sales of $666.7 million in the 1984 period.

Pa. dealers slate Arizona meeting

HARRISBURG, Pa.—The fall business conference of the Pennsylvania Automotive Assn. will be held Nov. 9-13 at Marriott's Camelback Inn, Scottsdale, Ariz.

Speakers will include William J. Symes, NADA president and head of Symes Cadillac, Pasadena, Calif., and Robert Monteith, president of Security Pacific Corp., Westlake Village, Calif.

Also on the program will be Lee Galles, president of Competitive Edge, Inc., Albuquerque, and owner of an Oldsmobile-Isuzu dealership.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
AUGUST, 1985 VERSUS AUGUST, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,291	46,433	6,770	62,767
Encore FWD	3,534	31,583	4,855	45,949
Eagle 4WD	157	1,813	210	2,581
Eagle 4WD SW	739	6,631	884	10,130
TOTAL AMC	9,721	86,460	12,719	121,427
Chrysler Laser FWD	3,751	36,599	4,200	35,838
LeBaron GTS FWD	7,076	42,465	0	0
LeBaron FWD	6,784	55,788	7,769	58,734
LeBaron SW FWD	612	4,888	809	6,678
E Class-NY FWD	4,707	37,771	6,326	53,313
NY Fifth Ave-Newpt	8,865	66,135	8,700	51,320
Imperial	0	0	0	0
Total	31,795	243,646	27,804	205,883
Plymouth Horizon FWD	5,068	59,595	5,840	50,411
Turismo FWD	3,774	38,604	4,185	31,466
Reliant FWD	9,771	70,189	5,867	68,822
Reliant SW FWD	3,154	22,618	2,649	26,638
Caravelle FWD	2,392	23,834	0	0
Gran Fury	1,166	12,723	1,246	10,430
Total	25,325	227,563	19,787	187,767
Dodge Omni FWD	4,296	50,569	5,300	43,679
Charger FWD	3,911	41,361	4,520	34,444
Daytona FWD	3,869	34,422	3,394	29,542
Aries FWD	8,643	58,553	4,614	52,290
Aries SW FWD	3,100	18,609	2,044	21,398
Lancer FWD	4,628	29,836	0	0
600'84/400'83 FWD	4,080	37,913	4,706	39,409
Diplomat	2,784	24,870	2,604	16,456
Mirada	0	0	0	0
Total	35,311	296,133	27,182	237,218
TOTAL CHRYSLER CORP.	92,431	767,342	74,773	630,868
Ford Escort FWD	25,029	203,776	21,274	171,539
Escort SW FWD	6,211	51,977	6,231	54,815
EXP FWD	1,005	16,851	2,594	18,132
Tempo FWD	18,100	192,215	20,635	166,624
LTD	8,879	99,969	10,260	92,274
LTD SW	2,152	27,254	3,804	36,346
LTD Crn. Victoria	11,184	91,815	12,355	92,371
LTD Crn. Victoria SW	1,895	17,177	1,848	19,913
Mustang	11,689	106,944	11,184	87,688
Thunderbird	13,822	105,895	11,925	101,613
Total	99,966	913,873	102,110	841,315
Lincoln Town Car	9,333	71,645	6,494	51,063
Mark VII	1,770	13,685	1,966	21,592
Continental	2,289	19,248	3,851	19,916
Total	13,392	104,578	12,311	92,571
Mercury Lynx FWD	6,152	43,861	4,067	33,801
Lynx SW FWD	1,072	9,183	1,053	9,199
LN7 FWD	0	0	0	0
Capri	1,474	10,450	1,347	12,368
Zephyr	0	0	0	0
Topaz FWD	4,250	51,481	5,798	48,403
Marquis	6,232	56,069	8,050	58,600
Marquis SW	674	6,267	990	8,463
Grand Marquis	11,630	81,415	11,075	82,992
Grand Marquis SW	927	8,066	1,210	10,639
Cougar	11,212	82,189	9,766	75,667
Total	43,623	348,981	43,356	340,132
Lincoln-Mercury Division Total	57,015	453,559	55,667	432,703
TOTAL FORD MOTOR CO.	156,981	1,367,432	157,777	1,274,018
Buick Skylark FWD	2,269	55,086	7,392	67,631
Skyhawk FWD	6,885	56,137	11,493	76,405
Skyhawk SW FWD	450	4,231	1,135	7,388
Somerset Regal FWD	3,402	60,602	0	0
Century FWD	19,767	128,009	15,329	116,409
Century SW FWD	2,103	17,112	2,365	19,697
Regal	10,792	71,071	16,282	132,557
LeSabre	9,558	84,613	12,789	94,137
Electra	0	0	1,092	33,160
Electra FWD	10,299	53,715	6,325	22,127
Buick SW	740	8,880	1,203	9,634
Riviera FWD	4,848	34,371	3,706	33,529
Total	71,113	573,827	79,111	612,674
Cadillac DeVille	58	1,665	6,408	71,943
DeVille FWD	11,087	62,390	5,743	17,690
Cimarron	1,890	14,033	1,584	11,891
Fleetwood & Chassis	3,593	31,466	2,073	26,889
Fleetwood FWD	3,489	22,274	2,238	7,483
Eldorado FWD	4,905	43,863	5,553	44,211
Seville FWD	2,442	21,213	2,676	22,824
Total	27,464	196,904	26,275	202,931
Chevrolet Nova	4,321	8,619	0	0
Chevrolet Chevette	11,867	81,715	13,466	120,114
Camaro	18,781	138,479	18,341	137,414
Cavalier FWD	27,004	231,593	25,665	188,224
Cavalier SW FWD	5,629	52,392	7,749	59,862
Citation FWD	2,701	39,258	5,373	66,784
Celebrity FWD	25,471	175,318	17,459	155,262
Celebrity SW FWD	8,218	56,265	8,145	63,736
Monte Carlo	8,389	74,848	8,920	87,705
Impala	3,679	33,801	4,602	36,650
Caprice	11,457	90,011	11,463	97,377
Chevrolet SW	4,377	36,607	5,013	40,280
Corvette	3,053	25,804	2,140	18,470
Total	134,947	1,044,710	128,336	1,071,878
Oldsmobile Omega FWD	0	0	2,906	30,546
Firenza FWD	2,518	29,427	4,549	31,761
Firenza SW FWD	602	6,752	1,156	9,508
Calais FWD	4,845	77,267	0	0
Cutlass Ciera FWD	25,128	187,514	17,691	143,036
Cutlass Ciera SW FWD	3,244	27,947	3,808	29,933
Cutlass Supreme-Calais	18,721	142,936	20,856	225,899
Delta 88	16,526	125,866	20,721	159,486
98	0	0	447	36,243
98 FWD	12,264	76,305	7,893	25,135
Oldsmobile SW	1,986	15,381	2,380	20,808
Toronado FWD	2,895	23,176	3,388	26,697
Total	88,729	712,571	85,795	739,052
Pontiac 1000	1,756	14,583	2,404	18,526
Firebird	9,084	70,601	9,396	69,657
Sunbird FWD	8,331	71,879	10,958	76,631
Sunbird SW FWD	605	5,419	1,098	8,269
Grand Am FWD	2,119	60,721	0	0
Phoenix FWD	0	0	1,214	9,956
Bonneville	4,466	34,470	5,303	46,944
6000 FWD	13,363	89,984	8,058	69,462
6000 SW FWD	1,911	10,713	1,565	13,556
Grand Prix	5,157	36,827	6,009	51,161
Parisienne	4,933	32,018	3,648	25,306
Pontiac SW	1,455	9,912	1,389	10,623
Fiero	7,947	63,560	8,102	67,099
Total	61,127	500,687	59,144	467,190
TOTAL GM CORP.	383,380	3,028,699	378,661	3,093,725
Miscellaneous Domestic	30	161	27	187
Domestic Station Wagon Total	51,856	424,281	58,528	497,513
Domestic Grand Total	642,543	5,250,094	623,957	5,120,225
Import Total	283,516	1,884,065	227,758	1,650,289
Grand Total All Registrations	926,059	7,134,159	851,715	6,770,514

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

factories list auction dates

American Motors

Nov. 5—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Nov. 6—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 7—Evansville Auto Auction, Evansville, Ind; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 8—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 12—Arena Auto Auction, Chicago; D-A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Chrysler Corp.

Nov. 5—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago, and Florida Auto Auction of Orlando, Orlando, Fla.

Nov. 6—Southern Auto Auction, Warehouse Point, Conn.; Columbus Auto Auction, Obetz, O.; South Seattle Auto Auction, Kent, Wash., and Southwest Auto Auction, Phoenix.

Nov. 7—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Nov. 12—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

Ford Motor Co.

Nov. 5—Harrisburg Auto Auction, Harrisburg, Pa., and Indianapolis Auto Auction, Indianapolis.

Nov. 6—Lakeland Auto Auction, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 7—Skyline Auto Exchange, Fairfield, N.J.

Nov. 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City.

General Motors

Nov. 5—Dallas Auto Auction, Dallas.

Nov. 6—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Nov. 7—Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 12—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Used Car Sales
Auction Averages

Oct. 1985	$4,759
Month ago	$4,268
Year ago	$5,185

Model Breakdown
Auction Averages

	OCT 1985	SEPT 1985	AUG 1985
1985	$9,706	$10,176	$11,068
1984	$6,891	$7,430	$7,766
1983	$6,047	$6,177	$5,923
1982	$4,870	$4,860	$5,094
1981	$3,591	$3,991	$4,228
1980	$2,896	$3,008	$3,165
1979	$2,404	$2,519	$2,585
1978	$1,765	$1,848	$2,099
Overall Average	$4,759	$4,883	$5,172

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 12:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Nov. 6—Giant Truck Sale, 12 Noon.
Nov. 13— Chrysler Factory Sale at 11 A.M. Import Sale at 12 Noon
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon. Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

TEXAS

Fort Worth Auto Auction. 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

NEW YORK

GRAND OPENING
Celebration
Thursday, November 7th, 11:30 AM
WESTBURY RACEWAY AUTO AUCTIONS, INC. DBA
KONNERS N.Y. AUTO AUCTION
Konners' Brand New, 6 Lane Auto Auction Facility is the Newest in the Tri-state area.

- **Fully Air Conditioned**
- **Ten Paved Acres**
- **Total 24 Hour Security**
- **Export Buyers and Sellers**
- **Fleets and Utilities**
- **Leasing Companies**
- **Cars, Trucks, Special Purpose Vehicles**
- **Reconditioning Facilities**
- **500 Mile pick up radius**

6 Lane Selling Every Thursday!

WESTBURY RACEWAY AUTO AUCTIONS, INC. DBA
Konners NY Auto Auction
500 Oak Point Avenue (at Barry Street)
Hunts Point, Bronx, NY 10474
1·(212)·589·9114

Eat at Famous McAnn's
Restaurant on the premises. Clean, Comfortable sit down eating daily.

Opening Day Sweepstakes
WIN $1500 1ST PRIZE
2ND PRIZE $1000
1 - $500 PRIZE

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service

1-800-624-2021

PLANNING A BIG SALE . . . PLACE YOUR AD IN THIS SECTION!

GM additions spark increase

U.S. model total rises to 313; tops since '75

Continued from Page 1

Chevrolet Citation and Buick Skylark X-cars. Production of the Chevy-Buick X-cars ended last May, but they were kept in the model count because they were still available in the showrooms.

GM made the most extensive changes in its model lineup. The Buick Skyhawk and Chevrolet Cavalier lines were expanded, and four-door sedans were added to the coupes in the GM20 series—Pontiac Grand Am, Buick Somerset and Oldsmobile Calais. Buick saved the Skylark name, putting it on the Somerset four-door.

In all, GM added 33 models and dropped 21 for a net gain of 12.

One GM departure was a hallowed name in the industry: Chevrolet Impala, which had been on the scene since 1958 and which for years was the best-selling U.S. car line. All the full-size Chevys now carry the Caprice badge. But purists can argue that the Impala isn't really gone; the base Caprice four-door sedan has the same model number as last year's Impala.

1986 U.S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1986 Totals	(Final 1985 Totals)
SUBCOMPACTS**	22	37	2	4	65	(71)
Accord	3	2	0	0	5	(5)
Alliance	3	3	2	0	8	(8)
Charger	0	3	0	0	3	(3)
Chevette	1	1	0	0	2	(2)
Daytona	0	2	0	0	2	(3)
Encore	2	4	0	0	6	(6)
Escort	2	4	0	2	8	(12)
EXP	0	0	0	0	0	(3)
Fiero	0	3	0	0	3	(4)
Golf/GTI	1	2	0	0	3	(3)
Horizon	2	0	0	0	2	(2)
Laser	0	3	0	0	3	(2)
Lynx	2	4	0	2	8	(7)
Nova	2	0	0	0	2	(1)
Omni	3	0	0	0	3	(3)
Pontiac 1000	1	1	0	0	2	(2)
Sentra	0	3	0	0	3	(3)
Turismo	0	2	0	0	2	(2)
COMPACTS	22	43	8	14	87	(81)
Aries	3	3	0	2	8	(8)
Camaro	0	3	0	0	3	(3)
Capri	0	2	0	0	2	(2)
Cavalier	3	6	1	3	13	(7)
Cimarron	1	0	0	0	1	(1)
Eagle	1	0	0	2	3	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	4	0	1	7	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	4	2	0	6	(6)
Reliant	3	3	0	2	8	(8)
Skyhawk	2	6	0	2	10	(7)
Sunbird	2	4	2	1	9	(11)
Tempo	2	2	0	0	4	(6)
Topaz	2	2	0	0	4	(4)
INTERMEDIATES	40	35	2	16	93	(75)
Bonneville	3	0	0	0	3	(3)
Calais	2	2	0	0	4	(2)
Caravelle	2	0	0	0	2	(1)
Celebrity	1	1	0	2	4	(4)
Century	3	2	0	2	7	(8)
Citation	0	0	0	0	0	(2)
Cougar	0	3	0	0	3	(3)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Dodge 600	2	1	2	0	5	(4)
Grand Am	3	3	0	0	6	(2)
Grand Prix	0	3	0	0	3	(3)
Lancer	2	0	0	0	2	(2)
LeBaron GTS	2	0	0	0	2	(2)
LTD	2	0	0	1	3	(4)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	3	0	0	3	(2)
New Yorker	1	0	0	0	1	(1)
Pontiac 6000	3	2	0	2	7	(7)
Regal	0	4	0	0	4	(3)
Sable	2	0	0	2	4	(0)
Skylark ('85)	0	0	0	0	0	(2)
Somerset/Skylark	2	3	0	0	5	(2)
Taurus	4	0	0	4	8	(0)
Thunderbird	0	3	0	0	3	(4)
STANDARD SIZE	16	9	0	9	34	(30)
Buick LeSabre	2	2	0	1	5	(5)
Chevrolet Caprice	3	1	0	1	5	(4)
Dodge Diplomat	2	0	0	0	2	(2)
Ford LTD Crown Victoria	2	2	0	4	8	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile Delta 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
LUXURY	18	14	1	1	34	(38)
Buick Electra	3	2	0	1	6	(7)
Cadillac (rwd)	1	0	0	0	1	(2)
Cadillac (fwd)	2	2	0	0	4	(4)
Cadillac Limousine	2	0	0	0	2	(1)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Chrysler Limousine	1	0	0	0	1	(1)
Continental	2	0	0	0	2	(3)
Corvette	0	1	1	0	2	(1)
Eldorado	0	1	0	0	1	(2)
Lincoln	3	0	0	0	3	(3)
Mark VII	0	3	0	0	3	(4)
Oldsmobile 98	2	2	0	0	4	(4)
Riviera	0	2	0	0	2	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1986 TOTALS	118	138	13	44	313	
1985 TOTALS (end of model year)	108	136	13	38		(295)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

**—In the Subcompact listing, totals for Honda (Accord), Nissan (Sentra), Renault (Alliance and Encore) and Volkswagen (Golf/GTI) include only U.S.-built models.

Buick and Cadillac bailed out of the convertible market for 1986. The Riviera and Eldorado ragtops have been discontinued.

Taurus (eight models) and Sable (four) were the big additions at Ford Motor along with a new four-model LX series for Ford Crown Victoria. Escort lost four models; there are fewer "Designer" offerings for Lincoln Continental and Mark VII, and there were assorted trims or expansions in other lines.

Chrysler made few changes. Dodge 600 and Plymouth Caravelle have an extra four-door sedan, and Chrysler Laser Turbo now is counted as a separate model. A Daytona Turbo has been dropped.

Renault Alliance added a base four-door sedan and dropped its high-line four-door. Encore's base hatchback is gone, but an "Encore Electronic" hatchback has joined the team.

Honda changed model designations for the Accord, but the lineup remains the same—three sedans and two coupes. VW made no changes in its Golf/GTI setup.

In all, the domestic makers added 58 models for 1986 and dropped 40 for a net gain of 18.

The Automotive News model analysis includes all models the domestic manufacturers are pricing or merchandising individually. It does not include engine or transmission options.

Turbos are counted as models. It is felt that they have enough differences in trim, equipment and mechanicals to qualify for separate model designation.

The current 313 models consist of 118 four-door sedans, 138 two-doors, 13 convertibles and 44 four-door station wagons. The two-door total includes hatchbacks, which some makers list as three-door models. Likewise, some of the four-doors are hatchbacks.

The final count for 1985 was 108 four-doors, 136 two-doors, 13 convertibles and 38 wagons.

By market class, the 1986 listing shows 65 subcompacts, 87 compacts, 93 intermediates, 34 standard-size cars and 34 luxury cars.

At the end of the 1985 season, there were 71 subcompacts, 81 compacts, 75 intermediates, 30 standard-size cars and 38 luxury cars.

Ford Division leads the domestics with 40 models for 1986, followed by Buick and Pontiac with 39 apiece, Chevrolet with 34, Oldsmobile with 31 and Mercury with 30.

Totals for other U.S. makes are: Dodge, 25; Plymouth, 15; Renault, 14; Chrysler, 14; Cadillac, 10; Lincoln, 8; Honda, 5; AMC, 3; Nissan, 3, and VW, 3.

The 1985 leaders were Ford, 39; Pontiac, 38; Buick, 37, and Oldsmobile, 29.

Chevrolet Cavalier tops the individual nameplates with 13 models. Buick Skyhawk is next with 10, and Pontiac Sunbird has 9. There are 8 models apiece for Dodge Aries, Plymouth Reliant, Renault Alliance, Ford Crown Victoria, Ford Escort, Ford Taurus and Mercury Lynx.

MODELS: 1942-1986

Number of models offered by U.S. auto makers, 1942 to 1986:

1942	276	1966	368
1946	160	1967	370
1947	182	1968	368
1948	201	1969	365
1949	205	1970	375
1950	243	1971	341
1951	243	1972	297
1952	224	1973	304
1953	210	1974	302
1954	240	1975	325
1955	216	1976	294
1956	232	1977	275
1957	245	1978	259
1958	263	1979	268
1959	239	1980	252
1960	244	1981	278
1961	260	1982	307
1962	296	1983	298
1963	336	1984	305
1964	336	1985	295
1965	348	1986	313

Copyright, 1985, Automotive News

25 years for Cawley

CLINTON, N.Y.—Don Cawley, Cawley Sales & Service, Inc., received a plaque from Lincoln-Mercury on the occasion of the dealership's 25th anniversary.

1986 U.S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1986 Totals	(Final 1985 Totals)
AMERICAN MOTORS						
RENAULT**	6	7	2	2	17	(17)
AMC Eagle	1	0	0	2	3	(3)
Renault Alliance	3	3	2	0	8	(8)
Renault Encore	2	4	0	0	6	(6)
CHRYSLER CORP.	26	18	5	5	54	(52)
Chrysler 5th Avenue	1	0	0	0	1	(1)
Laser	0	3	0	0	3	(2)
LeBaron	1	1	3	1	6	(6)
LeBaron GTS	2	0	0	0	2	(2)
Limousine	1	0	0	0	1	(1)
New Yorker	1	0	0	0	1	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	3	3	0	2	8	(8)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(3)
Dodge 600	2	1	2	0	5	(4)
Lancer	2	0	0	0	2	(2)
Omni	3	0	0	0	3	(3)
Plymouth Gran Fury	1	0	0	0	1	(1)
Caravelle	2	0	0	0	2	(1)
Horizon	2	0	0	0	2	(2)
Reliant	3	3	0	2	8	(8)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	27	31	2	18	78	(74)
Ford LTD Crown Victoria	2	2	0	4	8	(4)
Escort	2	4	0	2	8	(12)
EXP	0	0	0	0	0	(3)
LTD	2	0	0	1	3	(4)
Mustang	0	4	2	0	6	(6)
Taurus	4	0	0	4	8	(0)
Tempo	2	2	0	0	4	(6)
Thunderbird	0	3	0	0	3	(4)
Lincoln	3	0	0	0	3	(3)
Continental	2	0	0	0	2	(3)
Mark VII	0	3	0	0	3	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	2	0	0	2	(2)
Cougar	0	3	0	0	3	(3)
Lynx	2	4	0	2	8	(7)
Marquis	2	0	0	2	4	(4)
Sable	2	0	0	2	4	(0)
Topaz	2	2	0	0	4	(4)
HONDA**	3	2	0	0	5	(5)
Accord	3	2	0	0	5	(5)
GENERAL MOTORS	55	75	4	19	153	(141)
Buick LeSabre	2	2	0	1	5	(5)
Electra	3	2	0	1	6	(7)
Century	3	2	0	2	7	(8)
Regal	0	4	0	0	4	(3)
Riviera	0	2	0	0	2	(3)
Skyhawk	2	6	0	2	10	(7)
Skylark ('85)	0	0	0	0	0	(2)
Somerset/Skylark	2	3	0	0	5	(2)
Cadillac DeVille-Fleetwood (fwd)	2	2	0	0	4	(4)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(2)
Fleetwood Brougham (rwd)	1	0	0	0	1	(2)
Limousine	2	0	0	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Caprice	3	1	0	1	5	(4)
Camaro	0	3	0	0	3	(3)
Cavalier	3	6	1	3	13	(7)
Celebrity	1	1	0	2	4	(4)
Chevette	1	1	0	0	2	(2)
Citation	0	0	0	0	0	(2)
Corvette	0	1	1	0	2	(1)
Monte Carlo	0	3	0	0	3	(2)
Nova	2	0	0	0	2	(1)
Oldsmobile Delta 88	2	2	0	1	5	(6)
Ninety-Eight	2	2	0	0	4	(4)
Calais	2	2	0	0	4	(2)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Firenza	2	4	0	1	7	(6)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	3	0	0	3	(4)
Firebird	0	3	0	0	3	(3)
Grand Am	3	3	0	0	6	(2)
Grand Prix	0	3	0	0	3	(3)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 6000	3	2	0	2	7	(7)
Sunbird	2	4	2	1	9	(11)
NISSAN**	0	3	0	0	3	(3)
Sentra	0	3	0	0	3	(3)
VOLKSWAGEN**	1	2	0	0	3	(3)
Golf/GTI	1	2	0	0	3	(3)
1986 TOTALS	118	138	13	44	313	
1985 TOTALS (end of model year)	108	136	13	38		(295)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

**—Totals for Renault, Honda, Nissan and Volkswagen include only U.S.-built models.

Pace is two weeks ahead of 1984

Year's auto output tops 7 million

By Kathy Boyer
Detroit Reporter

U.S. makers built their seven-millionth car of the year last Friday (Nov. 1), two weeks ahead of 1984.

When the six-millionth car was built on Sept. 20, the makers were also two weeks ahead of 1984.

So far this year, 7,016,778 cars have been assembled, 4.94 percent more than the 6,686,514 units completed last year at this point.

Last week's estimated output of 176,712 cars was up 15.93 percent from the previous week's 152,430, when production at Chrysler was halted by a strike.

Last week's build was 17.62 percent more than the year-ago week's 150,235, when General Motors' domestic plants were returning to normal production levels after a strike in Canada.

Last week's estimated production was shared as follows: GM, 58.91 percent; Ford Motor Co., 20.83 percent; Chrysler Corp., 13.86 percent; Honda of America Mfg. Co., 1.61 percent; American Motors, 1.56 percent; Volkswagen of America, 1.33 percent; New United Motor Mfg., Inc., 1.08 percent, and Nissan Motor Mfg. Co., U.S.A., 0.82 percent.

GM's Lakewood (Ga.) plant was scheduled for two overtime shifts Saturday (Nov. 2).

Ford has scheduled daily overtime this week (Nov. 4) at the following plants: Chicago; Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Saturday (Nov. 9) overtime has been slated at all those Ford plants except Chicago.

Chrysler has scheduled daily overtime this week at Belvidere, Ill.; Newark, Del.; St. Louis (No. 1), and Sterling Heights, Mich.

Commerce Dept. says Japan is dumping cellular phones

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The Commerce Department's International Trade Administration has ruled that Japanese cellular mobile phones, used almost exclusively in automobiles, are being sold in the U.S. at prices lower than those charged in Japan.

The ITA's final determination clears the way for action by the International Trade Commission, which held a hearing on the case Oct. 30.

If the ITC agrees with the ITA, an antidumping order would be issued asking the Customs Service to require a cash deposit equal to the dumping margin on the Japanese imports.

The Commerce Department found that five of Japan's largest cellular phone producers have weighted-average dumping margins ranging from 2.99 percent to 106.60 percent.

The case was brought by Motorola, Inc., which contended that predatory pricing by Japanese manufacturers has all but driven the other two domestic producers of mobile phones out of the cellular phone business and has seriously injured Motorola's competitive position in the market. The other two producers are General Electric Co. and Western Union's E.F. Johnson Co.

The Commerce Department found weighted-average margins of 9.72 percent for Oki Electric Industry Co., Ltd.; 2.99 percent for Hitachi, Ltd.; zero for Toshiba Corp.; 87.83 percent for Mitsubishi Electric Co.; 95.57 percent for NEC Corp.; 106.60 percent for Matsushita Communication Industrial Co., and 57.81 percent for all other manufacturers and exporters.

The case is being watched closely in Washington because it is one of the government's biggest cases involving unfair trade practices in Japanese high-technology goods.

In negotiations with Japan regarding U.S. telecommunications exports to that country, U.S. Government and industry representatives have claimed that the Japanese are delaying serious progress.

The Commerce Department finding in the mobile telephone case is expected to increase pressure on the Japanese to accelerate negotiations.

Hyundai chooses Jacksonville port

GARDEN GROVE, Calif.—Hyundai has chosen Jacksonville, Fla., as its Southeast port of entry.

Robert T. Miller, national import manager for Hyundai Motor America, said Jacksonville will receive about 3,000-3,500 cars per month.

Chrysler returns; truck production rises 4.3 pct.

Domestic makers' estimated production of 67,597 trucks last week was up 4.25 percent from the previous week's 64,844, when the strike at Chrysler Corp. was in progress.

Last week's targeted output was 6.61 percent more than the year-ago week's 63,407.

So far this year, 2,792,610 units have been assembled, 5.28 percent more than the 2,652,513 built last year at this point.

General Motors scheduled overtime Saturday (Nov. 2) at its Baltimore plant.

Ford Motor Co. has scheduled daily overtime this week (Nov. 4) at these plants: Kansas City; Louisville; Lorain, O.; Wayne, Mich., and Norfolk.

Saturday (Nov. 9) overtime is slated at Ford's plants in Kansas City and Lorain.

Saturday (Nov. 2) overtime was scheduled for Chrysler's Warren (Mich.) plant.

The Warren plant is also scheduled for daily overtime this week (Nov. 4).

Canadians slate best car build since May, 1983

Canadian makers scheduled 26,723 cars last week, the highest output since the week ended May 14, 1983, when 27,994 cars were built.

In addition, year-to-date auto production passed 900,000—nine days ahead of 1984—reaching 907,046 at week's end.

Last week's scheduled output was 8.41 percent more than the previous week's 24,650 and was also 23.65 percent better than the year-ago week's 21,612.

The year-to-date aggregate is 2.18 percent more than the 887,662 cars built last year at this point.

Canadian truck makers' estimated output of 17,119 units last week was 50.21 percent more than the previous week's 11,397, when Chrysler plants worked only half shifts.

Last week's production was 1.26 percent more than the year-ago week's 16,906.

So far this year, 685,635 trucks have been assembled, slightly above (0.50) the 682,224 built last year at this point.

25 with Chevy

SACO, Me.—Frank J. Galos, Frank Galos Chevrolet, Inc., has received a 25-year-dealer plaque from Chevrolet.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 2, 1985	Week Ended Nov. 3, 1984	Week Ended Oct. 26, 1985	Oct. Est.	Jan. 1 to Nov. 3, 1984	Jan. 1 to Nov. 2, 1985
AMERICAN MOTORS	400	609	410	1,386	18,690	9,745
FORD MOTOR	11,492	11,000	9,828	44,566	371,584	418,566
GENERAL MOTORS	14,606	9,778	14,187	62,378	488,567	470,232
VOLVO	225	225	225	990	8,821	8,503
Total Cars, Canada	26,723	21,612	24,650	109,320	887,662	907,046

U.S. TRUCK PRODUCTION☆

	Week Ended Nov. 2, 1985	Week Ended Nov. 3, 1984	Week Ended Oct. 26, 1985	Oct. Est.	Jan. 1 to Nov. 3, 1984	Jan. 1 to Nov. 2, 1985
CHEVROLET	17,021	17,138	17,108	96,655	834,331	944,987
DODGE	4,400	4,621	0	14,459	178,027	177,956
FORD	27,626	26,028	29,758	130,547	1,015,093	965,489
GMC	6,700	6,959	6,257	29,560	273,104	295,999
INTERNATIONAL	1,550	1,577	1,273	6,580	64,417	61,502
JEEP	5,800	3,806	5,858	26,761	158,401	179,055
NISSAN	2,450	2,228	2,540	12,466	82,930	89,039
AM GENERAL	50	50	50	230	2,210	2,030
MISCELLANEOUS	2,000	1,000	2,000	9,200	44,000	76,553
Total Trucks, U.S.	67,597	63,407	64,844	326,459	2,652,513	2,792,610

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 2, 1985	Week Ended Nov. 3, 1984	Week Ended Oct. 26, 1985	Oct. Est.	Jan. 1 to Nov. 3, 1984	Jan. 1 to Nov. 2, 1985
CHRYSLER	7,360	8,696	1,811	25,582	308,921	316,584
FORD	3,581	3,289	3,647	15,259	131,107	132,422
GENERAL MOTORS	5,978	4,720	5,737	25,333	234,996	228,193
INTERNATIONAL	200	201	202	929	7,200	8,436
Total Trucks, Canada	17,119	16,906	11,397	67,103	682,224	685,635
N. American Trucks	80,871	80,313	94,009	249,698	3,334,737	3,488,833

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Nov. 2, 1985	Week Ended Nov. 3, 1984	Week Ended Oct. 26, 1985	Oct. Est.	Jan. 1 to Nov. 3, 1984	Jan. 1 to Nov. 2, 1985
AMERICAN MOTORS	2,750	4,291	2,580	9,963	163,651	97,860
Renault Total	2,750	4,291	2,580	9,963	163,651	97,860
Alliance	1,900	2,670	1,871	6,890	93,496	63,479
Encore	850	1,621	709	3,074	70,155	34,381
CHRYSLER CORP.	24,500	27,287	0	84,457	1,064,494	1,076,813
Plymouth Total	7,000	8,492	0	23,055	323,641	311,444
Horizon	2,400	3,431	0	8,016	138,604	119,155
Reliant	3,400	3,391	0	11,014	150,031	138,105
Caravelle	900	1,221	0	2,944	16,606	40,003
Gran Fury	300	449	0	1,082	18,400	14,181
Chrysler Total	8,600	8,180	0	30,444	344,224	355,077
LeBaron	2,200	2,359	0	7,595	100,171	77,804
LeBaron GTS	2,400	833	0	7,805	2,052	82,269
Laser	900	1,445	0	3,487	61,255	44,718
New Yorker/E-Class	900	1,529	0	3,736	79,953	54,889
Fifth Avenue	2,200	2,014	0	7,821	100,793	95,397
Dodge Total	8,900	10,615	0	30,958	396,629	410,292
Omni	2,400	2,778	0	7,803	127,863	115,183
Aries	2,000	3,561	0	8,065	122,995	114,658
Daytona	1,000	1,121	0	3,401	45,900	40,280
Dodge 600	1,500	1,376	0	5,018	64,243	55,048
Lancer	1,500	626	0	4,892	1,614	56,251
Diplomat	500	1,153	0	1,780	34,014	28,872
FORD MOTOR	36,801	42,006	38,483	163,229	1,518,810	1,412,334
Ford Division	25,510	26,253	27,219	114,665	983,253	949,776
Escort	7,908	7,519	9,167	38,690	297,523	291,701
Mustang	4,158	2,566	4,713	20,296	117,893	157,438
LTD	4,397	5,486	4,348	20,594	194,100	181,057
Taurus	958	0	292	1,251	0	1,443
Thunderbird	3,317	3,231	3,965	17,351	127,243	149,009
Crown Victoria	0	2,178	0	0	72,079	7,122
EXP	0	1,093	0	0	35,708	3,863
Tempo	4,772	4,180	4,734	16,482	138,707	158,143
L-M Division	11,291	15,753	11,264	48,564	535,557	462,558
Mercury Total	7,655	11,667	7,587	32,006	391,771	324,247
Lynx	1,530	1,243	1,670	7,182	59,623	61,915
Capri	376	726	424	1,822	15,631	16,236
Marquis	923	3,153	956	5,174	101,755	82,956
Sable	936	0	139	983	0	1,170
Cougar	2,625	2,701	3,147	12,495	97,885	108,502
Grand Marquis	0	2,016	0	0	79,177	7,915
Topaz	1,265	1,828	1,251	4,350	37,700	45,553
Lincoln Total	3,636	4,086	3,677	16,557	143,786	138,311
Continental	504	747	509	2,224	31,562	21,810
Lincoln	2,727	2,898	2,756	12,547	89,376	101,206
Mark VI/VII	405	441	412	1,787	22,848	15,295
GENERAL MOTORS	104,122	72,190	103,340	470,400	3,760,308	4,147,435
Buick Total	23,441	17,697	22,005	102,641	839,393	867,070
Skylark	0	1,071	0	0	90,439	40,953
Skyhawk	2,550	2,640	2,312	10,531	114,663	90,854
Somerset	2,716	1,763	2,730	12,749	16,121	107,496
Century	8,061	4,111	8,369	37,871	193,963	249,372
Regal	3,042	2,861	3,083	15,500	155,636	118,384
LeSabre/Electra (rwd)	771	2,674	862	3,740	176,309	93,891
LeSabre (fwd)	1,866	0	592	3,271	0	3,837
Riviera	424	1,469	121	846	44,505	46,397
Electra (fwd)	4,011	1,108	3,936	18,133	47,757	115,886
Cadillac Total	6,206	6,087	5,935	25,240	277,523	285,445
Cimarron	749	217	632	3,067	13,861	23,233
Seville	322	987	87	623	32,965	28,087
Eldorado	454	1,773	141	926	64,803	52,989
Cadillac (rwd)	933	1,502	625	2,946	98,760	94,325
DeVille (fwd)	3,748	1,608	4,450	17,677	67,134	146,811
Chevrolet Total	33,950	20,901	33,219	154,471	1,276,696	1,393,555
Chevette	2,751	2,643	2,143	12,487	153,571	133,806
Cavalier	10,446	6,919	10,374	47,145	347,361	423,672
Celebrity	4,287	2,931	4,389	19,488	245,464	226,754
Camaro	4,979	3,414	5,069	22,388	196,912	182,036
Citation	0	561	0	0	92,130	28,697
Malibu/El Camino	0	513	0	0	20,785	1,199
Monte Carlo	2,684	1,262	2,652	13,523	88,389	119,876
Chevrolet	7,803	1,656	7,590	34,828	103,521	237,766
Corvette	1,000	1,002	1,002	4,613	28,883	39,749
Oldsmobile Total	24,913	19,645	23,683	107,149	909,204	1,011,248
Omega	0	0	0	0	29,289	0
Firenza	1,431	114	1,221	5,874	59,925	54,319
Cutlass Supreme	5,416	5,322	5,186	24,334	219,465	200,334
Cutlass Ciera	8,783	5,083	8,194	37,099	212,124	305,887
88/98 (rwd)	667	4,516	531	2,568	269,983	163,766
88 (fwd)	1,760	0	1,599	6,597	0	7,137
Olds 98	3,297	1,452	3,536	15,268	62,907	124,100
Calais	3,254	2,083	3,327	14,793	17,566	128,284
Toronado	305	1,075	89	615	37,945	27,961
Pontiac Total	15,612	7,860	18,498	80,900	457,492	590,117
Acadian**	0	239	862	2,394	12,691	14,076
2000 Sunbird	2,230	2,422	2,926	13,479	120,794	120,220
1000	1,570	722	1,469	6,068	35,097	27,981
Firebird	2,393	1,778	2,465	11,617	92,323	96,639
Phoenix	0	0	0	0	14,116	0
6000	1,419	0	1,872	7,029	0	46,279
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,462	1,334	2,950	12,759	38,034	72,889
Fiero	2,206	0	2,412	10,567	103,422	95,433
Grand Am	3,332	1,365	3,542	16,987	11,282	116,600
HONDA	2,840	2,950	2,410	10,985	116,066	124,156
NISSAN	1,449	0	1,452	6,693	0	31,716
NUMMI*	1,900	0	1,900	8,740	0	44,249
VOLKSWAGEN	2,350	1,511	2,265	10,763	63,185	82,215
Total Cars, U.S.	176,712	150,235	152,430	765,229	6,686,514	7,016,778
Total Cars, Canada	26,723	21,612	24,650	109,320	887,662	907,046
N. American Cars	203,435	171,847	177,080	874,550	7,574,176	7,923,824
N. American Trucks	80,871	80,313	94,009	363,623	3,334,737	3,488,833
North American Cars and Trucks	284,306	252,160	271,089	1,238,173	10,908,913	11,412,657

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

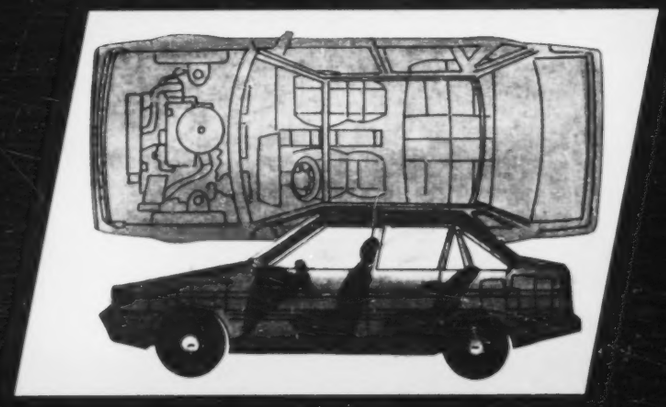
November 11, 1985

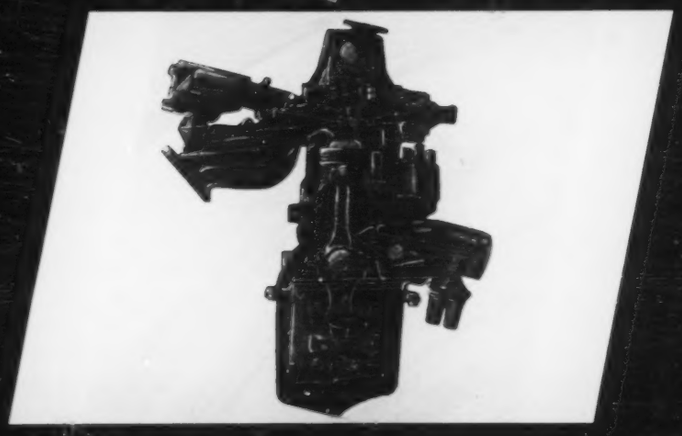
© Entire contents copyright 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

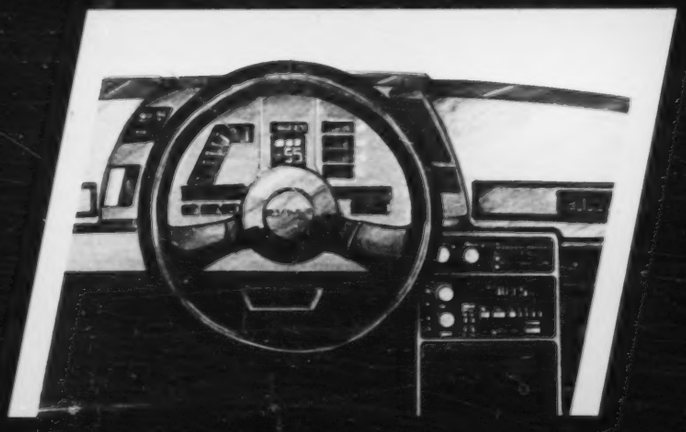
intro '86

intro • intro • intro

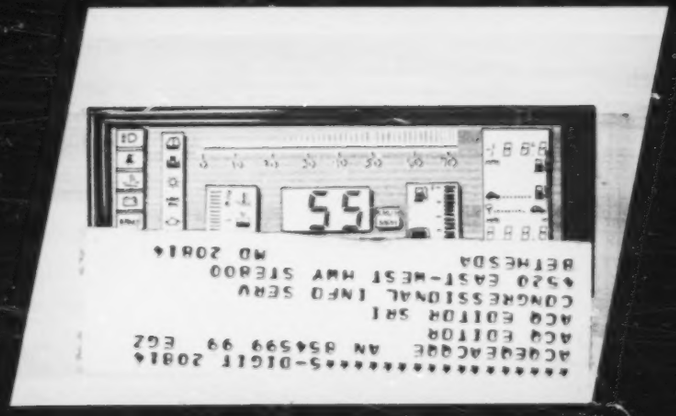




intro • intro • intro



intro • intro • intro



intro • intro • intro

Matt DeLorenzo

Nissan tips its racing hand

Tucked at the back of Nissan's Tokyo Auto Show exhibit was an IMSA GTO version of the Mid4. The mid-engined 4WD racer is expected to be headed for U.S. circuits.

Shop volume shows upturn for September

By Jack Walsh
Service Editor

Franchised new-vehicle dealers' service and parts business in September was up significantly over the August volume and was far better than in the same month a year ago.

During the month, according to the Automotive News Service Index, shop volume was up 10.4 percent over last year, with strong gains in all six indicators used in the survey. September business was 3.5 percentage points higher than the August volume.

The rate of growth during the month was the highest since last May, when shop volume soared 13.5 percent above that in May, 1984.

For the first nine months of 1985, service and parts volume showed a gain of 8.5 percent over the like period a year ago, and there were strong advances in all six indicators.

In September, the leading indicator was total labor sales, customer-paid and warranty. They were 16.7 percent higher than those in the same month in 1984. The number of repair orders written during the month, customer-paid and warranty, was up 11.4 percent from a year ago.

September sales of shop parts, those used in customer-paid and warranty repairs, rose 9.8 percent over last year, and sales of all parts and accessories during the month showed a gain of 9.2 percent.

Sales of parts and accessories to off-premises customers were up 8.7 percent in September over a year ago, while gross profit on all labor, parts and accessory sales was 4.9 percent higher than shop earnings in the same month in 1984.

Through September, the No. 1 indicator was total labor sales, which were 11.4 percent higher than a year ago. The number of repair orders written in the first nine months was up 8.9 percent, and shop parts sales rose 8.2 percent over the like period in 1984.

Gross profit on all labor, parts and accessory sales in the January-September period showed a gain of 8.1 percent. Nine-month sales of parts and accessories to outside customers were up 6.8 percent, and total P&A sales were 6 percent higher than a year ago.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's new-car and truck dealerships.

SERVICE INDEX
110.4*

	Sept. '85 vs Sept. '84	9 mos. '85 vs 9 mos. '84
Gross Profit on All Labor and P&A Sales	+ 4.9%	+ 8.1%
Repair Orders Written	+ 11.4%	+ 8.9%
Total Labor Sales (Customer & Warranty)	+ 16.7%	+ 11.4%
Shop Parts Sales (Customer & Warranty)	+ 9.8%	+ 8.2%
Sales of All P&A	+ 9.2%	+ 6.0%

*—Survey by Automotive News shows that dealers service and parts business in September, 1985, was 110.4 percent of business in September, 1984. Service business in the first nine months of 1985 was 108.5 percent of business in the corresponding period in 1984.

index

Advertising news	26
Auction reports	66, 67
Classified advertising	68-78
Editorial page	10
Personnel	17
Production by makes	84
Registrations, car	31
Sales, car	5, 83
Truck highlights	16

60th year—No. 5100

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Some stock-issue funds will go to European facility

Yugo investors to help build plant

By Richard Feast
European Editor

KRAGUJEVAC, Yugoslavia.—Investors in the forthcoming public stock offering by Yugo America, Inc., will be helping to finance a new automobile factory to be built here.

The Zastava company which makes the Yugo models is investing about $300 million in an additional facility that will come on-stream late in 1987 or early in 1988.

Most of that money will be generated internally by Zastava, but car factory director Srboljub Vasovic added, "One thing is certain: Yugo America will be one of the financing companies."

The news comes as Yugo America is laying plans to pay for its expansion with a public flotation (Automotive News, Oct. 28). William Prior, president, said he is unable to comment in any way until Yugo America's prospectus has been filed with the Securities and Exchange Commission in the middle of December.

"The attorney says I am to keep my mouth shut. But what I can say is we are very enthusiastic about the future," Prior said in Montvale, N.J.

In an interview with Automotive News, Vasovic said, "What we can say at this stage is there is intention and goodwill on the part of Yugo America to finance our projects. The amount of money they are willing to invest will depend on the current discussions."

He added with a smile, "So, if we want to sell one million cars on the U.S. market, the investments will be higher."

The new factory will produce two models currently under development, the 103 hatchback and the 104 sedan. The cars, similar in size to Volkswagen's Golf and Jetta, will replace the 101 series, which is based on the design of the old Fiat 128. The 101 is sold extensively in Yugoslavia and exported to many European countries, but there are no U.S. sales plans for it.

The factory will be located on a 200-acre site (already purchased) at Korman, about four miles from the sprawling Zastava complex in the Serbian town of Kragujevac. It will contain body, paint shop and final assembly operations and utilize stampings and machine parts made in the main factory's machine and press shops.

It is a highly significant development for the company, which is officially known as Zavodi Crvena Zastava (ZCZ), or Red Flag Enterprises. It will represent a doubling of capacity to around 400,000 annually and a concentration on just two basic model lines.

In addition, the expansion is being accompanied by a steady swing toward more automated methods of production. Zastava's only present automation is in the paint shop, but Vasovic insists more will be added.

"Automation will be introduced, first, in those areas where it is dangerous to work, and later in those areas where we can increase productivity," he said.

The prospect of high sales in the U.S. has accelerated developments at Zastava. The company has promised to ship 10,000 Yugos to the U.S. this year, or one-fifth of the total Yugo production. Next year, the number is 60,000 for the U.S. out of total Yugo production of 130,000. Total production of all models in 1986 is expected to be in excess of 200,000.

Based on projections provided by Yugo America, Zastava believes it will be selling 150,000 cars a year in the U.S. market by 1988. The vast majority of those will be the 55 models (to be revised for the 1987 model year), as the new generation 103/104 will only just have been put into production.

Imports set any-month record

Domestic slip cuts October sales

By Jenny L. King
Detroit Reporter

October proved to be a payback month for the domestic auto makers and a go-ahead month for the imports.

Import sales notched an any-month record along with a new high for October. Domestics sales, no longer propelled by the wide range of late-summer customer incentives, sputtered and coughed, finishing the month 91,000 units behind October, 1984.

The imports' share of the total U.S. new-car market climbed to an October peak of 30.79 percent. It was the first time in 34 months the imports have pushed past 30 percent, and it was their highest share since the alltime high of 32.74 percent in August, 1982.

Domestic sales were down in all three 10-day reporting periods in October and finished the month off 13.22 percent from the preceding year. Domestic sales totaled 598,399 this October compared with 689,563 in 1984. Record sales for the month were notched back in 1971: 933,713.

Sales of new imported cars were up 24.99 percent October to October, to a record 266,278 from 213,040. The previous any-month record was 265,398 in July of this year.

Combined import-domestic sales were off 4.20 percent, to 864,677 from 902,603.

Domestic sales for January through October were 5.01 percent ahead of their 1984 counterpart, adding to 7,130,440 versus 6,790,003.

The import year-to-date total of 2,344,567 was 14.47 percent ahead of 2,039,535. Imports were only some 97,000 units shy of the 2,441,341 reported for 12 months, 1984, a record that surely will be shattered this month.

Year-to-date industry sales

Please turn to Page 83, Col. 1

GM ends COLA pay for salaried workers

By Mary Connelly
Detroit Reporter

General Motors will discontinue cost-of-living payments to salaried workers in the U.S. and Canada in 1986 in favor of merit pay raises.

Since 1948, GM has been making quarterly adjustments to salaried workers, pegged to the cost of living. Salary increases for 125,000 salaried workers will be based solely on job performance as of Jan. 1.

The move is part of the evolution in GM's salaried compensation system which began in 1973, according to William P. MacKinnon, vice president in charge of the Personnel Administration and Development Staff.

He said GM has been working for 12 years to tailor the compensation program for salaried workers to the specific needs of the individual.

He cited the informed-choice health care plan coverage, which allows employes to choose from a range of benefits, and other options such as the savings stock purchase program for salaried workers.

"It's also in keeping with our more autonomous organization and decentralized decision-making," MacKinnon said. "It's the result of an individual assessment at each division, staff and group. It's not something they were required to do, asked to do or told to do."

Twelve divisions and staffs covering about 15,000 salaried workers decided to abandon COLA in favor of merit pay increases as of Jan. 1, 1985, MacKinnon said. Most employes have viewed the change "positively," he said.

"The change that we have now is a collection of individual decisions by divisions, groups and staffs and, in turn, follows a shift in compensation in North America over the past 12 years," he said.

"I think the main thing we expect to see is a sense among salaried workers that they will be recognized, based on personal contribution and effort," MacKinnon said of the merit pay system.

Many employes had commented that under the COLA system, salaries were boosted by a uniform dollar amount without regard for an employe's job or performance, he said.

Because dollars will no longer have to be set aside for COLA payments, GM will be able to pay

Please turn to Page 81, Col. 3

Matt DeLorenzo

Racer by Mazda North America

Mazda North America's design team exhibited its IMSA GTO version of the RX-7 at the Tokyo Auto Show.

IMPORT REGISTRATION SHARES IN U.S.

	AUGUST					EIGHT MONTHS				
	Regis., August, 1985	Percent Share of Market	Regis., August, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 8 mos., 1985	Percent Share of Market	Regis., 8 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Toyota	59,594	21.01	51,311	22.53	−1.51	365,657	19.41	328,138	19.88	−0.47
Nissan	55,777	19.67	46,588	20.45	−0.78	356,031	18.90	321,567	19.49	−0.59
Honda	42,943	15.15	44,806	19.67	−4.52	353,232	18.75	314,895	19.08	−0.33
VW	19,195	6.77	13,166	5.78	+0.99	125,098	6.64	110,809	6.71	−0.07
Mazda	18,816	6.64	15,582	6.84	−0.20	119,112	6.32	105,384	6.39	−0.07
Subaru	16,144	5.69	12,819	5.63	+0.06	101,397	5.38	94,766	5.74	−0.36
Volvo	10,962	3.87	7,925	3.48	+0.39	71,256	3.78	67,815	4.11	−0.33
BMW	8,897	3.14	4,706	2.07	+1.07	59,867	3.18	48,993	2.97	+0.21
Mercedes	8,127	2.86	4,028	1.77	+1.09	58,607	3.11	45,542	2.76	+0.35
Audi	7,711	2.72	4,677	2.05	+0.67	51,681	2.74	45,828	2.78	−0.04
Others	35,350	12.47	22,150	9.73	+2.74	222,127	11.79	166,552	10.09	+1.70
TOTAL	283,516		227,758			1,884,065		1,650,289		
Share of U.S. Total		30.62		26.74	+3.88		26.74		24.37	+2.37

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

August registrations climb 24 pct.

Imports take 30 pct. of market

By Jenny L. King
Detroit Reporter

Imports claimed 30.62 percent of the new-car-registration total in August, a gain of almost four percentage points over 26.74 percent the same month a year earlier.

The late-summer marketplace had not yet reflected the sales explosion ignited by record-low interest rates offered by domestic auto makers on loans to new-car customers.

R.L. Polk & Co. reported registrations of 283,516 for August, up 24.48 percent from 227,758 in 1984. This year's August total was off 2.48 percent from 290,738 the preceding month. July imports took 30.63 percent of the overall new-car market.

Toyota topped the 10 strongest imports in August with 21.02 percent of the import market. It was a drop of 1.51 percentage points for the company, but Toyota kept a slight lead over second-place Nissan at 19.67 percent. Nissan, too, was off from August, 1984, slipping 0.78 percentage points from 20.45 percent.

Honda, a distant third, slumped to 15.15 percent from 19.67 percent, although registrations (including U.S.-built Accords) were off only 2,000 units. Volkswagen, also an import-domestic combination, moved into fourth from fifth place and gained 0.99 percentage points. Mazda, down 0.20 percentage points, slipped to fifth.

Subaru was up 0.06 percentage points, Volvo gained 0.39 percentage points, BMW was up 1.07 percentage points, Mercedes-Benz stepped past Audi into ninth place with a 1.09-percentage-point gain, and Audi improved its share by 0.67 percentage points.

Ten imports claimed 87.53 percent of the August import market, down from 90.27 percent in 1984.

Import registrations for eight months totaled 1,884,065, up 14.17 percent from 1,650,289 the preceding year. Of the entire U.S. market, imports claimed 26.74 percent, 2.37 percentage points ahead of the 24.37 percent notched a year earlier.

Toyota was the number-one import January through August both years, with 19.41 percent of the 1985 import total versus 19.88 percent in 1984. Honda finished second with 18.90 percent this year compared with 19.94 percent 12 months earlier. Third-place Nissan, with 18.75 percent, was close behind Honda but also was off from its 1984 level (19.08 percent).

VW was down 0.07 percentage points, Mazda was down 0.07 percentage points, Subaru was down 0.36 percentage points, Volvo was down 0.33 percentage points, Mercedes-Benz moved up 0.21 percentage points, BMW was up 0.35 percentage points and Audi slipped 0.04 percentage points.

The top 10 makes' registrations added to 88.21 percent of the total, down from 89.91 percent a year ago.

Japanese imports held 71.31 percent of the August import market, down from a stronger 75.97-percent position in 1984. West German products, recovering from a strike-related year-ago slump, expanded to 14.12 percent from 9.24 percent. U.S. Golfs and Accords earned 7.64 percent, down from 8.20 percent, and Swedish Saabs and Volvos were up to 5.25 percent from 4.66 percent of the August, 1984, total.

Numbers of cars from each country included:

	August 1985	August 1984
Japan	202,168	173,022
W. Germany	40,040	21,050
United States	21,666	18,671
Sweden	14,887	10,626
France	2,213	2,761
Great Britain	1,933	801
Italy	609	805
Ireland	0	25
TOTAL	283,516	227,758

Year-to-date registrations were 70.43 percent Japanese, 14.08 percent German, 8.43 percent U.S.-built and 5.21 percent Swedish. The numbers were as follows:

	8 Mos. 1985	8 Mos. 1984
Japan	1,327,029	1,177,952
W. Germany	265,322	211,341
United States	158,890	133,895
Sweden	98,241	90,502
France	16,495	20,916
Great Britain	13,301	11,111
Italy	4,792	4,304
Ireland	0	268
TOTAL	1,884,065	1,650,289

Import truck registrations in August were up 30.01 percent, to 88,518 from 68,084 last year. Toyota outdistanced second-place Nissan by nearly 17,000 units, Mazda retained third place and Isuzu captured the fourth place occupied by Dodge Ram 50 a year earlier. Imports from the top makers included:

	August 1985	August 1984
Toyota	38,277	29,310
Nissan	21,806	15,574
Mazda	10,548	10,345
Isuzu	7,289	—
Dodge Ram 50	—	4,634
Others	10,598	8,221
TOTAL	88,518	68,084

Year-to-date import truck registrations totaled 628,855, a 32.05-percent gain from 476,240 in 1984. Following are results from the major makers:

	8 Mos. 1985	3 Mos. 1984
Toyota	245,087	180,705
Nissan	172,908	131,415
Mazda	72,826	75,531
Isuzu	48,514	—
Dodge Ram 50	—	29,089
Others	89,520	59,500
TOTAL	628,855	476,240

MARKET SHARES

8 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change 85 vs. 84
Chevrolet	14.64	15.83	−1.19
Ford	12.81	12.43	+0.38
Oldsmobile	9.99	10.91	−0.92
Buick	8.04	9.05	−1.01
Pontiac	7.02	6.90	+0.12
Toyota	5.13	4.85	+0.28
Honda	4.99	4.75	+0.24
Nissan	4.95	4.65	+0.30
Mercury	4.89	5.02	−0.13
Dodge	4.15	3.50	+0.65
Chrysler	3.42	3.04	+0.38
Plymouth	3.19	2.78	+0.41
Cadillac	2.76	3.00	−0.24
VW	1.75	1.64	+0.11
Mazda	1.67	1.56	+0.11
Lincoln	1.47	1.37	+0.10
Subaru	1.42	1.40	+0.02
AMC	1.21	1.79	−0.58
Volvo	1.00	1.00	−0.00
Mercedes	0.84	0.72	+0.12
BMW	0.82	0.67	+0.15
Audi	0.73	0.68	+0.05
Other Imports	3.11	2.46	+0.65
Misc. Dom.	0.00	0.00	−0.00
TOTAL	7,134,159	6,770,514	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

TOP CARS

U.S. registrations for Eight Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position	Make	1984	Position
1—	1,044,710 Chevrolet	1,071,878	— 1
2—	913,873 Ford	841,315	— 2
3—	712,571 Oldsmobile	739,052	— 3
4—	573,827 Buick	612,674	— 4
5—	500,687 Pontiac	467,190	— 5
6—	365,657 Toyota	328,138	— 7
7—	356,031 Honda	321,567	— 8
8—	353,232 Nissan	314,895	— 9
9—	348,981 Mercury	340,132	— 6
10—	296,133 Dodge	237,218	—10
11—	243,646 Chrysler	205,883	—12
12—	227,563 Plymouth	187,767	—14
13—	196,904 Cadillac	202,931	—13
14—	125,098 VW	110,809	—15
15—	119,112 Mazda	105,384	—16
16—	104,578 Lincoln	92,571	—18
17—	101,397 Subaru	94,766	—17
18—	86,460 AMC	121,427	—11
19—	71,256 Volvo	67,815	—19
20—	59,867 Mercedes	48,993	—20
21—	58,607 BMW	45,542	—22
22—	51,681 Audi	45,828	—21
	222,127 Other Imports	166,552	
	161 Misc. Dom.	187	
	7,134,159 TOTAL	6,770,514	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1985, Automotive News.

Jaguar Cars names Tate district sales manager

LEONIA, N.J.—Jaguar Cars, Inc., has named Richard E. Tate district sales manager. He will be responsible for the sales district which includes Arizona, New Mexico, Colorado, Nevada, Utah and parts of Southern California.

Before joining Jaguar, Tate was a Lincoln-Mercury zone manager.

BUZZ DOERING
Automobile Leasing Consultant
1-800-238-7888
(In Wisconsin 414-367-6700)
AUTOMOBILE LEASING SEMINARS

BEGINNING, INTERMEDIATE AND ADVANCED LEVELS OF LEASING

WASHINGTON, D.C.
November 21st & 22nd
Twin Bridges Marriott

CHICAGO
December 5th & 6th
O'Hare Marriott

LOUISVILLE
December 12th & 13th
Louisville Marriott

PHILADELPHIA
January 9th & 10th
City Line Marriott

DENVER
February 6th & 7th
Southeast Marriott

HARTFORD
February 20th & 21st
Farmington Marriott

AGENDA INCLUDES THE FOLLOWING TOPICS

- SETTING UP YOUR LEASING COMPANY
- SEGMENTING THE LEASE MARKET
- WHY PEOPLE LEASE
- ADVANTAGE OF I.T.C.
- MERCHANDISING AND ADVERTISING
- SELLING LEASING
- RATE CONSTRUCTION AND LEASE DOCUMENTS
- ACCOUNTING AND LEGAL PROCEDURES
- CREDIT AND COLLECTIONS
- DISPOSITION OF OFF-LEASE VEHICLES
- CAR AND TRUCK RENTALS
- EXPLANATION OF 1984 TAX REFORM ACT

Fee: $345.00 for the first person; $295.00 for each additional person. Fee includes all materials, a certificate of completion suitable for framing, and a luncheon both days.

NOW IS THE TIME TO LOOK INTO THE FAST GROWING LEASING BUSINESS AS AN ADDITIONAL PROFIT CENTER

For more information or to register, call or write:

BUZZ DOERING
Automobile Leasing Consultant
300 Cottonwood Ave., P.O. Box 194, Hartland, Wisconsin 53029-0194
1-800-238-7888

Don't get hung up looking for keys.

If you're losing sales while your sales staff is hunting for keys, let Supra get you off the hook with Supra MAX.™ It keeps your sales staff on the lot selling, and it keeps your vehicles secure.

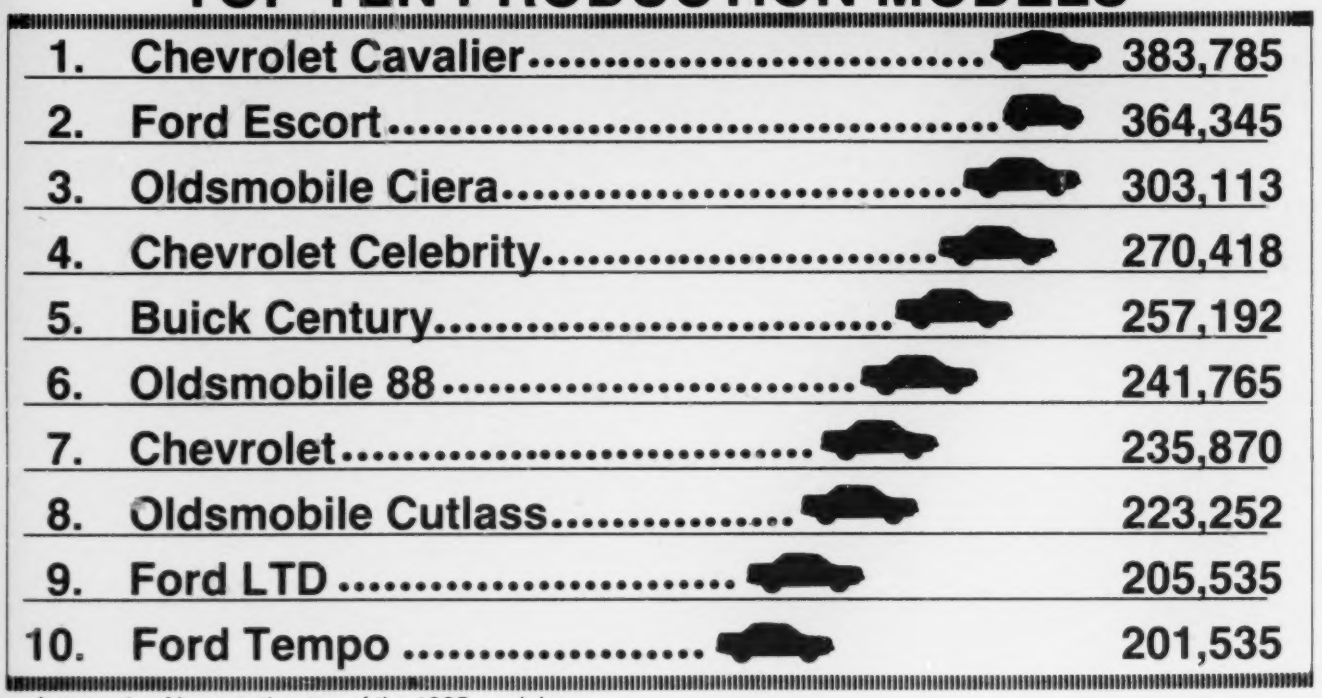
With the Supra MAX, your key remains safely with the vehicle. Only our Title® key can open the Supra MAX. And locksmiths are not equipped to duplicate Title keys. This one-key system eliminates losses, duplications, and confusing key boards. It's also the toughest and most durable automotive key box on the market.

So if you want the best key boxes made, give us a call about the Supra MAX and our other styles of auto key boxes. They'll keep your sales staff on the lot selling.

SUPRA
WE OPEN DOORS FOR YOU.

Supra Products, Inc.
P.O. Box 3167, Salem, Or. 97302
(503) 581-9101 (800) 547-0252

TOP TEN PRODUCTION MODELS



Automotive News estimates of the 1985 model run.

U.S. CAR MODEL-YEAR OUTPUT, '85 vs. '84

	1985 Model Year	Pct. of Output	1984 Model Year	Pct. of Output	Pct. pt. Change '85 vs. '84
AMERICAN MOTORS	150,189	1.89	208,624	2.57	– 0.68
Renault Total	150,189	1.89	208,624	2.57	– 0.68
Alliance	91,664	1.15	121,015	1.49	– 0.34
Encore	58,525	0.74	87,609	1.08	– 0.34
CHRYSLER CORP	1,325,592	16.66	1,176,144	14.47	+ 2.19
Plymouth Total	398,938	5.01	357,764	4.40	+ 0.61
Horizon	156,073	1.96	147,902	1.82	+ 0.14
Reliant	172,193	2.16	187,245	2.30	– 0.14
Caravelle	51,504	0.65	7,932	0.10	+ 0.55
Gran Fury	19,168	0.24	14,685	0.18	+ 0.06
Chrysler Total	421,585	5.30	375,853	4.63	+ 0.67
LeBaron	101,833	1.28	111,808	1.38	– 0.10
LeBaron GTS	70,957	0.89	0	0	0
Laser	58,327	0.73	69,720	0.86	– 0.13
Chrysler E	0	0	36,494	0.45	0
New Yorker E-Class	70,143	0.88	69,746	0.86	+ 0.02
Fifth Avenue	120,315	1.52	88,085	1.08	+ 0.44
Dodge Total	505,069	6.35	442,527	5.44	+ 0.91
Omni	146,731	1.84	142,494	1.75	+ 0.09
Aries	146,075	1.83	150,702	1.85	– 0.02
Daytona	50,107	0.63	53,635	0.66	– 0.03
Dodge 600	69,352	0.88	72,070	0.89	+ 0.01
Lancer	50,942	0.64	0	0	0
Diplomat	41,862	0.53	23,626	0.29	+ 0.24
FORD MOTOR	1,735,785	21.82	1,813,523	22.31	– 0.49
Ford Division	1,149,427	14.45	1,180,708	14.52	– 0.07
Escort	364,345	4.58	331,802	4.08	+ 0.50
Mustang	156,514	1.98	141,480	1.74	+ 0.24
LTD	205,535	2.58	213,742	2.63	– 0.05
Thunderbird	151,852	1.91	170,551	2.10	– 0.19
Crown Victoria	43,184	0.54	86,084	1.06	– 0.52
EXP	26,462	0.33	23,016	0.28	+ 0.05
Tempo	201,535	2.53	214,033	2.63	– 0.10
L-M Division	586,358	7.37	632,815	7.79	– 0.42
Mercury Total	419,872	5.28	475,381	5.85	– 0.57
Lynx	80,551	1.02	66,056	0.81	+ 0.21
Capri	18,657	0.23	20,642	0.25	– 0.02
Marquis	104,198	1.31	107,812	1.33	– 0.02
Cougar	117,274	1.47	131,171	1.62	– 0.15
Grand Marquis	37,101	0.47	90,341	1.11	– 0.64
Topaz	62,091	0.78	59,359	0.73	+ 0.05
Lincoln Total	166,486	2.09	157,434	1.94	+ 0.15
Continental	28,253	0.35	30,468	0.38	– 0.03
Lincoln	119,878	1.51	93,622	1.15	+ 0.36
Mark VI/VII	18,355	0.23	33,344	0.41	– 0.18
GENERAL MOTORS	4,460,261	56.07	4,709,521	57.93	– 1.86
Buick Total	1,002,906	12.61	987,980	12.15	+ 0.46
Skylark	93,157	1.17	111,211	1.37	– 0.20
Skyhawk	82,516	1.04	145,393	1.79	– 0.75
Somerset	86,071	1.08	0	0	0
Century	257,192	3.23	219,858	2.70	+ 0.53
Regal	124,546	1.57	224,754	2.76	– 1.19
LeSabre/Electra (rwd)	157,256	1.98	228,901	2.82	– 0.84
Riviera	65,305	0.82	57,863	0.71	+ 0.11
Electra (fwd)	136,863	1.72	0	0	0
Cadillac Total	384,840	4.84	300,300	3.70	+ 1.14
Cimarron	19,890	0.25	21,898	0.27	– 0.02
Seville	39,755	0.50	39,997	0.49	+ 0.01
Eldorado	76,401	0.96	77,806	0.96	0
Cadillac	51,701	0.65	160,599	1.98	– 1.33
DeVille (fwd)	197,093	2.48	0	0	0
Chevrolet Total	1,418,098	17.82	1,682,195	20.69	– 2.87
Chevette	123,499	1.55	240,189	2.95	– 1.40
Cavalier	383,785	4.82	462,612	5.69	– 0.87
Celebrity	270,418	3.40	279,111	3.43	– 0.03
Camaro	180,018	2.26	261,592	3.22	– 0.96
Citation	62,722	0.79	102,205	1.26	– 0.47
Malibu El Camino	0	0	24,707	0.31	0
Monte Carlo	122,057	1.53	139,115	1.71	– 0.18
Chevrolet	235,870	2.97	121,117	1.49	+ 1.48
Corvette	39,729	0.50	51,547	0.63	– 0.13
Oldsmobile Total	1,135,027	14.27	1,144,225	14.07	+ 0.20
Omega	0	0	52,986	0.65	0
Firenza	49,040	0.61	82,475	1.01	– 0.40
Cutlass Supreme	223,252	2.81	309,124	3.80	– 0.99
Cutlass Ciera	303,113	3.81	280,839	3.46	+ 0.35
88/98 (rwd)	241,765	3.04	370,701	4.56	– 1.52
Olds 98 (fwd)	169,432	2.13	0	0	0
Calais	106,240	1.34	0	0	0
Toronado	42,185	0.53	48,100	0.59	– 0.06
Pontiac Total	519,390	6.53	594,821	7.32	– 0.79
Acadian	8,992	0.11	5,866	0.07	+ 0.04
2000 Sunbird	111,899	1.41	169,290	2.08	– 0.67
1000	25,855	0.32	55,083	0.68	– 0.36
Firebird	95,880	1.21	128,304	1.58	– 0.37
Phoenix	0	0	22,847	0.28	0
6000	35,726	0.45	0	0	0
Bonneville	0	0	29,269	0.36	0
Grand Prix	0	0	23,953	0.29	0
Parisienne	82,107	1.03	25,624	0.32	+ 0.71
Fiero	76,371	0.96	134,585	1.66	– 0.70
Grand Am	82,560	1.04	0	0	0
HONDA	155,102	1.95	117,200	1.44	+ 0.51
NISSAN	17,368	0.22	0	0	0
NUMMI	27,943	0.35	0	0	0
VOLKSWAGEN	82,797	1.04	104,301	1.28	– 0.24
Total Cars, U.S.	7,955,037	100.00	8,129,313	100.00	0

Cavalier captures the crown

Chevrolet product tops Escort in '85 output

By Colleen Belli
Assistant Industry Editor

In what has been a close race, Chevrolet Cavalier finished the 1985 model production run in first place: 383,785 Cavaliers were built.

Just behind the leader was the hot-selling Ford Escort, placing second at 364,345.

It was a year in which General Motors suffered a week-long UAW strike, causing work stoppages nationwide. In addition, several GM plants had late fall startups last year due to extended 1984 model runs on certain car lines. Later, GM worked extensive overtime to make up lost time and meet sales demand.

The '85 model year also was marked by newcomers to the domestic scene. Nissan began production of Sentra cars at Smyrna, Tenn., and NUMMI, the GM-Toyota joint-venture company, began building Nova models at Fremont, Calif.

The domestic industry turned out 7,955,037 cars during the 1985 model year, down from 8,129,313 in the 1984 model run.

Most of the drop is attributed to Chevrolet which extended 1984 production of certain models, including Chevette, Cavalier and Celebrity, in order to meet CAFE requirements.

In addition, Chevette, which had been built at two plants, was reduced to one.

Chevrolet finished the '85 model year with 1,418,098 cars, down from 1,682,195 the previous year.

The Chevrolet tally affected the GM total which was 4,460,261, down from 4,709,521 in 1984. GM discontinued X-car production — Citation, Omega, Skylark and Phoenix — in midyear. In addition, El Camino production was shifted to Mexico.

Also contributing to the industry drop were American Motors and Volkswagen.

AMC lowered production rates at Kenosha, Wis. AMC output was 150,189 for '85, down from 208,624 in the '84 model year.

Volkwagen, which extended production of '84 Rabbits into November last year, began output of Golf in December at Westmoreland, Pa. VW's short '85 run totaled 82,797.

On the positive side, Chrysler built 1,325,592 cars during the 1985 model year, up from 1,176,144 the previous year. Chrysler opened a new assembly plant in December at Sterling Heights, Mich., to build its all-new LeBaron GTS and Lancer.

Electronics

Continued from Page E-33

ing scheme to handle the functions we want. How do we add functions after we have multiplexing? We just tack them on after the system is in place.

"Development of these systems also allows development of diagnostic functions that will be of tremendous value to service personnel. We have diagnostics right now in the engine control module (ECM). We were able to do that because we have a computer with a memory. It reads messages that say so-and-so is not right, and gives a code-up.

"With an interactive system, there is memory capacity to do the same thing. The driver may push a selector switch, and it doesn't work properly. Why? Is it the switch itself or did the light just not go on? If you've got the diagnostics built into the computer, it can tell you via read-out where the problem is. We're translating what we learned in the ECM into the body computer," Cain says.

B.J. Raskauskas, staff engineer-automotive electronic systems, notes that great strides are being made in diagnostics: "Look at the 1986 E and K cars, especially Riviera. The CRT gives them more flexibility because now technicians have a means of printing out in English just what a problem is. It's not derived from a number that blinks on the instrument panel."

GM body computers will be the main interfaces with diagnotics equipment. "In those computers, there is a fairly significant amount of memory to do diagnostics and detect failures," says Larry L. Schwartz, program manager, automotive electronic systems. "We should have output points on the computer itself to tell if a sensor, for example, fails. We'll have a sensor resistance element with a voltage range associated with it. If the sensor has failed, or there's a short or an open in the harness, it would be detected."

In the newest GM cars, a serial link ties two computers together. Called UART, for "universal asynchronous, receive transmit," it is a data link that has access to information that would be common.

"For example," Schwartz says, "engine speed, would be on the UART bus. The ECM has access to the engine speed information and so does the body computer which can display it on the CRT as rpm. That means multiple sensors won't be necessary to handle every function that requires one."

Adds Schwartz: "With more electronics being put on the automobile, we're going to have to start putting that information on data links that more than one computer will have access to."

In other words, where automotive electronics are concerned, we ain't seen nothin' yet.

factories list auction dates

American Motors

Nov. 12—Arena Auto Auction, Chicago; D-A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Nov. 13—Mid-States Auto Auction, South Bend, and Columbus Fair Auto Auction, Obetz, O.

Nov. 14—Corry Auto Auction, Corry, Pa.; Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

Nov. 19—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Nov. 20—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 21—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Northstar Auto Auction, Shakopee, Minn.

Nov. 22—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 26—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Nov. 27—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Columbus Fair Auto Auction, Obetz, O.

Chrysler Corp.

Nov. 12—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

Nov. 13—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Nov. 14—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Nov. 15—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Nov. 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City.

Nov. 14—Atlanta Auto Auction, Red Oak, Ga.; Southwest Auto Auction, Phoenix, and Dallas Auto Auction, Dallas.

Nov. 20—Northway Exchange-Clifton Park, N.Y., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 21—Arena Auto Auction, Chicago; Floyd Hauhe Auto Auction, Bridgeton, Mo.; Denver Auto Auction, Englewood, Calif., and Baltimore-Washington Auto Exchange, Baltimore.

Nov. 26—South Seattle Auto Auction, Kent, Wash.

Nov. 27—Clanton's Auto Auction, Darlington, S.C., and Big H Auto Auction, Houston.

General Motors

Nov. 12—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Nov. 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Nov. 14—Nashville Auto Auction, Nashville, and Big H Auto Auction, Houston.

Nov. 19—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Nov. 20—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Metro Auto Auction of Kansas City, Kansas City.

Used Car Sales
Auction Averages

Nov. to date	$4,776
Month ago	$4,812
Year ago	$5,133

Model Breakdown
Auction Averages

	NOV 1985	OCT 1985	SEPT 1985
1985	$9,707	$9,706	$10,176
1984	$6,839	$6,891	$7,430
1983	$5,962	$6,047	$6,177
1982	$4,833	$4,870	$4,860
1981	$3,605	$3,591	$3,991
1980	$2,875	$2,896	$3,008
1979	$2,356	$2,404	$2,519
1978	$1,745	$1,765	$1,848
Overall Average	$4,776	$4,759	$4,883

Newcastle introduces Sinclair C5 in U.S.

Newcastle Co., Inc., New Castle, Pa., is introducing the Sinclair C5 electric, three-wheel, single-seater in the U.S. The C5, designed by Sinclair of England, is 69 inches long and 29 inches wide. Weight with battery is about 100 pounds. Newcastle will handle assembly and distribution in the U.S.

GM seeks EPA hearing on emission-control recall

By Jake Kelderman
Washington Reporter

WASHINGTON.—General Motors thinks the EPA has singled it out in addressing the industry-wide problem with evaporative emissions, and it's going to fight.

GM asked the EPA for a public hearing to defend itself against an EPA order that GM recall more than 80,000 1981 Pontiacs with 4.3-liter engines for failing to meet federal evaporative emission standards.

GM cited EPA's findings that more than 80 percent of all engine families manufactured by both domestic and import companies and tested by the EPA for evaporative emissions have failed the standard of two grams HC per test.

GM also mentioned EPA's lack of precise knowledge as to the cause of those failures and an outstanding petition from MVMA to change EPA's evaporative emissions test procedures.

GM suggested that EPA would do well to reserve any judgment on whether the GM cars meet evaporative emission standards until those issues are addressed.

If EPA's order stands, it will be the first time a manufacturer has been forced to recall cars for failure of evaporative emission controls.

In its petition, GM noted that EPA acknowledges that increased fuel volatility, fuel or activated carbon contaminants such as alcohols and other factors outside the control of the manufacturers may be at fault in the overall poor performance of evaporative emission control systems.

GM said it would like to ask the agency why GM cars should not also be subject to those same hazards.

In a SAE paper presented earlier this year showing only a one-third compliance rate for evaporative emissions on 1981 models, EPA cited some possible reasons.

They were: Design inadequacies; vehicle use patterns (frequency and length of trips, vehicle operating speeds, ambient diurnal temperatures); the effect of aging on the retentive capacity of charcoal canisters; fuel volatility, and alcohol blends.

The extent to which some of those factors might affect evaporative emissions has not been quantified, the EPA said, but it noted that it and "several vehicle manufacturers" were studying the issues. GM was one of those makers.

Under the Clean Air Act, any company has the right to ask for a public hearing on a proposed recall order.

Extra $1 a gallon gas tax urged to delay 1990 crisis

PALO ALTO, Calif.—American motorists should be taxed an extra dollar a gallon on gasoline, according to A.J. Horn, consulting professor in Stanford University's Petroleum Engineering Department.

According to Horn, the extra dollar would "postpone the inevitable energy crisis that otherwise will arrive in the U.S. by 1990."

"The dollar tax," Horn added, "also would cut the U.S. national deficit in half and help restore the nation's trading position. The scramble by the feuding nations in the Organization of Petroleum Exporting Countries to dump their oil is a direct menace to the economic position of the Western world.

"America has sown seeds of profligacy by using its energy resources recklessly," Horn said. "The U.S. will soon reap the whirlwind unless the public wakes up to its peril.

"Oil is a depleting national resource, just like natural gas, and the cheaper it is sold, the faster we exhaust our dwindling supplies. It it a crime against future generations for us to be so profligate with oil."

He continued, "The price of oil is only half of what it should be. Instead of $27 a barrel, it should be at least $50. If the price of oil doubled, there would be a great push to get automobiles that are far more fuel efficient, and our search for alternative energy sources would be transformed from indifference to enthusiasm.

"The rest of the nation," Horn said, "should follow the example of California where the Public Utilities Regulatory Policies Act stipulates that public utilities must buy electricity at the highest avoided cost.

"That means that instead of building more generating plants, they have to purchase any power offered to them by people operating windmills or geysers or even utilizing methane gas from processed cow manure.

"The new energy crisis, only about five years away, will be far more severe than the one of 1973," Horn predicted. "The Soviet Union also will be hit by the new crisis because that nation is now busily exporting its precious oil to Europe.

"Every day, American motorists use some 6.5 million barrels of gasoline," Horn said. "That is just about the total production of the U.S. The rest of our consumption, for industry and homes, totals some 5 million barrels a day and has to be imported.

"If we slapped a dollar tax on gasoline at American service stations, we would raise $100 billion a year."

Dana elects Morcott

TOLEDO.—S.J. (Woody) Morcott has been elected to the board of directors of Dana Corp. He is president of Dana's North American operations and has been with the company since 1963.

Welding robots are study topic

OSAKA, Japan.—A Japan-U.S. joint-venture study to develop artificial intelligence robots for welding will be launched by Osaka University and CGI, an affiliate of Carnegie-Mellon University, Pittsburgh.

The Welding Research Institute at Osaka University will provide the technology for the study, said to be the first of its kind in the world. The project's goal is to develop AI welding robots for practical use in three years.

A study group for the project will be established by about 15 Japanese firms, including Mistibishi Heavy-Duty Industries, Ltd.; Sumitomo Metal Industries, Ltd.; JCG Corp.; Toyo Engineering Corp.; Kobe Steel, Ltd., and Toshiba Corp.

Pa. dealers hike participation in insurance plan

HARRISBURG, Pa.—Lower health insurance rates for dealers who insure through the Pennsylvania Automotive Assn.'s Insurance Trust have resulted in many dealers either joining the plan or upgrading their policies to provide better protection. The new rates went into effect July 1.

So far this year, the trust has had a net gain of 63 dealerships with 2,595 employes in its group insurance program. The additions represent increases of more than 7 percent in dealer participation and 17.8 percent in employe participation, according to the PAA.

Rate reductions were due primarily to an "excellent claims experience record for dealerships and their employes," the association said. The plan has contracts with the INA and Prudential insurance companies and with Capital Blue Cross and Pennsylvania Blue Shield for various types of health coverage and for death and dental benefits.

During 1984, the premiums paid under experiencd-rated contracts were $17,476,103, and the total of benefits claims paid was $11,538,-998, the insurance trust said.

used-car auction directory

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg
Auto Auction
Exit 62 & I-81, P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

Imports set any-month record

Domestic slip cuts October sales

Continued from Page 5

reached 9,465,007, up 7.20 percent from 8,829,538 for the first 10 months of 1984.

Good sales news was spotty among the domestic makers. Chrysler Corp. was the only one of the Big Three to surpass its year-ago level, up 8.53 percent to 98,642 from 90,891. Ford Motor Co. tumbled the farthest, down 26.94 percent from last October, to 140,283 from 192,012.

General Motors was off 13.20 percent for the month, to sales of 325,572 from 375,075. American Motors slipped 29.83 percent, to 9,888 from 14,092.

Volkswagen reported a 51.31-percent increase, to 6,370 from 4,210. Honda was off 19.51 percent, to 10,691 from 13,283 and Nissan's U.S.-built Sentra sales added to 6,953 in October, surpassing VW's 6,370.

Down was up in terms of domestic market share for GM. The biggest of the Big Three edged to 54.50 percent from 54.39 percent, in spite of its 13.20-percent sales decline. Ford tumbled to 23.31 percent from 27.85 percent.

Chrysler advanced more than three percentage points, to 16.51 percent from 13.18 percent. AMC fell to 1.66 percent from 2.04 percent. Honda earned 1.79 percent, down from 1.93 percent. VW was up to 1.07 percent from 0.61 percent, and Nissan had 1.16 percent.

Only five domestic makes reported October sales increases: Plymouth was up 6.72 percent, Chrysler was up 19.15 percent, Dodge was up 0.54 percent, Pontiac was up 9.18 percent and VW was up 51.31 percent.

Ford was off 25.58 percent, Mercury was down 36.67 percent and Lincoln dropped 4.46 percent. Buick tumbled 33.79 percent, Cadillac was off 26.24 percent, Chevrolet dropped 10.45 percent and Oldsmobile was down 5.59 percent. At American Motors, AMC Eagles were down 36.76 percent and Renault was down 28.69 percent.

Honda sales were off 19.51 percent for domestics, although the combined domestic-import figure of 53,250 was up 9.88 percent from 48,460 a year earlier. Honda imports were up 20.99 percent in October, to 42,559 from 35,177.

The import total was sprinkled with records for the month including new highs for BMW, Jaguar, Saab, Subaru, Toyota and Volvo. BMW was up 25.70 percent, Jaguar was up 72.64 percent, Mazda was up 34.44 percent, Mitsubishi was up 18.35 percent and Nissan was up 6.23 percent.

Porsche reported a 38.33-percent sales increase, Saab was up 4.07 percent, Subaru was up 33.28 percent, Toyota was up 21.63 percent, Volkswagen imports doubled year to year and Volvo was up 19.53 percent.

Not only did imports claim a record share of the market for October, luxury cars upstaged standards in the month's market-class breakout. Imports represented 30.79 percent, intermediates had 25.15 percent, compacts had 14.80 percent, subcompacts had 13.56 percent, luxuries had 9.05 percent and standard-size domestics finished with 6.65 percent.

• A year earlier, imports accounted for 23.57 percent, intermediates had 25.89 percent, compacts had 16.43 percent, subcompacts had 13.54 percent, standards were at 11.31 percent and luxury models had 9.26 percent.

Excluding the import factor, this year's October market was comprised of 36.33 percent intermediates, 21.38 percent compacts, 19.60 percent subcompacts, 13.08 percent luxury models and 9.61 percent standards.

There were 27 selling days in the month both years, yielding a daily rate of 22,163 this year compared with 25,539 in 1984.

The final period in October saw domestic sales droop 4.49 percent, to 233,671 from 244,659. With 10 selling days this year versus nine in 1984, the daily-rate average was down 14.04 percent, to 23,367 from 27,184.

GM was up 0.52 percent. Ford was off 17.86 percent. Chrysler was up 0.14 percent. AMC dropped 27.03 percent. VW was up 67.91 percent, Honda was down 40.56 percent and Nissan reported first-year sales of 3,099 units.

GM's share of the late-October market was 55.66 percent, Ford had 23.41 percent, Chrysler earned 14.55 percent, AMC had 1.96 percent, VW's share was 1.46 percent, Honda had 1.63 percent and Nissan earned 1.33 percent.

IMPORTED CAR SALES

	October 1985	October 1984	10 Mos. 1985	10 Mos. 1984
Alfa Romeo	365	235	4,001	3,088
Audi	6,253	6,020	61,607	59,994
BMW	7,507	5,972	73,801	57,729
Chevrolet Spectrum	5,891	—	43,438	—
Chevrolet Sprint	5,301	1,210	20,412	8,522
Dodge Colt	5,250	4,716	29,708	29,614
Dodge Conquest	231	270	2,238	3,288
Dodge Vista	1,342	948	9,320	6,355
Honda	42,559	35,177	327,982	315,998
Isuzu	2,443	1,638	23,122	14,637
Jaguar	2,619	1,517	15,884	14,186
Maserati	94	140	1,218	1,833
Mazda	20,254	15,065	162,823	143,262
Mercedes-Benz	4,467	6,890	69,473	61,467
Merkur	887	—	7,271	—
Mitsubishi	4,946	4,179	42,115	32,869
Nissan	44,679	42,059	452,412	409,088
Peugeot	1,422	1,745	13,839	16,272
Plymouth Colt	4,432	3,951	27,043	26,079
Plymouth Conquest	217	274	2,165	2,932
Plymouth Vista	1,240	888	9,025	6,059
Porsche	2,407	1,740	20,280	16,845
Renault	650	710	6,324	10,388
Saab	3,016	2,898	32,393	27,820
Subaru	16,112	12,089	146,403	132,883
Toyota	60,554	49,787	517,115	463,568
Volkswagen	11,759	5,850	119,700	86,817
Volvo	8,453	7,072	92,146	87,942
Yugo	928	—	1,309	—
TOTAL	266,278	213,040	2,334,567	2,039,535

U.S. CAR SALES BY MARKETING UNITS

	October 1985	October 1984	10 Mos. 1985	10 Mos. 1984
Chevrolet	119,193	121,809	1,438,661	1,365,570
Ford	94,888	127,505	1,205,127	1,094,394
Oldsmobile	75,231	79,688	937,987	910,851
Pontiac	61,886	56,685	687,800	601,666
Buick	58,437	88,254	747,435	803,593
Toyota	60,554	49,787	517,115	463,568
Nissan	51,632	42,059	480,442	409,088
Mercury	32,803	50,400	465,962	449,352
Honda	53,250	48,460	453,922	428,457
Dodge	41,437	40,363	421,638	350,205
Chrysler	36,163	30,351	327,980	277,579
Plymouth	33,754	31,224	327,338	278,565
Cadillac	22,017	29,849	254,879	271,786
VWoA	24,382	16,080	246,888	212,586
Mazda	20,254	15,065	162,723	143,262
Subaru	16,112	12,089	146,403	132,883
Lincoln	13,479	14,108	138,884	125,976
AMC-Renault	10,538	14,802	114,439	175,469
Volvo	8,453	7,072	92,146	87,942
BMW	7,507	5,972	73,801	57,729
Mercedes	4,467	6,890	69,473	61,467
Mitsubishi	4,946	4,179	42,115	32,869
Saab	3,016	2,898	32,393	27,820
Isuzu	2,443	1,638	23,122	14,637
Porsche	2,407	1,740	20,280	2,850
Peugeot	1,422	1,745	13,839	16,272
Jaguar	2,619	1,517	15,884	14,186
Alfa Romeo	365	235	4,001	3,088
Maserati Biturbo	94	140	1,218	1,833
Yugo	926	—	1,309	—
TOTAL	863,677	902,603	9,465,007	8,829,538

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

Where auto market was, October, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	117,295	13.56
COMPACT	127,941	14.80
INTERMEDIATE	217,433	25.15
STANDARD	57,478	6.65
LUXURY	78,252	9.05
IMPORTS	266,278	30.79
TOTAL	864,677	100.00

Ford Aerospace gets $366 million Air Force pact

Ford Aerospace and Communications Corp. has won a $366 million contract with the U.S. Air Force to carry out its Satellite Control Facility network support program.

The Satellite Control Facility, which consists of seven tracking stations situated around the world, provides support for Defense Department satellite programs.

The pact includes a one-year $64.4 million contract with four one-year options covering maintenance, training and logistics support. The estimated five-year worth of the contract is $366 million.

Besides operating remote sites, Ford Aerospace will provide logistics, support and management services for the Air Force under terms of the new pact. The Ford subsidiary will also provide collateral satellite support functions to the Air Force's satellite test center in Sunnyvale, Calif., and other Satellite Control Facility locations.

DOMESTIC CAR SALES

	Oct. 21 to Oct. 31, 1985	Same Period, 1984	October, 1985	Same Month, 1984	Jan. 1 to Oct. 31, 1985	Same Period, 1984
Alliance	0	0	6,027	7,285	61,552	87,968
Encore	0	0	2,595	4,805	35,828	60,350
Total Renault	0	0	8,622	12,090	97,380	148,318
Eagle	0	0	1,266	2,002	10,735	16,763
Total AMC	0	0	1,266	2,002	10,735	16,763
AMERICAN MOTORS	4,573	6,267	9,888	14,092	108,115	165,081
Horizon	2,154	2,511	6,139	6,874	75,003	65,523
Turismo	1,045	1,463	3,150	3,796	47,226	40,730
Reliant	3,968	4,541	13,283	11,932	119,832	119,561
Caravelle	1,480	806	4,242	2,249	30,708	3,261
Plymouth	359	454	1,051	1,260	16,336	14,420
Total Plymouth	9,006	9,775	27,865	26,111	289,105	243,495
Laser	866	1,586	2,849	4,137	46,080	46,038
LeBaron K	2,836	3,041	7,499	8,103	76,454	85,058
LeBaron GTS	1,938	48	5,691	55	58,937	55
Cordoba	0	0	0	0	0	136
Fifth Avenue	5,751	4,013	14,509	11,428	97,994	77,116
E-Class	0	0	0	0	20,923	0
New Yorker	2,040	2,499	5,615	6,628	27,295	69,176
Total Chrysler	13,431	11,187	36,163	30,351	327,683	277,579
Omni	1,587	2,489	4,736	6,427	62,923	57,440
Charger	1,055	1,683	3,321	4,370	51,099	45,119
Daytona	894	1,401	2,760	3,550	43,979	38,187
Aries	3,911	4,273	11,375	11,406	100,670	94,943
Lancer	1,250	36	4,200	37	42,204	37
Dodge 400-600	0	0	0	0	3,012	18,953
Diplomat	911	1,111	2,875	2,855	31,639	22,892
Mirada	0	0	0	0	0	282
Dodge 600	1,941	1,985	5,347	5,784	44,846	33,095
Total Dodge	11,549	12,978	34,614	34,429	380,372	310,948
CHRYSLER CORP	33,986	33,940	98,642	90,891	997,160	832,022
EXP	42	1,303	154	3,370	17,455	25,434
Escort	13,968	12,353	33,359	34,759	351,350	295,350
Mustang	5,235	4,956	13,544	13,348	135,706	114,065
Tempo	5,772	8,776	14,836	24,192	246,525	214,757
Thunderbird	3,664	4,942	9,556	14,978	138,763	129,280
LTD	4,161	7,040	12,444	21,055	170,328	169,957
Crown Victoria	4,109	5,383	10,995	15,802	145,000	145,551
Total Ford Division	36,951	44,753	94,888	127,504	1,205,127	1,094,394
Lynx	2,623	2,468	6,376	6,904	73,228	56,611
Topaz	1,381	2,803	3,895	7,869	65,100	62,629
Cougar	2,671	4,170	6,522	12,610	99,309	102,166
Capri	325	510	946	1,355	13,666	14,985
Marquis	2,122	2,941	6,230	8,504	81,602	89,432
Grand Marquis	2,837	4,212	7,947	13,158	119,966	123,529
Total Mercury	11,959	17,104	31,916	50,400	458,691	449,352
Continental	735	864	1,835	2,236	23,931	26,643
Lincoln	4,511	3,414	10,160	10,504	98,033	73,231
Mark VII	557	474	1,484	1,368	16,920	26,102
Total Lincoln	5,803	4,752	13,479	14,108	138,884	125,976
Total L-M Division	17,762	21,856	45,395	64,508	597,575	575,328
FORD MOTOR COMPANY	54,713	66,609	140,283	192,012	1,802,702	1,669,722
Skyhawk	2,436	2,538	6,020	7,786	74,096	107,020
Skylark	134	3,960	438	10,517	53,610	89,919
Somerset Regal	3,259	2,438	7,591	4,318	81,949	4,364
Century	7,968	9,228	19,150	22,002	203,161	183,485
Regal	3,429	5,546	7,768	14,277	101,258	162,566
LeSabre	1,527	6,527	4,243	16,740	106,831	138,958
Electra	3,559	2,710	8,996	6,299	82,001	72,796
Riviera	1,589	2,849	4,231	6,315	44,529	44,465
Total Buick	23,901	35,796	58,437	88,254	747,435	803,593
Cimarron	575	565	1,273	1,542	20,105	15,896
Seville	906	1,304	2,308	3,625	25,511	29,191
Cadillac	5,319	5,483	13,604	17,582	156,595	168,149
Eldorado	1,902	2,423	4,832	7,100	52,668	58,650
Total Cadillac	8,702	9,775	22,017	29,849	254,879	271,886
Chevette	3,435	3,334	8,744	9,805	114,850	145,567
Nova	2,263	0	5,605	0	21,928	0
Cavalier	9,617	8,466	23,773	27,671	365,984	324,401
Citation	186	2,633	647	7,257	42,885	82,064
Camaro	5,087	3,766	12,733	12,014	177,909	173,280
Celebrity	11,398	10,125	25,742	29,117	311,629	277,035
Malibu	0	0	0	0	0	880
Monte Carlo	3,933	2,747	10,707	7,702	96,836	104,193
Chevrolet	7,057	7,600	16,436	23,999	210,965	225,737
Corvette	1,410	1,107	3,614	3,034	31,825	23,791
Total Chevrolet	44,386	39,778	108,001	120,599	1,374,811	1,356,948
Firenza	1,418	1,360	3,407	4,861	42,770	53,920
Omega	0	192	0	788	0	33,183
Calais	3,939	1,621	10,358	3,289	108,786	3,318
Cutlass Ciera	9,989	5,588	24,549	15,310	291,356	208,657
Cutlass Supreme	5,571	6,683	15,259	20,838	193,643	267,067
Olds 88	3,125	6,514	8,879	20,556	169,216	225,353
Olds 98	3,776	3,003	9,966	9,644	102,824	84,248
Toronado	976	1,364	2,713	4,402	29,392	35,105
Total Oldsmobile	28,794	26,325	75,231	79,688	937,987	910,851
Fiero	2,219	2,322	5,569	6,486	81,904	85,615
1000	659	707	1,897	2,079	19,617	23,623
Sunbird	3,052	2,570	7,353	8,548	101,558	109,462
Phoenix	0	202	0	703	896	12,448
Firebird	2,989	1,749	6,738	5,478	88,407	86,764
Grand Am	5,860	1,935	14,390	4,825	96,232	4,851
6000	4,889	2,737	13,897	10,287	141,456	106,680
Bonneville	1,259	1,414	3,454	4,679	46,889	57,670
Grand Prix	1,254	1,837	3,496	5,912	51,498	63,599
Parisienne	2,103	2,241	5,052	7,688	59,343	50,954
Total Pontiac	24,284	17,714	61,886	56,685	687,800	601,666
GENERAL MOTORS	130,067	129,388	325,572	375,075	4,002,912	3,944,944
VOLKSWAGEN	3,417	2,035	6,370	4,210	65,581	65,775
HONDA	3,816	6,420	10,691	13,283	125,940	112,459
NISSAN	3,099	0	6,953	0	28,030	0
DOMESTIC TOTAL	233,671	244,659	598,399	689,563	7,130,440	6,790,003
IMPORT TOTAL			266,278	213,040	2,334,567	2,039,535
INDUSTRY TOTAL			864,677	902,603	9,465,007	8,829,538

Week's output tops 180,000—first time since May

October auto build best in six years

By Kathy Boyer
Detroit Reporter

Despite the strike at Chrysler Corp., last month's domestic production of 760,917 cars was the best October build since 1979's 783,843.

October's output was also the highest since May, when 779,942 cars were assembled.

Last month's total was up 19.45 percent from September's 637,004 and was 8.44 percent better than the year-ago month's 701,686.

Last week's estimated auto production topped 180,000 units for the first time in more than five months.

The target of 180,646 cars was the best output since the week ended May 18, when 181,995 cars were built.

Last week's scheduled production was 4.52 percent more than the previous week's 172,835 and was 9.38 percent above the year-ago week's 165,151.

So far this year, 7,193,547 units have been assembled, 5.14 percent more than the 6,842,073 completed last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 56.88 percent; Ford Motor Co., 21.03 percent; Chrysler Corp., 15.89 percent; Honda of America Mfg. Co., 1.55 percent; American Motors, 1.52 percent; Volkswagen of America, 1.30 percent; New United Motor Mfg., Inc., 1.05 percent, and Nissan Motor Mfg. Co., U.S.A., 0.78 percent.

Ford's Chicago plant ended production of the Ford LTD and Mercury Marquis Friday (Nov. 8).

During the next several months, the plant will be converted to produce the Ford Taurus and Mercury Sable. Those models are also being built in Atlanta.

Chrysler workers at the St. Louis No. 2 plant began striking last Monday (Nov. 4) over local working conditions and had not returned to work at presstime.

Saturday (Nov. 9) overtime was scheduled at GM plants in Lakewood, Ga.; Tarrytown, N.Y.; Leeds, Mo.; Orion Township, Mich., and Wentzville, Mo.

Ford has daily overtime slated this week (Nov. 11) at the following plants: Chicago; Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Chrysler's Belvidere, Ill.; Jefferson (Detroit), and Newark, Del., plants were scheduled for Saturday overtime.

Daily overtime is slated this week at the following Chrysler plants: Belvidere; Newark; Jefferson; St. Louis No. 1, and Sterling Heights, Mich.

October output highest since '78 for U.S. trucks

Soaring to 341,249, domestic truck makers' October output was the highest for that month since 1978, when 364,473 trucks were assembled.

Last month's output was the best of any month since March, 1979, when 358,126 trucks were built.

October production was 17.27 percent more than September's 290,990 and was 16.08 percent above the 293,965 units completed in October, 1984.

Last week's scheduled production of 70,429 trucks was 1.19 percent more than the previous week's 69,602 and was slightly above (0.37 percent) the year-ago week's 70,166.

So far this year, 2,865,044 trucks have been assembled, 5.20 percent more than the 2,723,498 built last year at this point.

General Motors' St. Louis plant was scheduled for overtime Saturday (Nov. 9).

Daily overtime is slated this week at these Ford Motor Co. plants: Lorain, O.; Kansas City; Louisville; Wayne, Mich., and Norfolk.

Saturday (Nov. 16) overtime is scheduled at Ford's Lorain plant.

Chrysler Corp.'s plant in Warren, Mich., worked overtime Saturday (Nov. 9).

The Warren plant is also slated for daily overtime this week (Nov. 11).

GM announces three recalls covering 5,550 cars, trucks

DETROIT.—General Motors announced three small-volume recalls involving light- and heavy-duty trucks and the Chevrolet Celebrity. Altogether, 5,550 vehicles are involved. The company said it knows of no accidents or injuries resulting from the conditions that prompted the recall. The three recalls:

1. GMC Astro tractors from model years 1983 through 1985 with the tractor-trailer option (RQ3). GM said the rear air brake release time may be slightly greater than that required by government safety standards. About 4,870 tractors will be recalled.

2. Chevrolet and GMC P-30/35 light trucks, model years 1982 through 1985, with 6.2-liter diesel engines, four-speed manual transmissions and 4.56 rear-axle ratios. GM said the engine fan blade assembly may stress and break apart while the engine is running. About 380 trucks are involved.

3. Chevrolet Celebritys, 1985 model year, with manual transmission. GM said the clutch cable may have been improperly installed on about 300 cars. If the cable rubs against a brake pipe, the cable could wear through the pipe causing a loss of brake fluid in one portion of the dual braking system.

Celebrating silver

INDIANOLA, Ia.—Don F. Lentz has received a 25-year-dealer award from Chevrolet.

Canadian cars post best October in 10 years

October output of 107,891 cars in Canada was the best for that month since 1975 when 109,653 units were assembled.

Last month's build was also higher than any month's since November, 1983, when 115,428 cars were completed.

October's total was 17.90 percent more than September's 91,513 and 33.88 percent above the 80,585 built in October, 1984.

Last week's estimated production of 25,194 cars was 2.53 percent more than the previous week's 24,573 and 14.32 percent above the year-ago week's 22,038.

So far this year, 930,090 cars have been assembled, 2.29 percent more than the 909,281 completed last year at this point.

Despite the strike at Chrysler Corp., the truck makers' October total of 67,031 was down only slightly (0.36 percent) from the year-ago month's 67,276.

But last month's truck output fell 7.71 percent from the 72,633 units built in September.

Estimated truck production of 17,717 last week dipped 0.54 percent from the previous week's 17,814 but was 19.39 percent more than the year-ago week's 14,839.

The 1985 aggregate remains slightly ahead of last year's total at this point.

Year-to-date, 704,047 trucks have been built, 0.83 percent above the 698,279 completed last year at this time.

American Motors' Brampton (Ont.) plant was closed last week (Nov. 4) for inventory adjustment. Production at Brampton is scheduled to resume today (Nov. 11).

U.S. CAR PRODUCTION

	Week Ended Nov. 9, 1985	Week Ended Nov. 10, 1984	Week Ended Nov. 2, 1985	Oct. Totals	Jan. 1 to Nov. 10, 1984	Jan. 1 to Nov. 9, 1985
AMERICAN MOTORS	2,750	4,653	2,584	9,780	167,942	100,444
Renault Total	2,750	4,653	2,584	9,780	167,942	100,444
Alliance	1,900	2,873	1,848	6,812	96,166	65,327
Encore	850	1,780	736	2,968	71,776	35,117
CHRYSLER CORP.	28,700	27,150	25,353	84,962	1,091,681	1,106,366
Plymouth Total	8,700	8,778	7,040	22,928	332,433	320,184
Horizon	3,600	3,484	2,532	8,022	142,335	122,887
Reliant	4,000	3,524	3,256	10,841	153,322	141,961
Caravelle	1,100	1,268	926	2,931	17,927	41,129
Gran Fury	0	502	326	1,134	18,849	14,207
Chrysler Total	8,400	8,134	8,996	30,732	352,804	363,873
LeBaron	2,800	2,318	2,245	7,682	102,730	80,649
LeBaron GTS	3,000	966	2,427	7,731	2,985	85,296
Laser	1,200	1,423	997	3,552	62,800	46,015
New Yorker/E-Class	1,400	1,432	1,115	3,873	81,482	56,504
Fifth Avenue	0	1,995	2,212	7,894	102,807	95,409
Dodge Total	11,600	10,238	9,317	31,302	406,444	422,309
Omni	3,500	2,744	2,414	7,788	130,441	118,697
Aries	3,000	2,820	2,209	8,194	125,456	117,867
Daytona	1,200	1,180	1,010	3,462	47,021	41,490
Dodge 600	2,000	1,568	1,564	5,102	65,819	57,112
Lancer	1,900	789	1,585	4,941	2,340	58,236
Diplomat	0	1,137	535	1,815	35,367	28,907
FORD MOTOR	37,984	37,723	35,590	159,290	1,557,032	1,449,107
Ford Division	24,867	23,589	24,861	111,705	1,007,277	973,994
Escort	8,542	6,992	7,842	38,695	304,520	300,177
Mustang	4,097	2,404	4,191	20,338	120,690	161,568
LTD	3,459	4,299	4,381	20,685	198,471	184,500
Taurus	482	0	507	1,056	0	1,474
Thunderbird	3,149	3,229	3,355	17,513	130,435	152,196
Crown Victoria	0	1,976	0	0	74,045	7,122
EXP	0	1,094	0	0	36,773	3,863
Tempo	5,138	3,595	4,585	13,418	142,343	163,094
L-M Division	13,117	14,134	10,729	47,585	549,755	475,113
Mercury Total	8,983	10,632	7,039	30,987	402,525	332,614
Lynx	2,287	1,231	1,445	7,208	60,859	64,117
Capri	378	375	380	1,820	16,098	16,618
Marquis	1,100	3,314	969	5,231	105,047	84,102
Sable	798	0	333	629	0	1,365
Cougar	3,626	2,692	2,671	12,559	100,534	112,174
Grand Marquis	0	1,570	0	0	80,755	7,915
Topaz	794	1,450	1,241	3,540	39,232	46,323
Lincoln Total	4,134	3,502	3,690	16,598	147,230	142,499
Continental	574	638	515	2,236	32,184	22,395
Lincoln	3,100	2,480	2,768	12,578	91,814	104,347
Mark VI/VII	460	384	407	1,784	23,232	15,757
GENERAL MOTORS	102,744	90,336	101,110	469,406	3,840,947	4,247,167
Buick Total	22,577	24,248	21,226	100,965	862,090	887,432
Skylark	0	3,363	0	0	93,912	40,953
Skyhawk	2,354	1,819	2,113	10,279	118,141	92,771
Somerset	2,875	1,995	2,659	12,627	17,159	110,314
Century	8,564	5,752	7,909	37,783	198,621	257,784
Regal	2,725	3,117	2,672	15,357	158,556	120,739
LeSabre Electra (rwd)	715	5,013	861	3,848	179,942	94,696
LeSabre (fwd)	914	0	847	2,325	0	3,732
Riviera	455	1,186	210	665	45,727	46,638
Electra (fwd)	3,975	2,003	3,955	18,081	50,032	119,805
Cadillac Total	6,813	7,612	5,700	24,659	265,110	291,752
Cimarron	738	112	635	2,961	13,995	23,857
Seville	390	767	179	486	33,746	28,334
Eldorado	555	1,557	231	737	66,394	53,321
Cadillac (rwd)	933	1,473	835	2,760	100,503	35,160
DeVille (fwd)	4,197	3,703	3,820	17,715	70,472	151,080
Chevrolet Total	34,612	23,879	33,084	157,430	1,299,515	1,427,301
Chevette	2,787	2,832	2,939	15,393	156,374	136,781
Cavalier	9,624	4,204	9,223	47,032	354,354	432,073
Celebrity	5,690	5,330	4,258	19,327	249,604	232,415
Camaro	4,985	4,190	5,040	22,464	200,717	187,082
Citation	0	2,022	0	0	93,149	28,697
Malibu/El Camino	0	436	0	0	21,307	1,199
Monte Carlo	2,550	1,008	2,683	13,631	89,186	122,425
Chevrolet	7,976	2,843	7,939	34,969	104,939	245,878
Corvette	1,000	1,014	1,002	4,614	29,885	40,751
Oldsmobile Total	22,711	23,931	23,010	106,335	929,568	1,032,056
Omega	0	0	0	0	29,289	0
Firenza	1,315	15	1,196	5,750	59,269	55,399
Cutlass Supreme	5,166	5,922	5,560	24,677	225,492	205,644
Cutlass Ciera	7,005	5,676	7,456	36,419	216,945	311,565
88/98 (rwd)	666	6,962	650	2,532	275,482	164,415
88 (fwd)	1,920	0	1,765	6,674	0	9,062
Olds 98	3,139	2,774	3,037	15,090	65,134	126,979
Calais	3,170	1,684	3,197	14,716	19,099	131,397
Toronado	330	898	149	477	38,858	28,135
Pontiac Total	16,031	10,666	18,090	80,017	464,664	608,626
Acadian**	0	248	883	2,925	12,930	14,959
2000 Sunbird	2,467	1,712	2,791	13,984	123,216	123,248
1000	1,539	513	1,445	2,776	35,860	29,395
Firebird	2,385	1,981	2,523	11,679	94,313	99,154
Phoenix	0	0	0	0	14,116	0
6000	1,762	0	1,499	7,133	0	48,121
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,360	2,083	2,770	13,004	39,137	75,557
Fiero	2,205	2,416	2,441	11,129	103,062	97,873
Grand Am	3,313	1,713	3,738	17,212	12,297	120,319
HONDA	2,800	3,617	2,710	10,846	119,675	126,826
NISSAN	1,418	0	1,520	6,772	0	33,205
NUMMI*	1,900	0	1,900	9,106	0	46,149
VOLKSWAGEN	2,350	1,672	2,068	10,755	64,796	84,283
Total Cars, U.S.	180,646	165,151	172,835	760,917	6,842,073	7,193,547
Total Cars, Canada	25,194	22,038	24,573	107,891	909,281	930,090
N. American Cars	205,840	187,189	197,408	868,808	7,751,354	8,123,637
N. American Trucks	80,871	85,005	94,009	408,280	3,421,777	3,569,091
North American Cars and Trucks	286,711	272,194	291,417	1,277,088	11,173,131	11,692,728

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 9, 1985	Week Ended Nov. 10, 1984	Week Ended Nov. 2, 1985	Oct. Totals	Jan. 1 to Nov. 10, 1984	Jan. 1 to Nov. 9, 1985
AMERICAN MOTORS	0	609	369	1,353	19,299	9,714
FORD MOTOR	10,569	8,322	10,240	43,703	382,585	427,883
GENERAL MOTORS	14,400	12,883	13,739	61,845	498,351	483,765
VOLVO	225	224	225	990	9,046	8,728
Total Cars, Canada	25,194	22,038	24,573	107,891	909,281	930,090

U.S. TRUCK PRODUCTION☆

	Week Ended Nov. 9, 1985	Week Ended Nov. 10, 1984	Week Ended Nov. 2, 1985	Oct. Totals	Jan. 1 to Nov. 10, 1984	Jan. 1 to Nov. 9, 1985
CHEVROLET	18,677	21,761	18,204	110,280	857,297	964,847
DODGE	5,500	5,562	4,606	13,867	183,448	183,662
FORD	28,877	25,682	28,310	130,813	1,040,327	995,050
GMC	5,915	7,862	6,858	30,054	281,864	302,072
INTERNATIONAL	1,400	1,573	1,482	6,518	65,987	62,834
JEEP	5,800	3,771	5,593	27,730	162,157	184,648
NISSAN	2,210	2,905	2,499	12,557	85,158	91,298
AM GENERAL	50	50	50	230	2,260	2,080
MISCELLANEOUS	2,000	1,000	2,000	9,200	45,000	78,553
Total Trucks, U.S.	70,429	70,166	69,602	341,249	2,723,498	2,865,044

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 9, 1985	Week Ended Nov. 10, 1984	Week Ended Nov. 2, 1985	Oct. Totals	Jan. 1 to Nov. 10, 1984	Jan. 1 to Nov. 9, 1985
CHRYSLER	7,600	5,526	7,889	25,312	316,465	324,713
FORD	3,581	2,915	3,562	15,403	134,697	135,984
GENERAL MOTORS	6,336	6,182	6,162	25,386	239,716	234,713
INTERNATIONAL	200	216	201	930	7,401	8,637
Total Trucks, Canada	17,717	14,839	17,814	67,031	698,279	704,047
N. American Trucks	80,871	85,005	94,009	408,280	3,421,777	3,488,833

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

November 18, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

G.D. Crain, 1885-1973.

Crain fund makes grants to 4 schools

To commemorate the 100th anniversary of the birth of founder G.D. Crain Jr., Crain Communications, Inc., publisher of Automotive News, has announced grants by the G.D. Crain Jr. Foundation to four universities to foster broader education in the areas of journalism, advertising and marketing.

Mr. Crain died in 1973. His centennial is being celebrated today (Nov. 18). He founded what is now Crain Communications in Chicago in 1916 with three employes.

The company now employs more than 1,000 persons in its offices in Chicago, New York, Detroit, Los Angeles, Cleveland, Akron, Reno, Dallas, Washington, London and Tokyo. It publishes 26 trade, business and consumer publications and supplies a variety of other business services.

The Medill School of Journalism of Northwestern University is the recipient of a grant of $25,000. Income from the grant will be used for the G.D. Crain Jr. Award each year to the outstanding student in the school's new management training program, designed to teach the special skills required for publication management.

A similar grant of $25,000 goes to the advertising division of the University of Illinois College of Communications at Urbana, to continue the long-standing support of the Crain Fellow designated by the school in connection with its administration of the James Webb Young Fund.

A third award of $25,000 is given to DePauw University, Greencastle, Ind., for an annual G.D. Crain Jr. Award to an outstanding student in the university's newly organized Center for Contemporary Media.

A fourth grant of $25,000 is marked for Northwood Institute, Midland, Mich., to provide funding for an annual G.D. Crain Jr. Award to an outstanding student in the college's Automotive Mar-

Please turn to Page 52, Col. 1

Domestic dealer total declines; loss is 149 for '85 model year

By John K. Teahen Jr.
Managing Editor

Sales were good, if not great. The economic climate was favorable. But the number of dealerships handling U.S.-built makes of passenger cars declined during the 1985 model year.

The latest Automotive News census found 20,714 outlets for domestic cars on Oct. 1, down 149 from the 20,863 in operation when the season began a year earlier.

The slip compared with a gain of 46 dealerships in the 1984 model year. It was more serious than the downturn of 80 in the 1983 model year, but far less than the tremendous drops of 1,267 in 1982, 758 in 1981 and 1,643 in 1980.

Every maker except Chrysler Corp. shared in the 1985 loss. Chrysler showed a gain of 32 outlets for the model year. Ford Motor Co. held steady with a dip of only three.

Elsewhere, there were declines of 110 for General Motors, 53 for American Motors-Renault and 19 for Volkswagen. A change in the number of intercorporate duals put the industry's dip at 149 establishments.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

The 1985 model year started well from a standpoint of dealership stability, but the picture changed as the year progressed.

In the fourth quarter of 1984 (the first three months of the 1985 model year), the domestic industry witnessed an increase of 39 outlets. That was just about wiped out in the next quarter with a dip of 38. The final two quarters of the model year brought drops of 77 and 73, respectively.

As those figures show, there was a downturn for the first nine months of the calendar year. It amounted to 188 outlets.

A look at franchise totals for the 1985 model year finds an even split—seven makes were up and seven were down. All three of the Chrysler Corp. makes registered increases as did two of the three Ford Motor entries.

Plymouth led the way with the addition of 50 franchises. Dodge was a step behind with an ad-

Please turn to Page 52, Col. 3

GM wins fleet-subsidy lawsuit; U.S. court calls program legal

By Jake Kelderman
Washington Reporter

WASHINGTON.—The U.S. District Court in New Hampshire has held that General Motors' subsidy program on fleet sales is not illegal under state franchise laws.

The summary judgment was rendered in a case brought by 12 dealers and their state association against GM. The case marked the first time the controversial practice has been challenged in state court.

The decision is a blow to the New Hampshire dealers, but it is a bigger blow to dealers nationwide because it undercuts their efforts to get legislation passed in Congress that would eliminate fleet subsidies.

Last week, NADA's measure to make fleet/lease subsidies illegal was reintroduced in Congress.

Through its legal defense fund, NADA had supported the challenge to the practice in New Hampshire.

The dealers in New Hampshire, and nationwide, maintain that fleet incentives result in a two-tier pricing system which leaves them at a distinct disadvantage in the marketplace.

They argue that they not only pay higher prices for the cars they receive but also support an infrastructure to maintain those cars, while fleet operators have no such support operation and, indeed, count on franchised dealers to handle warranty repairs on their fleet vehicles.

In its decision, however, the court noted that fleet incentives are available to any dealer who wishes to participate in large-volume sales and that, as such, they are not discriminatory, as the dealers alleged.

"Had any of these dealers expressed an interest in participat-

Please turn to Page 52, Col. 1

Auto pact with U.S. is sought by Mexico

By Richard Johnson
Detroit Reporter

The Mexican Government has informally proposed an automotive trade agreement with the U.S., Automotive News has learned.

The Mexican Commerce Ministry raised the issue of an auto pact last summer, prompting U.S. trade officials to survey American auto manufacturers. However, it is not clear what form such an agreement would take and discussions have so far picked up little momentum.

"There have been some very informal talks," said John Rosenbaum, of the U.S. Trade Representative's office. "The Mexicans suggested that we ought to have some kind of auto agreement.

The proposed pact apparently would not mirror the existing U.S.-Canada auto pact, which basically allows the duty-free treatment of most automotive products shipped between the two countries.

"We asked the American manufacturer representatives in Washington what they thought of the idea, and I was asked to find out what the Mexicans had in mind," Rosenbaum said. "I asked if they wanted a Canada-like agreement, and they said no."

Beyond that, he said, the Mexican Commerce Ministry had not outlined a formal proposal.

The Mexican Government has indicated "some interest in sitting down with the U.S. and discussing a long-term trade relationship," said Stephen Collins, MVMA director of international affairs. "The initial inquiries have been very preliminary; there has been nothing specific.

"The U.S has said give us some formal presentation," said Collins "I would suspect Mexico wants to insure its access to the American market. The preliminary inquiries would seem to indicate some concern about being left out."

Overall trade talks with Mexico would fit in with the U.S. Government's growing willingness to negotiate bilaterally with other countries. The Reagan Administration has announced that it is prepared to begin negotiations early next year on liberalizing trade with Canada. The matter still awaits congressional approval, but it is believed to have

Please turn to Page 48, Col. 5

Maserati marriage

Chrysler's new 'Q-Coupe' unvieled

Styling for Chrysler's 1987 luxury two-seater, the result of a joint venture between Chrysler and Italy's Maserati, indicates a car more for the carriage trade than the hard-core sports car crowd. Powered by a choice of two Chrysler-based engines, the convertible with removable hard top is expected to be priced in the mid-$20,000 range. Story on Page 2.

breaking news

GM rejects Enasa, talks with BL

MADRID.—General Motors has pulled back from its planned acquisition of Spanish truck maker Enasa. The company, owned by the state holding group Ini, may now be sold to Toyota. Meanwhile, GM, whose approach to West Germany's MAN concern was spurned, is discussing the future with BL's Leyland Vehicles.

Mazda eyes South African pullout

TOKYO.—Mazda Motor Co. may suspend car production in South Africa or withdraw completely from the country because of the sharp decline in output resulting from the political unrest there. Mazda had reached a monthly output of about 4,000. However, since last spring, monthly production

See BREAKING NEWS, Page 6, Col. 1

Company's '86 boost climbs to average of $550 on all models

GM luxury-car prices up 15 pct.

By John K. Teahen Jr.
Managing Editor

General Motors reached for the stratosphere—and attained it—as the company priced its 1986 luxury cars last week.

The five models wear stickers that are an average of $2,915, or 15 percent, higher than those on the 1985 cars.

And GM's overall increase on 1986 models also moved up considerably.

When the corporation priced the bulk of its 1986 cars on Aug. 30, it refused to put a dollar figure on the increase. Automotive News computed that hike at $400. Folding in the luxury cars and the Buick LeSabre and Oldsmobile Delta 88, which also were omitted from the earlier figure, the average price boost on GM's 1986 cars is estimated at $550 above comparably equipped models.

That figure will not be received favorably on the fourteenth floor of the stone fortress that is home to Roger B., F. James and their associates. At the General Motors Building, the party line is: These are new cars. They are not part of the year-to-year price increase.

The increases on the luxury cars ranged from $2,284 to $3,582. Here's the rundown: The 1986 Oldsmobile Toronado is $19,418, up $2,284 or 13.3 percent from 1985.

The Buick Riviera is $19,831, up $2,787 or 16.4 percent. The Riviera T Type is $21,577, up $3,582 or 19.9 percent.

The Cadillac Eldorado is $24,251, up $2,896 or 13.6 percent.

The Cadillac Seville is $26,756, up $3,027 or 12.8 percent.

The new models have equipment that wasn't included or wasn't available on the 1985 cars. There is a much greater use of electronics. Buick, for example, mentioned a Graphic Control Center on the new Riviera. Buick said it replaces about 91 controls required in conventional systems to operate air conditioning, sound systems, a trip monitor and gauges.

There isn't much change in the usual niceties of luxury cars—power assists and comfort and convenience items. They were already standard on those models.

The cars have been redesigned and downsized for 1986. They are considerably smaller, although GM says interior dimensions of the 1985 models have been retained.

Wheelbase has been reduced six inches, and overall length has been slashed 16 to 19 inches. Curb weight of most models has been cut some 400 pounds.

Another change: Riviera and Toronado have a V-6 engine, replacing the V-8 in the 1985 models. The V-6 is a powerful and sophisticated power plant, but it may not please those who insist that a luxury car should have a V-8 under the hood.

It will be a while before the market renders a judgment on the 1986 Riviera, Toronado, Eldorado and Seville.

As of introduction day (Nov. 14), 4,700 of them had been built at the new Detroit-Hamtramck assembly plant (the only source), but 2,700 of them were still at the plant awaiting various fixes.

So there were only 2,000 in the showrooms. Oldsmobile has 3,200 dealers, Buick has 2,955 and Cadillac has 1,610. Even if no dealer received more than one car, 75 percent of the three divisions' dealers had none to sell.

Matt DeLorenzo

The Ford in our future—via Korea

This prototype of the Ford Festiva minicar, which is smaller than the Escort, was on display at the Tokyo Auto Show. Designed by Mazda (25 percent Ford-owned), the car will be built in Korea by Kia, a company that is 10 percent owned by Mazda. The Festiva will go on sale here in 1988.

Chrysler going outside on specialty models

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s latest strategy on small-volume specialty cars means that much of the development work and even production will be going to outside suppliers, according to Donald P. Morrisey, general manager of Chrysler's new Special Vehicle Management department.

It's a tactic that has been evolving for several years, most noticeably with the joint Chrysler-Maserati production of the upcoming 1987 "Q-Coupe," a two-passenger luxury sporty car.

Photo on Page 1

More recently, Shelby American Corp., which has developed several specialty cars for Chrysler, formed a separate company intended to develop and manufacture other Chrysler specialty cars in California.

"We're not huge, but we're quick," Morrisey said of his 24-man team of Chrysler development engineers.

The sparse group currently supervises the existing Chrysler-Shelby projects, such as the GLH turbo, and handles liaison with Maserati. Chrysler's internal group is big enough only to supervise and conceive new programs, Morrisey said. Design, development and manufacturing will be done mainly by outside companies.

Morrisey cited several reasons for outsourcing low-volume programs.

"One is the time element," he said. "With fewer people, it's faster. The other is that an independent program doesn't interfere with mainstream, high-volume activities. Also, we sometimes can take a different approach to manufacturing, possibly making a car at lower cost."

Chrysler's planned specialty-car projects could mean significant volume for independents such as Shelby and Maserati. The Maserati program is expected to yield two or three cars, while Chrysler's high-output turbo Lancer, due in 1987, also will be done outside.

The latter involves body modifications, an engine with 225-plus HP and engine and transaxle supplied by West Germany's Getrag.

"We're going to do top-of-the-line image cars, modify some vehicles and do limited volumes of production," Morrisey said.

Dismal October sales hike domestic count

Car supply grows to 65 days

By Kathleen Hamilton
Assistant Managing Editor

The stockpile of domestic cars at dealerships and factories got back to normal after the tremendously effective 1985-model cleanup, but industry sales were so slow last month that the Nov. 1 days-supply figure became uncomfortably high.

There were 1,433,567 new domestic cars in stock and in transit on Nov. 1, up considerably from the 1,242,071 of a month earlier but in the same ballpark as the rest of the year. (On Nov. 1, 1984, there were 1,296,182 cars in stock, but the number jumped to the 1.4-million range the following month and hovered between there and 1.6 million until Oct. 1, 1985.)

The uncomfortable part about this month's opening inventory comes when the stockpile is divided by the dismal daily selling rate for October. It means a 65-day supply, the highest since the haulers went on strike and cars piled up in factory lots throughout the land.

On Oct. 1, there was an unusually low 36-day supply; on Nov. 1 one year ago, the number was 51 days. That was just about where the domestic industry likes to see its stocks.

To some extent, the makers deserved the numbers they got this month: Ford Motor Co., Honda, Nissan, Volkswagen and especially General Motors upped their production during the month.

The accompanying table shows days-supply figures for individual lines doubling and even trebling with regularity.

Only three lines decreased their days-supply figures: Caravelle, thanks in large part to a big production decrease; Corvette, despite a production increase, and the new Toronado, although its production is still too low to make any significant impact.

Every market segment turned in higher days-supply figures for the month. The inventory was split this way by segments on Nov. 1: Subcompact, 17.09 percent; compact, 21.54 percent; intermediate, 37.91 percent; standard, 11.36 percent, and luxury, 12.10 percent.

On Oct. 1 the shares were: Subcompact, 18.34 percent; compact, 21.03 percent; intermediate, 35.89 percent; standard, 11.11 percent, and luxury, 13.63 percent.

By company, the latest stockpile was shared: GM, 61.59 percent; Ford, 20.28 percent; Chrysler Corp., 13.63 percent; American Motors, 2.86 percent; VW, 1.18 percent; Nissan, 0.27 percent, and Honda, 0.19 percent. (All figures in this story refer to domestically produced autos only.)

On Oct. 1, the split was: GM, 57.70 percent; Ford, 19.95 percent; Chrysler, 17.32 percent; AMC, 3.30 percent; VW, 1.19 percent; Nissan, 0.33 percent, and Honda, 0.21 percent.

Following are the cars by size class and their days-supply figures.

Subcompact—Encore, 141; Nova, 112; Fiero, 102; Alliance, 101; EXP, 96; Laser, 85; Daytona,

Please turn to Page 52, Col. 4

Bankruptcy, lawsuit and dealer losses

Novel car-finance program faces problems

By Jake Kelderman
Washington Reporter

WASHINGTON.—What began as a novel and highly successful approach to making new and used-car financing available to consumers who might not otherwise qualify has landed nearly 1,000 car dealers across the country in a financial mess.

The company that originated the program is in bankruptcy court, and a major U.S. insurance company is faced with a $20-million lawsuit.

Early in 1982, PAL Auto Corp., Indianapolis, a subsidiary of Disc Cos., a dealer services business, developed what it called a "Hedge-Option" plan.

For a set fee to the dealer, it would assume the financing risk on new and used cars sold to consumers who might fail to qualify with conventional financing sources.

Typically, the dealers' fee would amount to a fixed percentage of the amount financed (3 percent on a 24-month loan, 6 percent on a 60-month loan) and was used in part to cover losses incurred because of repossessions.

Strictly a cash-flow business, PAL carried a policy with Home Insurance to cover a portion of any losses it might suffer on a repossession and, allegedly, all exposure under Hedge Options written should it cease to exist.

The arrangement worked beautifully for the first few years with PAL signing up some 1,800 auto dealers nationwide and writing more than 100,000 Hedge Options. But last spring, the bottom started to fall out.

Home Insurance, perhaps because it, like the rest of the casualty insurance business, had been battered by heavy losses in 1984 (Automotive News, July 8-15-22), raised Pal's premium to a level the "brokerage" company said it could not pay and still remain profitable.

According to PAL, Home Insurance then also began to "delay and reject" claims submitted by PAL, leading first to a cash-flow difficulty and eventually to the need to file for Chapter 11 protection.

"We tried to get a new insurance carrier and cover claims from our reserve fund, but insurance offered by other companies was no better and our reserve fund was not inexhaustable," said John Kidwell, PAL executive vice president.

Kidwell said Home Insurance still owes PAL for 700 claims it has already paid to dealers and that there are 800 to 900 outstanding repossessions it (PAL) has yet to process.

At an average of $7,000 exposure to the dealer holding the Hedge Option, that is approximately $5.5 million to $6.3 million in outstanding claims, he said.

Michael Jeffrey, Indianapolis branch manager for Home Insurance, said his company was still processing PAL claims but was unsure as to whether it is paying them.

"We are holding some checks because we haven't determined whom they go to," he said. Jeffrey said he could not comment on any other aspect of the PAL situation.

According to several dealers who signed up with PAL, they were under the impression that if PAL should cease to exist, Home Insurance would cover their claims under the Hedge Option.

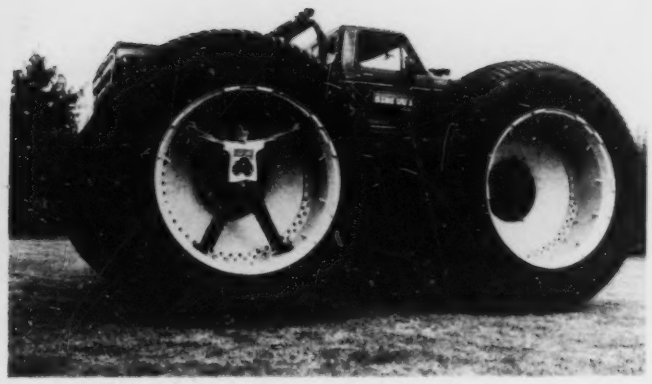
But, according to Michael Kirby, of the Indiana Department of Insurance, "This is not clear in the policy between Home and PAL." Kirby said his department had a "formal investigation" under way.

Meanwhile, PAL has sued Home insurance for $20 million alleging a breach of contract by the insurance company.

Meanwhile, the dealers who signed on for the Hedge Option plan are trying to organize a unified front to protect themselves. Approximately 1,500 of them (about 1,000 of whom have claims against PAL) still have "exposure" under the Hedge Option plan with some carrying as much as $1 million in potential liability.

According to several who wished to remain anonymous, they hope to get all the dealers together and file claims against PAL and Home Insurance as one entity, hopefully by December.

Said a Maryland dealer, "This program helped me sell a good many more cars last year; its really a shame its ended."



San Francisco show to feature Bigfoot

Ford Motor Co. will feature Bigfoot as part of its display at the San Francisco International Auto Show at Moscone Center, Nov. 28-Dec. 8. Bigfoot boasts a Ford 460 engine bored out to 472 cubic inches with electric high-volume fuel pumps and two Predator racing carburetors atop a 671 Hampton Blower. Built without blueprints by trial and error, Bigfoot utilizes a series of tires including the new 120x48x68 10-foot Tundra Tires that weigh approximately 2,500 pounds each.

CAFE rollback challenged by California, 4 big cities

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A coalition of consumer and environmental groups has sued the government in an effort to overturn the one-year rollback in the 1986 CAFE standard for passenger cars.

They are being joined by the state of California and the cities of Los Angeles, New York, Chicago and Boston. The urban areas are among those which currently cannot attain the required ambient air quality standard mandated for 1987.

California and the four cities are challenging the CAFE rollback on grounds of increased air pollution caused in part by the extra 1.5 billion gallons of fuel that will be consumed.

NHTSA has reduced the 1986 passenger-car CAFE to 26 MPG from 27.5 MPG.

The Center for Auto Safety, Ralph Nader's Public Citizen, the Union of Concerned Scientists and the Environmental Policy Institute, going to court as promised, contend that the alleged shift in consumer demand is not a legally acceptable reason for lowering the 27.5-MPG fuel-economy standard.

Instead, they say, Congress intended the standards to force the auto makers to sell fuel-efficient cars, not to accede the the manufacturers' desires to sell fuel-inefficient cars.

The second argument used by the Center for Auto Safety is that NHTSA illegally set the standard at 26.0 MPG although both General Motors and Ford Motor Co. acknowledged that they could reach 26.3 MPG. The law requires setting the standard at the "maximum feasible level."

The Automobile Importers of America, while not formally filing a petition, did request relief for its European members—Jaguar, BMW, Volvo, Saab, Peugeot and Porsche. Mercedes-Benz, whose fuel-economy numbers indicate it needs relief as much as anyone, did nothing. The rollback has been vigorously opposed by Chrysler Corp.

Joan Claybrook, now president of Public Citizen and head of NHTSA in the Carter Administration, said that rolling back the standard "makes no sense" since both GM and Ford can make fuel-efficient cars far exceeding 27.5 MPG . . ."

Clarence Ditlow III, director of CAS, said Ford and GM can offer incentives to get consumers to buy fuel-efficient cars but have decided they want to sell "vehicles which are more profitable, but less fuel efficient, and NHTSA is making it possible for them to do it without paying the penalties they would otherwise have to pay."

He added: "If fuel-economy standards can be relaxed whenever GM and Ford find them inconvenient, gasoline consumption will rise and the public will be more vulnerable to any price hikes or cutbacks in imported oil."

The other petitions for review filed in the U.S. Court of Appeals for the District of Columbia claim the rollback of the CAFE standard will increase air pollution.

The position taken by New York

Please turn to Page 48, Col. 1

Mazda plans to hike its work with Ford

By Francis J. Gawronski
Tokyo Bureau Chief

OSAKA, Japan.—Now that Ford Motor Co. has been taken off the Arab League's boycott list, Mazda Motor Co. has indicated that it will strengthen and, in some cases, expand working agreements with its U.S. automotive partner. Ford owns 23.8 percent of Mazda.

According to Moriyuki Watanabe, Mazda chairman, Mazda will move to promote and exchange technological tieups with Ford and eventually to produce automobiles in Europe with Ford of Europe, Inc.

Because of the glut of cars being produced in Europe at present, Watanabe dismissed the possibility of immediate joint production with Ford of Europe.

However, at his quarterly press conference, Watanabe indicated that the joint production project could materialize sometime after Mazda begins production at its plant in Flat Rock, Mich., in 1987.

Watanabe said competition is intensifying in Europe but auto makers there will eventually be integrated. He said that joint production with Ford could help the European auto industry restructure itself.

A venture with Ford of Europe, Watanabe said, will be one of Mazda's largest-scale projects after U.S. production starts in 1987.

He said Mazda will "positively" promote technological exchanges with Ford in the U.S. The tieup should center on Ford's advanced technology in such areas as materials and electronics-related components, including engine control systems, he added.

Mazda has been reluctant to

Please turn to Page 51, Col. 4

Saab looks to Norway as assembly-plant site

By Knut Moberg
Staff Correspondent

OSLO, Norway.—Saab will consider construction of a Norwegian car plant if it believes the long-term demand for its cars is going to outrun the new capacity in Sweden.

Georg Karnsund, president of Saab-Scania, has confirmed that discussions with the authorities in Norway have started. But other company officials stress that no decision has been made to go beyond the 150,000 annual output planned for 1988.

They also point out that Saab has been presented with two similar expansion possibilities by the town of Arlov, near Malmo, where it already has an assembly plant.

What is certain is that any volume development plans for the late 1980s will not embrace Trollhattan, where Saab's main production is located. Trollhattan is bursting at the seams following the construction of a new paint plant recently. That lifted the company's capacity from around 100,000 to the 150,000 that is planned for three years hence.

Another factor is the start of construction of Volvo's new car factory at Uddevalla, only 14 miles from Trollhattan. It will make it even more difficult for Saab to recruit skilled workers when it opens toward the end of 1987, initially with a single-shift capacity of 40,000 annually.

The other long-term choice for Saab is to stay at the 150,000 level. It may decide that a period of consolidation is required following a doubling of volume during the past decade.

This year, it expects to produce a record 112,000. The majority (60,000) will emerge from Trollhattan, and the remainder from Arlov (18,000) and the Finnish factory at Uusikaupunki (34,000).

A decisive factor in the development of the company's long-term needs will be what happens in the U.S., where one-third of its volume is sold. All research that Saab has seen indicates continued strong growth for cars in the 2.8-liter to 3.0-liter luxury range—precisely where the 900 and 9000 are pitched.

This year's U.S. sales are expected to approach 40,000. Next year's target is around 45,000, and the expectation is that by the end of the decade Saab could be shipping 60,000 cars a year to the U.S.

"There is no reason why we could not become a 100,000-a-year importer in the U.S. in the 1990s," a Saab executive speculates.

When those kinds of projections are added to the developments the company anticipates in mainland Europe, 150,000 begins to seem an inadequate number. Saab is putting a lot of investment and effort into dealer development, particularly in West Germany and France, where it has been weak. This, and the (late) arrival on the market of the new 9000, are expected to form the basis of a renewed European sales effort.

Certainly a lot of credence is being given in Norway to Karnsund's remarks. Sources indicate a location, output and employment level have been established for any new factory. It would be at Ostfold, about four hours by road from Trollhattan, produce 40,000

Please turn to Page 50, Col. 3

Porsche buying out its three distributors

By John A. Russell
New York Staff Writer

NEW YORK.—Porsche Cars of North America will assume all distribution of its cars in the U.S. effective Jan. 1 and is now working out financial arrangements with the three independent distributors who supplied 12 states. The total cost to PCNA is not known.

John A. Cook, PCNA president, said that last year, when PCNA assumed responsibility for the importing, marketing and distribution of Porsche cars in the U.S., agreements were made with the three distributors to provide services to PCNA for a period of time.

Also, under those agreements, PCNA could assume the distribution responsibility at any time in the 12 states.

The company decided to exercise its option effective Jan. 1.

The agreements with the independent distributors came about as part of the German maker's decision to part company with Volkswagen of America last year and market its product on its own. The distributors are the last remaining VW independents. They went to court but reached out-of-court agreements with PCNA though the exact terms of those agreements were not made public.

According to reports at the time, the three distributors accounted for 22 percent of Porsche's wholesale business in the U.S.

The distributors are World-Wide Volkswagen Corp., which has rights to Connecticut, New Jersey and New York; Porsche Audi Northwest, Inc., which has the rights to Alaska, Idaho, Montana, Oregon and Washington, and, Volkswagen Mid-America, which distributes in Arkansas, Kansas, Missouri and Nebraska.

Under the terms of the agreements, the dealer body is contracted to PCNA.

As for the total cost to PCNA, a spokesman for the company said this was being prepared and it is based on a formula under which PCNA would have to compensate the distributors for lost net profits.

He would not speculate on the total cost.

He said all cars would go through the PCNA system, which has distribution centers points in Reno and in Charleston, S.C.

Crafts for street and sky

Richard Bridenstine, field operations manager for Chrysler Corp.'s San Francisco sales zone, is flanked by members of the U.S. Navy's Blue Angels Flight Demonstration Squadron. Chrysler provided 14 vehicles for their use during their visit to San Francisco as part of Fleet Week. A Dodge 600-ES convertible is shown in front of a A-4 Skyhawk fighter aircraft used by the Blue Angles in their precision flying demonstrations.

index

Auction reports	36-37
Classified advertising	38-45
Editorial page	10
Obituaries	51
Personnel	20
Production by makes	53
Sales, car	8
Sales, truck	16, 35
Truck highlights	16

60th year—No. 5101

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Total is lowest since 1981; VW only gainer

Early-month sales dive 22 pct.

By Jenny L. King
Detroit Reporter

Early-November domestic new-car sales can only be described as dismal. Something like the three solid weeks of rain and gray weather the Motor City has suffered.

Sales plunged 22.15 percent from the comparable year-ago level and fizzled to their lowest daily selling rate since the pre-incentive Aug. 1-10 period.

Record-setting August and September totals still help the 1985 year-to-date total keep its distance from 1984. But the first November period was the fourth consecutive downer following the good times.

New-car sales numbered 146,969 Nov. 1-10, down 22.15 percent from 188,775 the preceding year and the lowest for the period since 1981 when 142,143 sales were recorded.

The absence of one selling day this year didn't help matters. The daily rate was down to 18,371 based on eight days versus the 20,975 average from nine in 1984. It was the weakest pace since the Aug. 1-10 rate of 17,693.

On either a straight numbers or daily-rate comparison, Volkswagen was the only major U.S. maker to surpass its year-ago level. VW sales of 1,119 were up 75.67 percent from only 637 in 1984; it was a 100-percent daily-rate increase.

General Motors' passenger-car sales dropped 15.38 percent, to 87,224 from 103,075 last year (down 4.80 percent daily rate). Ford Motor Co. sales of 31,248 were down 39.89 percent from 51,988 (down 32.32 percent daily rate). Chrysler slipped 16.98 percent, to 20,895 from 25,168 (down 6.60 percent daily rate).

American Motors reported an early November sales estimate of 2,300 passenger cars, down 45.24 percent from 4,200 (down 38.26 percent daily rate). Honda sales tumbled 22.23 percent, to 2,883 from 3,707 (down 12.59 percent daily rate). Nissan reported sales of 1,300 Sentras in the period.

GM's share of the early November domestic market climbed to 59.35 percent from 54.60 percent. Ford plunged to 21.26 percent from 27.54 percent. Chrysler moved up to 14.22 percent from 13.33 percent.

AMC fell to 1.57 percent from 2.23 percent. VW had 0.76 percent this year compared with 0.34 percent in 1984. Honda earned 1.96 percent, exactly the same share as a year ago, and Nissan had 0.88 percent of this year's market.

Chevrolet, with a 2.53-percent increase, was the only GM make to better its sales year to year. Buick was down 32.10 percent, Cadillac was down 32.78 percent, Oldsmobile slipped 15.86 percent and Pontiac was off 22.81 percent.

Ford dropped 37.10 percent, Mercury plunged 51.36 percent and Lincoln was off 25.07 percent. Plymouth was down 25.08 percent, Chrysler dropped 18.61 percent and Dodge was off 8.84 percent.

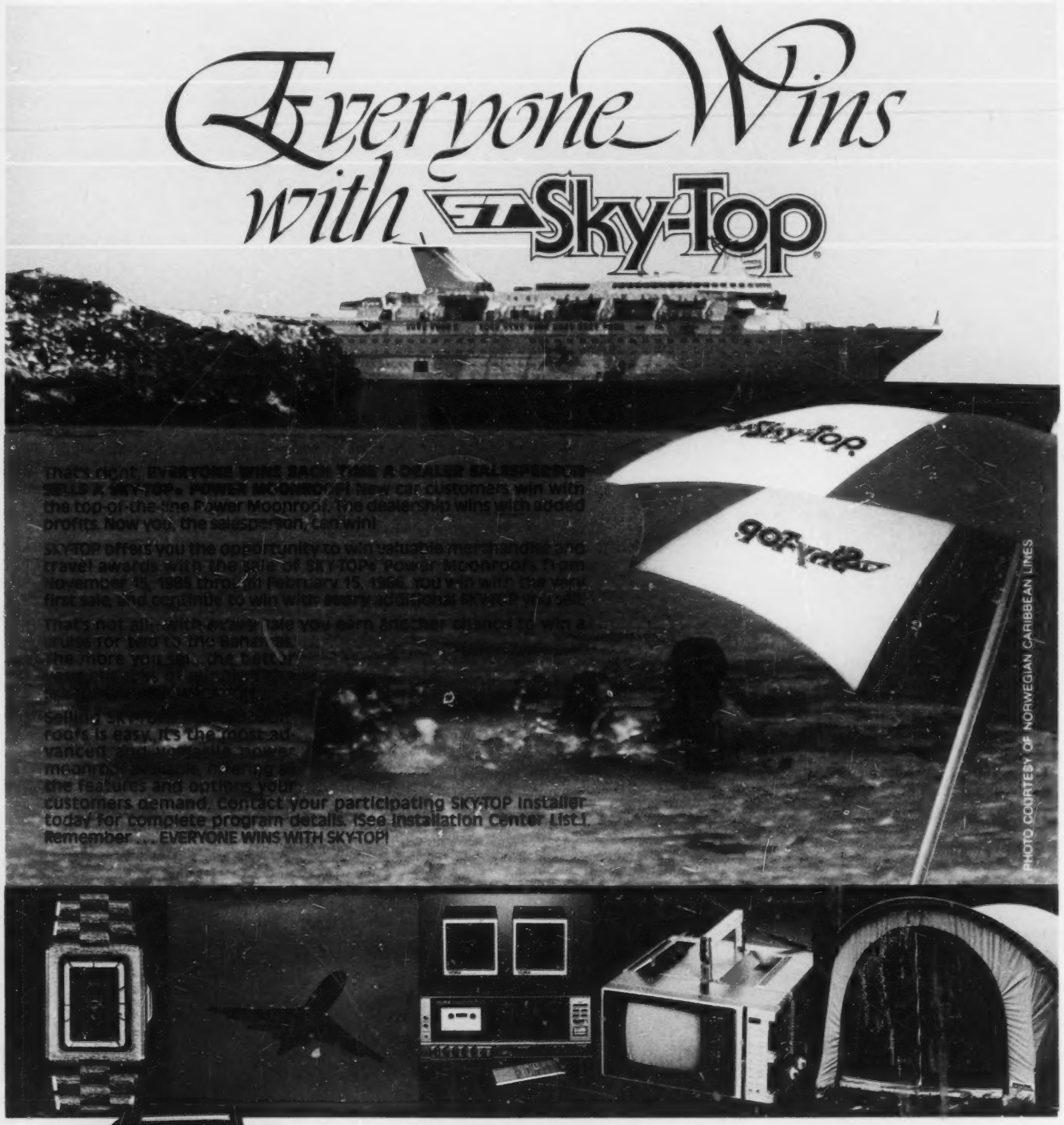
AMC was down an estimated 25.00 percent, Renault slipped 47.37 percent, Honda was down 22.23 percent and VW soared 75.67 percent.

Chevrolet's Celebrity was the top-selling U.S. nameplate for the period with sales of 8,544. Ford Escort was second at 8,198, followed by Chevrolet Cavalier at 7,740, Oldsmobile Cutlass Ciera at 7,583 and Chevrolet Caprice at 5,549.

DOMESTIC SALES

	Nov. 1-10, 1985	Nov. 1-10, 1984
Renault		
Alliance-Encore	2,000†	3,800†
AMC	300†	400†
AMERICAN MOTORS	2,300†	4,200†
Chrysler	6,857	8,425
Plymouth	5,651	7,543
Dodge	8,387	9,200
CHRYSLER CORP.	20,895	25,168
Ford	21,414	34,043
Mercury	6,684	13,741
Lincoln	3,150	4,204
FORD MOTOR CO.	31,248	51,988
Buick	12,870	18,954
Cadillac	5,000	7,438
Chevrolet	34,522	33,670
Oldsmobile	21,024	25,117
Pontiac	13,808	17,888
GENERAL MOTORS	87,224	103,075
VOLKSWAGEN	1,119	637
HONDA	2,883	3,707
NISSAN	1,300	0
U.S. INDUSTRY TOTAL	146,969	188,775

†—Estimate


Everyone Wins with Sky-Top
That's right, EVERYONE WINS BACK! Your dealer salesperson sells a Sky-Top® Power Moonroof. All new car customers win with the top-of-the-line Power Moonroof. The dealership wins with added profits. Now you, the salesperson, can win!
SKY-TOP offers you the opportunity to win valuable merchandise and travel awards with the sale of SKY-TOP® Power Moonroofs. From November 15, 1985 thru to February 15, 1986, you win with the very first sale and continue to win with every additional SKY-TOP® you sell.
That's not all—with every sale you earn another chance to win a cruise for two to the Bahamas.
The more you sell...the better it gets!
Selling Sky-Top® Power Moonroofs is easy. It's the most advanced, good looking power moonroof system, offering all the features and options your customers demand. Contact your participating SKY-TOP Installer today for complete program details. (See Installation Center List.)
Remember ... EVERYONE WINS WITH SKY-TOP!
PHOTO COURTESY OF NORWEGIAN CARIBBEAN LINES

Sky-Top power moonroof

SKY-TOP® Sunroofs, Ltd.
4700 Le Bourget Drive
St. Louis, MO 63134
(314) 427-1441
Toll Free: 1-800-327-1331 (Outside Missouri)

©1985

Sky-Top®

INSTALLATION CENTERS

Alabama
Arizona
California
Colorado
Connecticut
Florida
Georgia
Illinois
Indiana
Kansas
Louisiana
Maryland
Massachusetts
Michigan
Minnesota
Missouri
Nebraska
New Jersey
New Mexico
New York
Ohio
Oklahoma
Pennsylvania
Rhode Island
Tennessee
Texas
Utah
Virginia
Washington
West Virginia
Wisconsin
Canada

SKY-TOP® Sunroofs, Ltd.
4700 Le Bourget Drive
St. Louis, MO 63134
Phone (314) 427-1441
Toll-Free: 1-800-327-1331
(Outside MO)

© 1985

Wants exemption from gas-guzzler tax

GM seeks a break for big wagons

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—General Motors is trying to get an exemption from the gas-guzzler tax for its five standard-size station wagons. It is estimated that the tax would cost GM (or its customers) some $208 million during the next four years.

The five wagons are Chevrolet Caprice Classic, Pontiac Parisienne, Oldsmobile Custom Cruiser, Buick LeSabre and Buick Electra.

Pending before the House tax-writing Ways and Means Committee is a "technical correction" proposal, designed by GM lobbyists to apply only to GM station wagons but—as is customary—not mentioning a company name.

The exact language: "The provision in the bill relating to the gas-guzzler tax would not apply to any station wagon sold by the manufacturer or producer before July 1, 1990, if the station wagon is equipped with more than 6 seat belts and is a model being produced on the date of enactment of this Act."

Those GM wagons (about 2.5 percent of GM sales in the 1984 model year) would be subject to a $500 or $650 gas guzzler tax (depending on whether they miss the 22.5-MPG guzzler limit by less than 1.0 MPG or by more than 1.0 MPG but less than 2.0 MPG) for 1986 models.

In 1978, when Congress passed the gas guzzler law, GM had the loaded-weight limit set at 6,000 pounds and the legislative intent was to exempt the GM limousine. But equally clear was Congress' intent to cover vehicles like Rolls-Royce.

Because of its atrocious gas mileage, Rolls-Royce (or perhaps its customers) has been paying the top tax—$2,650 per car this year. But Rolls discovered belatedly that it could have avoided the tax by more careful research of the DOT definition of "loaded"—curb weight plus 150 pounds per belt seating position plus a luggage allowance for each.

The Internal Revenue Service has not agreed to make refunds to Rolls-Royce, however, because of the clear legislative history of Congress' intent to cover sales of such obvious gas guzzlers as the Rolls vehicles, which still get a stately 11 or 12 MPG.

Rolls-Royce, therefore, has attempted to get its refunds through this same "technical corrections" route to the House Ways and Means Committee.

But when GM learned of the Rolls backstage operation, it decided to try for its own relief, drafting language that applies only to its production plans for its station wagons with V-8 engines.

Ford Motor Co. apparently has settled its gas-guzzler problem in another perfectly legal way, although it also was faced with guzzler taxes on its station wagons that could have amounted to more than $135 million during the next four years.

The route taken by Ford was to change the mix in its EPA weight classes—mixing cars and station wagons—and thus adjust its gas-mileage readings.

Meanwhile, this year Chrysler Corp. will be paying a $500 gas-guzzler tax on its Chrysler New Yorker (or Dodge Diplomat or Plymouth Gran Fury) with a 318-CID V-8 engine.

Both companies can point to the "spirit" of the gas guzzler law: That even though per-vehicle gas mileage is not low, the per-person transportation is—unlike Rolls-Royce and other luxury vehicles with limited passenger space.

Roll on, roll on

Timken Co. says heavy-duty truck operators are switching to roller bearings for fan clutches from double rows of ball bearings for increased durability. Timken developed bearing series for front-drive cars which allow high-production of bearings in sizes applicable to other applications, such as fan clutches.

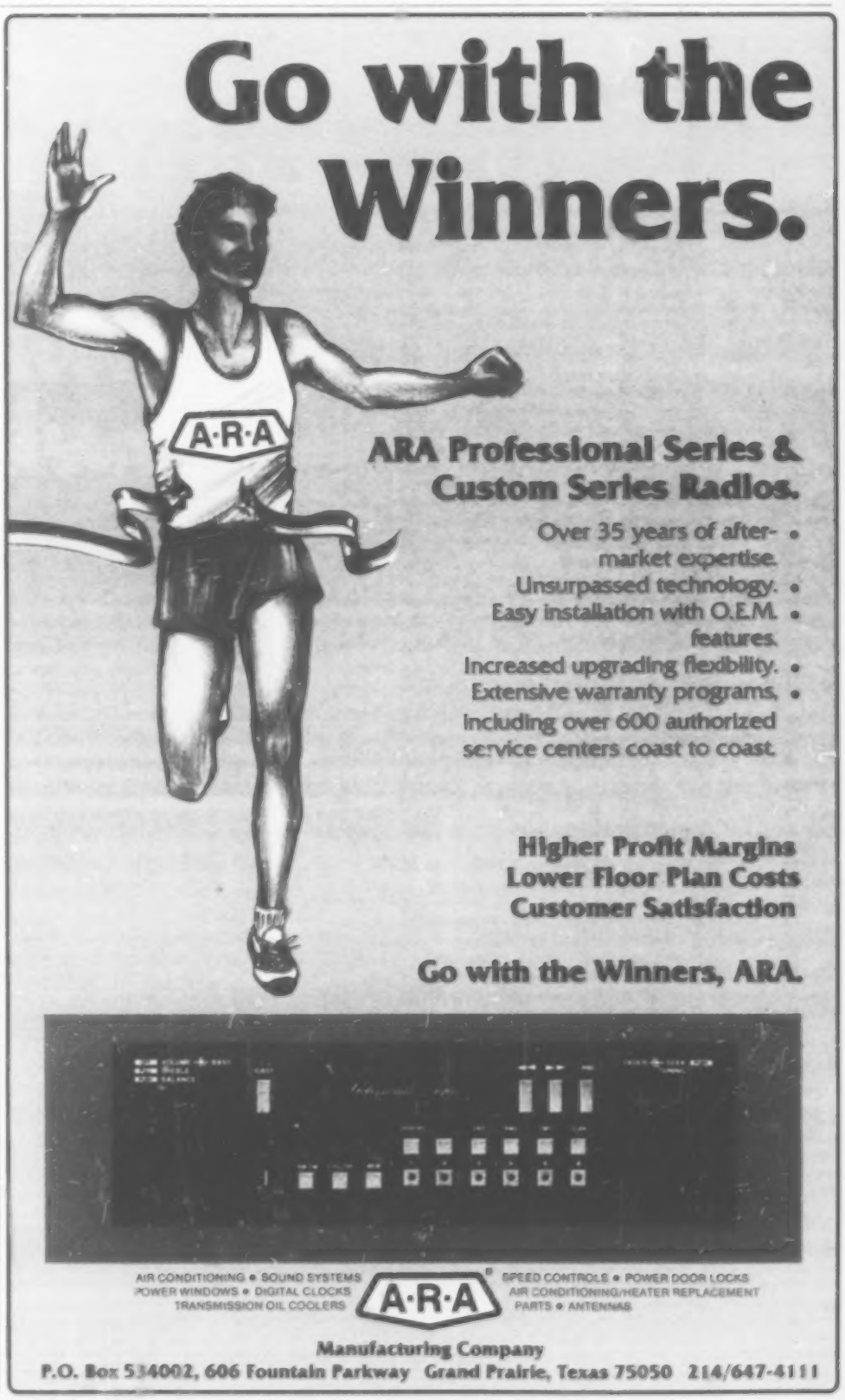
MAJOR MANUFACTURERS BY SEGMENT

	October		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	101,625	105,835	1,014,428	942,388
Medium-Duty	4,077	3,610	38,621	33,815
Heavy-Duty	1,133	999	12,891	10,103
Ford Total	**106,835**	**110,444**	**1,065,940**	**986,306**
Light-Duty	99,449	97,233	1,079,213	929,714
Medium-Duty	2,406	1,570	17,622	16,616
Chevrolet Total	**101,855**	**98,803**	**1,096,835**	**946,330**
Light-Duty	24,978	23,897	264,516	237,287
Medium-Duty	2,223	2,393	25,102	23,971
Heavy-Duty	984	1,208	9,277	12,643
GMC Total	**28,185**	**27,498**	**298,902**	**273,901**

LIGHT-DUTY OCTOBER, YEAR-TO-DATE SALES

	October		Year-to-Date	
	1985	1984	1985	1984
Vans	14,190	17,565	156,004	147,121
Aerostar	6,470	0	13,927	0
Club Wagon	2,285	3,325	27,007	26,801
Ranger	22,967	19,482	202,646	187,550
Bronco	4,915	4,657	42,824	38,627
Bronco II	11,261	8,321	85,182	83,385
Pickups	39,537	52,485	486,838	458,904
Ford	**101,625**	**105,835**	**1,014,428**	**942,388**
Vans	10,281	12,867	128,524	136,341
Sportsvan	1,560	1,485	18,180	19,486
Astro	9,033	0	86,444	0
S-10	19,241	16,381	179,259	161,826
S-10 Blazer	21,802	13,344	151,188	118,503
El Camino	1,944	1,746	17,471	20,037
Blazer	4,270	3,929	37,798	39,912
Suburban	5,091	4,377	49,420	43,070
Pickups	26,227	43,104	410,929	390,539
Chevrolet	**98,449**	**97,233**	**1,097,213**	**929,714**
Vans	6,270	5,648	55,374	61,111
Ram Wagon	3,495	2,733	34,658	34,128
Voyager	9,230	7,218	89,506	68,178
Caravan	9,670	7,551	95,415	70,808
Mini Ram Van	1,583	2,477	20,013	15,945
Ram 50	6,117	5,556	59,127	43,122
Other Plymouth Trucks	0	0	0	378
Ramcharger	1,020	2,382	26,972	23,241
Rampage	0	622	0	8,843
Pickups	10,862	11,556	142,295	111,795
Chrysler	**48,247**	**45,746**	**523,360**	**438,549**
Vans	2,894	3,650	34,728	39,822
Safari	2,246	0	20,592	0
S-15	4,377	3,529	40,215	37,531
S-15 Jimmy	4,733	3,219	34,450	28,572
Jimmy	865	592	7,308	7,174
Caballero	242	223	2,151	2,331
Suburban	1,631	1,430	15,192	13,799
Pickups	7,677	10,622	103,960	103,049
Isuzu Model	313	632	5,920	5,009
[illegible]	**24,978**	**23,897**	**264,516**	**237,287**
[illegible]	3,356	3,613	31,974	35,774
Wagoneer	1,258	1,960	10,627	16,510
Cherokee	9,367	6,641	76,057	54,236
Grand Wagoneer	2,434	1,917	14,176	15,304
Comanche	2,343	0	3,466	0
Pickups	145	251	1,612	2,921
Jeep	**18,903**	**14,382**	**137,912**	**124,745**
Toyota	25,531	19,936	270,536	215,629
Nissan	14,867	16,046	226,302	170,077
Mazda	11,317	9,586	96,649	100,647
Isuzu	6,170	3,897	64,608	35,615
Mitsubishi	2,824	2,155	21,811	13,686
Imports	**60,709**	**51,620**	**679,906**	**535,654**
Industry Total	**353,911**	**338,713**	**3,699,335**	**3,208,337**

*Nissan includes domestically-built units in Tennessee


Go with the Winners.
A·R·A
ARA Professional Series & Custom Series Radios.
Over 35 years of after-market expertise.
Unsurpassed technology.
Easy installation with O.E.M. features.
Increased upgrading flexibility.
Extensive warranty programs, including over 600 authorized service centers coast to coast.
Higher Profit Margins
Lower Floor Plan Costs
Customer Satisfaction
Go with the Winners, ARA.
AIR CONDITIONING • SOUND SYSTEMS
POWER WINDOWS • DIGITAL CLOCKS
TRANSMISSION OIL COOLERS
A·R·A
SPEED CONTROLS • POWER DOOR LOCKS
AIR CONDITIONING/HEATER REPLACEMENT
PARTS • ANTENNAS
Manufacturing Company
P.O. Box 534002, 606 Fountain Parkway Grand Prairie, Texas 75050 214/647-4111

factories list auction dates

American Motors

Nov. 19—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Nov. 20—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 21—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nov. 22—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 26—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Nov. 27—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Columbus Fair Auto Auction, Obetz, O.

Chrysler Corp.

Nov. 19—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Nov. 20—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

Nov. 21—Atlanta Auto Auction, Red Oak, Ga.; Fredricksburg Auto Auction, Fredricksburg, Va., and Indianapolis Auto Auction, Indianapolis.

Nov. 26—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

Ford Motor Co.

Nov. 20—Northway Exchange Clifton Park, N.Y., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 21—Arena Auto Auction, Chicago; Floyd Hauhe Auto Auction, Bridgeton, Mo.; Denver Auto Auction, Englewood, Calif., and Baltimore-Washington Auto Exchange, Baltimore.

Nov. 26—South Seattle Auto Auction, Kent, Wash.

Nov. 27—Clanton's Auto Auction, Darlington, S.C., and Big H Auto Auction, Houston.

General Motors

Nov. 19—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Nov. 20—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Metro Auto Auction of Kansas City, Kansas City.

Poster campaign promotes use of seat belts

WASHINGTON—Posters showing how seat-belt use saves lives soon will be displayed in communities across the nation as part of a program by new-car, light-truck, tire and auto service dealers to build support for state seat-belt-use laws.

Captioned Saved by the Belt, the poster features testimonials by singer/actress Barbara Mandrell, New York Gov. Mario Cuomo and others who have escaped death or serious injury because they were wearing seat belts when they were involved in traffic accidents.

On the other side of the poster is a listing of potential cost savings and the number of deaths and injuries that could be prevented by a belt-use law in each state.

The posters are being distributed free to community groups by the Dealers Safety and Mobility Council, an affiliate of the Highway Users Federation.

The poster campaign is part of a community relations program called Say Yes to Seat Belts, which also features a 13-minute audio-visual presentation and handout literature provided free to service clubs, schools and other community groups by participating dealers.

Those interested in obtaining the audio-visual presentation or the posters from a local dealer are invited to contact the Dealers Safety and Mobility Council, 1776 Massachusetts Ave. N.W., Washington, D.C. 20036; telephone (202) 857-1251.

Used Car Sales
Auction Averages

Nov. to date	$4,648
Month ago	$4,743
Year ago	$5,117

Model Breakdown
Auction Averages

	NOV 1985	OCT 1985	SEPT 1985
1985	$9,721	$9,706	$10,176
1984	$6,753	$6,891	$7,430
1983	$5,813	$6,047	$6,177
1982	$4,761	$4,870	$4,860
1981	$3,542	$3,591	$3,991
1980	$2,775	$2,896	$3,008
1979	$2,759	$2,404	$2,519
1978	$1,705	$1,765	$1,848
Overall Average	$4,648	$4,759	$4,883

EPA charges N.Y. firms with violating fuel rules

NEW YORK—EPA has notified 59 gasoline refiners, retailers and distributors in New York City and three New York counties that they could face a combined total of $370,000 in penalties for violating fuel regulations of the Clean Air Act.

The Department of Justice, on behalf of EPA, has also filed enforcement cases in U.S. District Court seeking more than $500,000 in penalties from four other gasoline distributors for alleged violations of the same regulations.

The gasoline distributors and vendors were charged with selling leaded gasoline as unleaded gasoline. Penalties were also proposed against some refiners because contaminated unleaded gasoline was sold at their branded stations.

The Department of Justice action is being taken against gasoline distributors who had previously been notified of alleged violations of the Clean Air Act's fuel regulations. The department is seeking $10,000 per day for each day the contaminated gasoline was sold to the public.

An EPA regional administrator said the violations hurt consumers two ways: "First, motorists are cheated by paying the higher unleaded price for leaded gasoline and, second, lead destroys the effectiveness of the car's expensive catalytic converter."

EPA routinely monitors large metropolitan areas for compliance with fuel regulations to ascertain whether non-attainment of the National Ambient Air Quality Standards is attributable to automobile pollution.

The notices of violation allow respondents to establish that they are not liable for the alleged violations. If a settlement is not reached, however, the cases are referred to the U.S. Department of Justice for prosecution.

Schneider signs for Downtown Ford

Donald Schneider signs with Ford Division for Downtown Ford, Inc., Canton, O. Witnessing are James Murphy, left, Ford Division Cleveland district sales manager, and James Lang, general manager of the dealership.

Reynolds chairman completes retirement

DAYTON—E.F. (Pat) Strasser, 64, Reynolds and Reynolds board chairman, has completed his retirement from the firm by stepping down from both the chairmanship and the board of directors.

Strasser's retirement program began in February, 1984, when he stepped down as chief executive and remained as chairman of the board and a director. He joined the company in 1956 as a forms salesman. Strasser became executive vice president in 1971, president in 1976, chief executive officer in 1977, and chairman in 1982.

IMPORT SALES BY MODEL

	Oct. 1985	Oct. 1984	10 Mos. 1985	10 Mos. 1984
ALFA ROMEO	365	235	4,001	3,088
AUDI	6,253	6,020	61,485	59,994
4000	0	319	0	10,100
4000S	1,505	789	14,811	3,416
4000S Quattro	450	281	3,904	3,492
5000S	3,520	3,739	33,012	34,850
5000S turbo gas	413	656	6,583	4,994
5000CS Turbo Quattro	43	0	43	0
Quattro turbo	6	4	73	59
Coupe	316	232	3,059	3,083
BMW	7,507	5,971	73,798	57,728
318/320	2,023	1,740	21,613	25,112
325e	311	1,914	1,327	11,531
524 TD	2,236	0	24,390	0
528e/535i	1,300	1,347	14,655	12,283
635CSI	399	179	3,737	2,202
735i	1,238	791	8,076	6,600
CHEVROLET	11,192	1,210	63,850	8,522
Spectrum	5,891	0	43,438	0
Sprint	5,301	1,210	20,412	8,522
CHRYSLER/MITSUBISHI	12,712	11,047	79,579	74,327
Colt	9,682	8,667	56,849	55,693
Conquest	448	544	4,403	6,220
Vista	2,582	1,836	18,327	12,414
FIAT	0	0	0	316
HONDA	42,559	35,177	327,982	315,998
Civic	14,429	14,970	124,836	114,464
Civic CRX	5,489	5,014	42,180	36,639
Accord	15,384	10,543	96,219	108,292
Prelude	7,257	4,650	64,297	56,603
I.A.I.	0	100	0	1,466
ISUZU	2,443	1,638	23,122	14,637
I-Mark	1,433	381	10,344	3,491
Impulse	1,010	1,257	12,778	11,146
JAGUAR	2,619	1,517	15,884	14,186
XJ6	2,204	1,227	13,048	11,499
XJS	415	290	2,836	2,687
LANCIA	0	0	0	21
MASERATI BITURBO	94	140	1,218	1,833
MAZDA	20,254	15,065	162,823	143,262
323/GLC	8,095	4,370	46,475	38,478
626	9,180	6,022	72,592	59,784
RX-7	2,979	4,673	43,756	45,000
MERCEDES BENZ	4,467	6,890	69,473	61,467
190D	140	237	2,688	4,457
190E	1,027	1,485	18,946	12,712
240D	0	2	0	25
300D	464	1,388	13,404	13,135
300E	7	0	323	0
300CD	126	136	1,463	1,254
300TD	196	220	2,896	1,971
300SD	552	912	6,377	11,105
380SE	741	344	7,800	5,237
500SEL	844	463	6,488	3,198
380SL/SLC	299	1,059	7,899	7,089
500SEC	71	144	1,183	1,284
MERCURY MERKUR	887	0	6,862	0
MITSUBISHI	4,946	4,179	42,115	32,869
Starion	233	601	4,207	5,476
Cordia	732	838	7,290	11,928
Tredia	1,189	867	9,111	11,967
Mirage	1,299	946	11,081	1,892
Galant	1,493	927	10,426	1,606
NISSAN	44,679	42,059	452,412	409,088
Sentra/210	13,804	14,987	156,830	162,796
Pulsar/310	4,756	3,180	41,723	32,609
Stanza	6,694	3,214	53,004	37,565
Maxima	9,095	9,437	81,482	54,258
200SX	4,775	4,837	56,487	53,262
300ZX	5,006	5,890	56,881	63,307
Hawaii	549	514	6,005	5,291
PEUGEOT	1,422	1,745	13,839	15,272
PORSCHE	2,407	1,740	20,147	16,845
944	1,637	1,269	13,410	10,861
911	515	266	4,672	3,973
928	255	205	2,065	2,011
RENAULT	650	710	6,324	10,388
18i	170	157	2,174	2,593
Fuego	480	553	4,150	7,795
SAAB	3,016	2,898	32,393	27,820
900	811	820	9,218	6,680
900S	816	992	9,545	8,128
Turbo	1,348	937	12,680	12,229
Tourist	41	149	950	783
SUBARU	16,112	12,090	146,403	132,883
TOYOTA	60,554	49,787	517,115	463,568
Starlet	0	0	0	259
Corolla	15,791	14,419	142,849	132,804
Tercel	7,623	10,267	77,838	85,697
Celica	9,964	6,900	62,131	72,772
Supra	1,228	2,494	21,306	25,024
Camry	13,600	9,090	104,272	76,932
Cressida	4,458	1,911	38,752	26,825
Land Cruiser	665	395	3,239	3,274
Van	2,317	2,617	28,742	28,346
4Runner SR 5	547	785	4,496	4,859
MR2	3,227	0	27,027	0
Hawaii	1,134	900	6,460	6,766
Other	0	9	3	10
VOLKSWAGEN	11,759	5,850	119,925	86,901
Rabbit Convertible	778	664	10,981	10,237
Jetta	7,455	1,297	69,064	30,448
Vanagon	1,134	1,012	15,411	15,668
Quantum	1,462	1,708	12,118	15,234
Scirocco	930	1,169	12,351	15,314
VOLVO	8,453	7,072	92,146	87,942
DL	3,308	2,808	34,094	39,737
GL	1,018	1,157	8,477	22,823
GLT Turbo	43	817	2,131	8,492
DL/GL	3	846	1,936	4,442
740 Series - Gas	2,097	87	28,252	87
740 Series - Diesel	918	0	4,604	0
760 Series - Gas	859	852	8,950	7,978
760 Series - Diesel	74	421	2,049	3,028
Tourist	133	84	1,653	1,355
YUGO	928	0	1,309	0
IMPORT TOTAL	266,278	213,140	2,334,567	2,041,421

U.S. court OK's program in New Hampshire suit

GM wins fleet-subsidy case

Continued from Page 1

ing in volume sales, GM would have afforded them the opportunity to seek out and sell to fleet purchasers on the same terms that were made available to other franchised dealers," the court said.

"The record shows that GM provided any interested dealer with the opportunity to compete for fleet sales on the same terms and conditions as other dealers," the court held in granting GM a summary decision in the case.

NADA Executive Vice President Frank McCarthy said the organization was "disappointed" by the ruling and that it was looking at the options available to it.

"An appeal is a likely possibility, but we will have to wait on an analysis of the decision and on what the New Hampshire dealers want to do," he said.

Don Hudler, general director of sales operations at GM, said the company was "pleased with the decision in which all the dealers' claims were dismissed and the reasonableness of GM's efforts to enforce its fleet program guidelines were upheld."

Hudler, noting that the New Hampshire ruling was a "very important" one for GM, said the company was particularly gratified that the court held for it in all three key points: That there was no discriminatory pricing; that the fleet subsidies constituted "reasonable business practice," and that the special privileges it accords certain large fleet operations do not constitute the creation of a competitive franchise.

Meanwhile, NADA has lined up some of its old allies and reintroduced legislation that would ban the fleet-subsidy practices altogether.

As previously reported by Automotive News, the new measure does not include the exemptions of the previous bill, nor does it preclude individual states from acting on their own to ban the practice.

A vocal band of dealers had insisted on the changes, and the new bill complies with their wishes that "nobody be able to buy a car cheaper than a dealer."

Signaling a new approach by the dealer group to gain support for the measure, NADA President William Symes said the bill was "aimed at preventing short-term decisions by the auto makers from causing long-term damage to the franchise system and, therefore, the consumer."

NADA estimates that approximately 1.25 million vehicles are sold under fleet subsidies each year with discounts as high as $1,000.

In other instances the auto makers offer incentives such as cash rebates, special price reductions, free options, price-protection guarantees, distant-delivery credits, guaranteed resale values, advertising assistance and special finance support.

McCarthy noted that dealers from time to time receive such subsidies too, but unlike the fleet operators, dealers are always subject to the franchise requirements.

Unlike previous efforts, NADA this year is working with fewer sponsors of its fleet-subsidy bill in the early going. On the House side: it has 17; in the Senate, only 5. Since the measure is being introduced late in the year, it is almost certain that it will not see any action until next year.

And, as in previous attempts, it does not have the support of Rep. John Dingell, Michigan Democrat.

Dingell has called the measure "bad law," and the measure must go through his committee before it can reach the House floor.

NADA is philosophical about that, however, noting that the legislative route is not necessarily the only option available to it and that in any case some wars are not won overnight.

Four universities receive grants from Crain fund

Continued from Page 1

keting Management sequence.

In addition, Crain also announced an annual grant of $5,000 to The Advertising Council, a national organization of the advertising world devoted to providing free advertising and publicity for worthy civic and philanthropic causes.

A 1985 grant of $10,000 to the National Press Foundation, Washington, to help in the establishment of a major library and information center, also was announced.

Although G.D. Crain Jr. was an unusually astute publisher, he grew up on the editorial side of journalism and always considered himself essentially an editor. His publishing philosophy was simple: Put out a useful editorial product—one essential to the audience for which it was intended—and all the rest, including circulation and advertising, would take care of itself.

On the occasion of the 40th anniversary of his founding of Advertising Age, now the company's flagship publication, Mr. Crain asserted that "I always wanted to be a publisher," but added that he regarded himself "primarily as an editor and reporter and writer."

He insisted that publications produced under his name maintain the highest journalistic standards and encouraged the development of many aspects of business-publication journalism which have subsequently become standards in the field.

A native of Kentucky and an MBA graduate of that state's Centre College, he served as city and sports editor of the old Louisville Herald while in his early teens. Subsequently, he organized a business news service which at one time serviced almost 100 business publications.

He founded his own publishing company in 1916 with Hospital Management, a magazine for hospital administrators, and followed up one month later with what is now Business Marketing, a specialized paper for business-to-business marketers.

Mr. Crain moved into the big time in publishing when, having moved to Chicago, he launched Advertising Age at the beginning of the 1930s depression. His idea for fast, effective news coverage in the general advertising and marketing field succeeded in lasting out the depression. The publication moved steadily onward until it became one of the world's premier business papers.

Under his leadership, Crain Communications grew, via startups and acquisitions—including the 1971 acquisition of Automotive News—until it reached its present status this year with the addition of Crain's New York Business and Crain's Detroit Business.

Mr. Crain was active in many publishing circles during his long career. He was one of the founders of the industry group which is now known as Assn. of Industrial Advertisers, and he was president of the National Conference of Business Paper Editors.

In 1975, he was honored posthumously by election to the Advertising Hall of Fame because of his successful efforts "to raise the standards of advertising and marketing in the U.S. and internationally."

Mr. Crain died at the age of 88 in December, 1973, but the company continues as primarily a family enterprise, with his widow Gertrude as chairman of the board, his older son Rance as president and his younger son Keith as vice chairman.

Domestic dealer total dips 149 for 1985 model year

Continued from Page 1

vance of 49, and Chrysler was up 41. Mercury reported a gain of 33 and Lincoln's total grew by 29. At GM, there were gains of five apiece for Cadillac and Oldsmobile.

On the downside in franchise totals for the 1985 model year were Chevrolet, off 60; AMC, 33; Renault, 29; Volkswagen, 19; Buick, 15; Ford, 11, and Pontiac, 10.

Chrysler Corp.'s dealership total rose in the first three quarters of the model year and showed no change in the fourth for a net gain of 32 establishments. The total was 3,994 on Oct. 1, up from 3,962 a year earlier.

The July-September standoff ended a period of 11 consecutive quarterly gains for Chrysler. But, on the other hand, the corporation has now gone 12 straight quarters without suffering a decline.

Oct. 1 franchise totals for its three makes were Chrysler, 3,037; Plymouth, 2,997, and Dodge car, 2,913.

Chrysler Corp. has four dealerships that handle only Dodge trucks. They are not counted in the corporation's car-outlet total or in the Dodge car-franchise total. The Dodge truck-franchise total, incidentally, is 2,987.

At Ford Motor Co., recent quarterly slips of 11-9-13 eclipsed a rise of 30 in the final three months of 1984, giving the company a model-year drop of three dealerships. The latest total is 5,531, compared with 5,534 a year ago.

Franchise counts on Oct. 1 were Ford car, 4,694; Mercury, 2,754, and Lincoln, 1,598.

There are 116 dealerships that handle only Ford heavy-duty trucks. They are not counted in the company's car-dealer total or in Ford Division's car-franchise total.

GM lost 20 dealers in each of the first two quarters of the model year and 35 in each of the last two quarters for a decline of 110. GM's Oct. 1 car-dealership figure was 9,875, down from 9,985 at the beginning of the model year. Including GMC truck outlets that do not handle a GM passenger car, the corporate dealer total is 10,450.

Car-franchise numbers on Oct. 1 were: Chevrolet, 5,075; Oldsmobile, 3,200; Pontiac, 3,000; Buick, 2,955, and Cadillac, 1,610.

AMC-Renault had 1,415 car dealers on Oct. 1, down 53 from 1,468 when the model year began. Quarterly slips were 3-3-23-24.

The franchise totals on Oct. 1 were 1,360 for AMC and 1,307 for Renault.

Of the 1,415 AMC-Renault outlets, 1,252 handle both makes. AMC has 733 duals with Big Three makes, and Renault is included in 90 percent of them. AMC has about 70 duals with VW (without a Big Three make in the house) and Renault is involved in half of them.

Volkswagen finished the 1985 model year with 877 dealerships, down 19 from its 986 when the season began. After a gain of three in the first quarter of the model year, there were dips of five, 10 and seven in the next three periods.

VW has an estimated 150 duals with the Big Three and/or AMC.

U.S. CAR OUTLETS

	Oct. 1, 1985	Oct. 1, 1984
American Motors-Renault	1,415	1,468
Chrysler Corp.	3,994	3,962
Ford Motor Co.	5,531	5,534
General Motors	9,875	9,985
Volkswagen	877	896
TOTALS	21,692	21,845
Minus Intercorporate Duals	978	982
NET OUTLETS	20,714	20,863

Copyright, 1985, Automotive News

U.S. FRANCHISES

	Oct. 1, 1985	Oct. 1, 1984
AMERICAN MOTORS-RENAULT		
AMC	1,360	1,393
Renault	1,307	1,336
CHRYSLER CORP.		
Chrysler	3,037	2,996
Dodge	2,913	2,864
Plymouth	2,997	2,947
FORD MOTOR CO.		
Ford	4,694	4,705
Lincoln	1,598	1,569
Mercury	2,754	2,721
GENERAL MOTORS		
Buick	2,955	2,970
Cadillac	1,610	1,605
Chevrolet	5,075	5,135
Oldsmobile	3,200	3,195
Pontiac	3,000	3,010
VOLKSWAGEN	877	896

Copyright, 1985, Automotive News

Inventory grows to 65 days for domestic cars

Continued from Page 2

73; Golf, 72; Pontiac 1000, 70; Charger, 69; Turismo, 69; Omni, 64; Chevette, 60; Horizon, 54; Lynx, 45; Escort, 40; Sentra, 15, and Accord, 7.

Compact—Capri, 114; Eagle, 106; Firenza, 101; Cimarron, 92; Cavalier, 87; Skyhawk, 85; Camaro, 73; Sunbird, 71; Mustang, 61; Firebird, 57; LeBaron, 54; Topaz, 51; Tempo, 49; Aries, 46, and Reliant, 42.

Intermediate—Somerset, 111; Regal, 109; Grand Prix, 96; Lancer, 90; LeBaron GTS, 88; Bonneville, 87; Citation, 84; Thunderbird, 83; Cougar, 77; LTD, 75; Monte Carlo, 75; Century, 71; Cutlass Supreme, 70; Marquis, 68; New Yorker, 67; Calais, 65; Dodge 600, 59; Celebrity, 57; Pontiac 6000, 56; Skylark, 56; Cutlass Ciera, 52; Caravelle, 39, and Grand Am, 32.

Standard—Parisienne, 107; Chevrolet, 93; LeSabre, 77; Olds 88, 72; Gran Fury, 72; Crown Victoria, 61; Diplomat, 58, and Grand Marquis, 55.

Luxury—Electra, 109; Corvette, 96; Seville, 73; Cadillac, 71; Olds 98, 71; Continental, 66; Mark VII, 55; Eldorado, 53; Toronado, 50; Riviera, 47; Lincoln, 41, and Fifth Avenue, 20.

NEW-CAR STOCKS

	Nov. 1, 1985	Oct. 1, 1985	Nov. 1, 1984
Alliance	101	77	89
Encore	141	95	96
Total Renault	113	83	92
Eagle	103	66	84
Total AMC	103	66	84
AMC	112	81	91
Horizon	54	38	94
Turismo	69	42	76
Reliant	42	49	66
Caravelle	39	70	59
Plymouth	72	58	92
Total Plymouth	48	47	75
Laser	85	36	104
LeBaron K	54	47	62
LeBaron GTS	88	65	0
Fifth Avenue	20	30	55
New Yorker	67	75	66
Total Chrysler	50	45	67
Omni	64	40	77
Charger	69	38	73
Daytona	73	32	100
Aries	46	53	62
Lancer	90	62	0
Diplomat	58	67	89
Dodge 600	59	64	63
Total Dodge	61	50	73
CHRYSLER CORP.	53	47	72
EXP	96	25	102
Escort	40	21	61
Mustang	61	50	45
Tempo	49	14	58
Thunderbird	83	32	58
LTD	75	34	45
Crown Victoria	61	27	76
Total Ford Division	56	26	59
Lynx	45	24	66
Topaz	51	16	45
Cougar	77	27	45
Capri	114	47	100
Marquis	68	47	54
Grand Marquis	55	20	74
Total Mercury	61	27	58
Continental	66	37	84
Lincoln	41	23	39
Mark VII	55	32	110
Total Lincoln	46	26	53
Total L-M Division	57	26	57
FORD MOTOR CO.	56	26	58
Skyhawk	85	61	57
Skylark	56	35	37
Somerset Regal	111	93	57
Century	71	29	29
Regal	109	34	35
LeSabre	77	35	39
Electra	109	43	22
Riviera	47	65	31
Total Buick	87	42	36
Cimarron	92	20	53
Seville	73	92	40
Cadillac	71	34	19
Eldorado	53	76	44
Total Cadillac	69	42	30
Chevette	60	27	64
Nova	112	91	0
Cavalier	87	34	46
Citation	84	20	74
Camaro	73	35	92
Celebrity	57	28	34
Monte Carlo	75	76	43
Chevrolet	93	40	51
Corvette	96	113	60
Total Chevrolet	77	38	52
Firenza	101	92	64
Calais	65	47	93
Cutlass Ciera	52	22	26
Cutlass Supreme	70	27	26
Olds 88	72	37	30
Olds 98	71	44	23
Toronado	50	59	48
Total Oldsmobile	65	34	33
Fiero	102	48	47
1000	70	40	81
Sunbird	71	32	62
Firebird	57	36	73
Grand Am	32	31	34
6000	56	26	26
Bonneville	87	32	40
Grand Prix	96	30	39
Parisienne	107	41	61
Total Pontiac	65	33	49
GENERAL MOTORS	73	37	42
VOLKSWAGEN	72	55	47
HONDA	7	5	7
NISSAN	15	15	0
DOMESTIC TOTAL	65	36	51
Subcompact	56	33	65
Compact	65	35	59
Intermediate	67	36	41
Standard	77	34	54
Luxury	60	42	37

Prior week's was best since April

Auto production dips from high

By Kathy Boyer
Detroit Reporter

Last week's estimated domestic auto production of 174,470 units fell 4.16 percent from the previous week's 182,039.

The prior week's actual production was more than a thousand units higher than expected and was the best output since the week ended April 29, when 183,669 cars were built.

The scheduled output last week was slightly below (0.69 percent) the year-ago week's 175,684.

So far this year, 7,369,410 cars have been assembled, 5.18 percent more than the 7,006,676 completed last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 58.10 percent; Ford Motor Co., 17.97 percent; Chrysler Corp., 16.91 percent; Honda of America Mfg. Co., 2.07 percent; American Motors, 1.58 percent; Volkswagen of America, 1.35 percent; New United Motor Mfg. Co., 1.09 percent, and Nissan Motor Mfg. Co., U.S.A., 0.93 percent.

Saturday (Nov. 16) overtime was scheduled for these GM plants: Doraville, Ga.; Oklahoma City; Janesville, Wis., and Lordstown, O.

Ford has daily overtime this week (Nov. 18) at plants in Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

All of those plants except Wixom are slated for Saturday (Nov. 23) overtime.

Chrysler's Belvidere (Ill.) plant was scheduled for Saturday (Nov. 16) overtime.

These Chrysler plants are slated for daily overtime this week : Belvidere; Newark, Del.; St. Louis No. 1, and Sterling Heights, Mich.

GM's Pontiac plant No. 1 was shut down Nov. 8 because of a parts shortage. Production is scheduled to resume today (Nov. 18). The plant assembles the Pontiac Fiero.

Chrysler's St. Louis No. 2 plant remains on strike over local issues. The plant produces Plymouth Gran Fury, Chrysler Fifth Avenue and Dodge Diplomat.

Ford adds 252,000 cars to Tempo-Topaz recall

WASHINGTON.—Ford Motor Co. is recalling some 252,000 more 1984-85 Tempo and Topaz cars to see if the bolt that fastens the rear suspension control arms to the rear wheel spindles needs replacing.

Ford thinks that only about one percent of the cars have the problem, but the company has received a report of an accident involving injury.

Of the cars involved, 227,000 are in the U.S., 25,000 are in Canada, and 200 were exported.

Last June, Ford recalled 289,000 Tempo and Topaz cars for the same problem. More are being added now because Ford discovered that suspect parts had not been purged from the Kansas City and Oakville assembly plants.

In addition to the Ford recall--which Ford told NHTSA it was planning on Oct.29—the NHTSA monthly defect report listed several other recalls. They included:

1. 32,400 1985 Ford F-350 pickups because fuel sender retaining nuts may fracture and allow fuel to leak or spill.

2. 12,459 Fleetwood Pace Arrow, Southwind 1985-86 motor homes because the generator exhaust tailpipe can become damaged and allow carbon monoxide fumes to enter the vehicles.

3. 3,988 1986 Ford Tempo and Topaz cars because the engine may develop or maintain a partially opened throttle.

4. 14,600 1986 Jeep Wagoneer, Cherokee and Comanche models because fuel lines may be improperly fitted.

5. 230 Jeep Grand Wagoneer, J10 and J20 models because they may contain contaminated brake fluid.

6. 294 1985 Chevrolet Celebrity autos because the clutch cable may contact the master cylinder brake pipe.

NHTSA also announced the opening of several new investigations: Front brake problems in 1983-84 GMC Astros, brake proportioning valve in 1984-85 GMC Suburbans, and loss of steering control in 1984 Tempo/Topaz.

GM, Korea firms in battery venture

SEOUL, South Korea.—General Motors has entered into a $5.7 million joint venture with two firms here to produce car batteries for export.

The venture, with the Daewoo and Hyosung groups, is to make batteries in South Korea for export beginning mid-1986.

GM's Delco Remy Division is said to have half the equity in the joint venture, with the two South Korean firms sharing the remaining equity on an equal basis.

Truck production slips 2.82 pct.; total is 69,143

Domestic truck makers' estimated production of 69,143 units last week fell 2.82 percent from the previous week's 71,151 but was 3.54 percent more than the year-ago week's 66,778.

So far this year, 2,934,909 units have been assembled, 5.17 percent more than the 2,790,645 built last year at this point.

General Motors scheduled Saturday (Nov. 16) overtime at the following plants: Janesville, Wis.; Lordstown, O., and Shreveport, La.

Ford's Kansas City; Louisville; Lorain, O.; Wayne, Mich., and Norfolk plants are slated for daily overtime this week (Nov. 18).

Saturday (Nov. 23) overtime is scheduled at Ford's Kansas City, Lorain and Louisville plants.

Chrysler Corp. scheduled Saturday (Nov. 16) overtime at its Warren (Mich.) plant. Warren is slated for daily overtime this week (Nov. 18).

Canadian makers set highest builds since May-June

Scheduled production of cars and trucks in Canada is back up to the high levels of the second quarter of this year.

Canadian auto makers estimated production of 25,604 cars last week, their best output since the week ended June 22, when 25,789 units were assembled.

Last week's build was 14.01 percent more than the previous week's 22,458 and 10.48 percent more than the year-ago week's 23,175.

So far this year, 952,958 cars have been assembled, 2.58 percent more than the 928,995 built last year at this point.

Canadian truck makers estimated production of 19,198 trucks last week.

The targeted build was the highest output since the week ended May 11 when 19,206 were assembled.

Last week's scheduled production was 7.14 percent more than the previous week's 17,918 and 2.69 percent more than the year-ago week's 18,695.

So far this year, 723,446 trucks have been built, 1.45 percent more than the 713,082 completed last year at this point.

U.S. CAR PRODUCTION

	Week Ended Nov. 16, 1985	Week Ended Nov. 17, 1984	Week Ended Nov. 9, 1985	Nov. to Date	Jan. 1 to Nov. 17, 1984	Jan. 1 to Nov. 16, 1985
AMERICAN MOTORS	2,750	4,669	2,813	6,080	172,595	103,257
Renault Total	2,750	4,669	2,813	6,080	172,595	103,257
Alliance	2,000	2,859	2,186	4,556	98,839	67,613
Encore	750	1,810	627	1,524	73,756	35,644
CHRYSLER CORP.	29,500	28,497	29,769	64,340	1,119,731	1,136,935
Plymouth Total	9,500	8,612	9,312	20,220	341,511	330,296
Horizon	3,900	3,347	3,732	8,138	145,719	126,919
Reliant	4,100	3,470	4,152	8,903	156,946	146,213
Caravelle	1,500	1,251	1,428	3,113	19,495	42,957
Gran Fury	0	544	0	65	19,351	14,207
Chrysler Total	8,500	8,674	8,562	18,861	361,038	372,535
LeBaron	3,000	2,338	2,863	6,312	105,048	83,712
LeBaron GTS	3,100	1,019	2,961	6,546	4,051	88,357
Laser	1,100	1,485	1,225	2,524	64,123	47,140
New Yorker E-Class	1,300	1,491	1,513	3,036	82,814	57,917
Fifth Avenue	0	2,341	0	442	105,002	95,409
Dodge Total	11,500	11,211	11,895	25,258	417,182	434,104
Omni	3,200	2,873	3,570	7,253	133,285	121,967
Aries	3,200	3,321	3,076	6,718	128,276	121,143
Daytona	1,100	1,100	1,205	2,507	48,301	42,595
Dodge 600	2,100	1,603	2,088	4,501	67,487	59,300
Lancer	1,900	873	1,956	4,173	3,229	60,192
Diplomat	0	1,441	0	107	36,604	28,907
FORD MOTOR	31,347	41,165	36,182	74,647	1,597,518	1,478,652
Ford Division	20,494	26,996	23,165	48,631	1,033,252	992,786
Escort	7,468	7,574	8,365	17,401	311,739	307,468
Mustang	4,191	3,591	4,096	9,125	123,870	165,758
LTD	0	4,944	3,408	4,284	203,091	184,449
Taurus	1,483	0	459	2,043	0	2,934
Thunderbird	2,698	2,798	3,114	6,483	133,226	154,859
Crown Victoria	0	2,021	0	0	76,260	7,122
EXP	0	1,088	0	0	37,874	3,863
Tempo	4,654	4,980	3,723	9,294	147,192	166,333
L-M Division	10,853	14,169	13,017	26,016	564,266	485,866
Mercury Total	7,079	10,057	8,821	17,308	412,917	339,531
Lynx	1,982	1,210	2,334	4,605	61,989	66,146
Capri	379	434	370	825	16,477	16,989
Marquis	0	2,712	1,071	1,265	108,082	84,073
Sable	572	0	689	1,328	0	1,828
Cougar	3,328	3,100	3,687	7,549	103,651	115,563
Grand Marquis	0	1,604	0	0	82,347	7,915
Topaz	818	997	670	1,736	40,371	47,017
Lincoln Total	3,774	4,112	4,196	8,708	151,349	146,335
Continental	516	743	586	1,205	32,928	22,923
Lincoln	2,859	2,912	3,146	6,559	94,732	107,252
Mark VI VII	399	457	464	944	23,689	16,160
GENERAL MOTORS	101,396	96,480	104,551	226,169	3,927,572	4,350,370
Buick Total	21,367	23,680	22,116	47,728	883,907	908,338
Skylark	0	2,690	0	0	96,561	40,953
Skyhawk	3,177	1,652	3,750	7,350	118,931	97,344
Somerset	1,447	2,122	1,590	3,569	19,154	110,476
Century	7,607	5,677	8,172	17,361	204,284	264,999
Regal	2,725	2,496	2,667	5,926	160,910	123,406
LeSabre Electra (rwd)	715	5,281	702	1,589	185,290	95,398
LeSabre (fwd)	1,176	0	896	2,241	0	4,890
Riviera	513	1,437	195	750	47,132	46,891
Electra (fwd)	4,007	2,325	4,144	8,942	51,645	123,981
Cadillac Total	6,813	7,751	6,854	14,807	292,805	298,606
Cimarron	738	334	741	1,606	14,091	24,598
Seville	390	906	175	601	34,650	28,509
Eldorado	555	1,847	191	792	68,233	53,512
Cadillac (rwd)	933	1,485	880	1,980	101,656	36,040
DeVille (fwd)	4,197	3,179	4,867	9,828	74,175	155,947
Chevrolet Total	35,954	27,539	34,574	77,145	1,322,629	1,463,217
Chevette	2,317	2,796	2,870	5,775	159,201	139,181
Cavalier	10,831	7,985	10,589	23,265	357,982	443,869
Celebrity	6,429	5,090	5,025	12,306	254,834	238,179
Camaro	4,985	4,465	4,852	10,845	204,980	191,934
Citation	0	1,595	0	0	94,785	28,697
Malibu El Camino	0	513	0	0	21,713	1,199
Monte Carlo	2,550	1,021	2,582	5,669	90,197	125,007
Chevrolet	7,842	3,058	7,658	17,088	108,038	253,402
Corvette	1,000	1,016	998	2,198	30,999	41,749
Oldsmobile Total	21,843	26,416	22,663	49,108	954,311	1,053,851
Omega	0	0	0	0	29,289	0
Firenza	1,115	1,732	1,308	2,662	60,543	56,507
Cutlass Supreme	5,166	5,252	5,268	11,546	231,004	210,912
Cutlass Ciera	6,151	5,957	7,153	14,795	223,689	317,864
88 98 (rwd)	800	7,048	605	1,535	281,961	165,154
88 (fwd)	2,240	0	1,923	4,516	0	11,305
Olds 98	2,831	3,052	3,111	6,549	67,429	129,782
Calais	3,170	2,303	3,146	6,955	20,478	134,543
Toronado	370	1,072	149	549	39,918	28,324
Pontiac Total	15,419	11,094	18,344	37,381	473,920	626,358
Acadian**	0	144	870	1,047	13,178	15,829
2000 Sunbird	3,532	2,743	2,954	7,044	124,770	127,267
1000	1,291	479	1,503	3,083	36,174	30,650
Firebird	2,635	2,504	2,723	5,863	96,317	102,127
Phoenix	0	0	0	0	14,116	0
6000	1,491	0	1,752	3,543	0	49,602
Grand Prix Bonville	0	0	0	0	29,733	0
Parisienne	2,670	2,420	2,689	5,913	41,589	78,556
Fiero	0	1,311	2,433	2,921	104,278	98,101
Grand Am	3,800	1,493	3,420	7,968	13,765	124,226
HONDA	3,610	3,049	3,033	7,185	122,692	130,669
NISSAN	1,617	0	1,426	3,347	0	34,830
NUMMI*	1,900	0	1,900	4,180	0	48,049
VOLKSWAGEN	2,350	1,824	2,365	5,129	66,568	86,648
Total Cars, U.S.	174,470	175,684	182,039	391,076	7,006,676	7,369,410
Total Cars, Canada	25,604	23,175	22,458	52,977	928,995	952,958
N. American Cars	200,074	198,859	204,497	444,053	7,935,671	8,322,368
N. American Trucks	88,341	85,473	89,069	194,893	3,503,727	3,658,355
North American Cars and Trucks	288,415	284,332	293,566	638,946	11,439,398	11,980,723

*—Revised estimate
**—All Acadians are built for sale in Canada
Monthly estimates may contain error of one or two units due to rounding

CANADIAN CAR PRODUCTION

	Week Ended Nov. 16, 1985	Week Ended Nov. 17, 1984	Week Ended Nov. 9, 1985	Nov. to Date	Jan. 1 to Nov. 17, 1984	Jan. 1 to Nov. 16, 1985
AMERICAN MOTORS	410	610	0	484	19,907	10,124
FORD MOTOR	10,569	11,243	9,742	22,359	390,906	437,625
GENERAL MOTORS	14,400	11,142	12,494	29,642	508,957	496,259
VOLVO	225	180	222	492	9,225	8,950
Total Cars, Canada	25,604	23,175	22,458	52,977	928,995	952,958

U.S. TRUCK PRODUCTION*

	Week Ended Nov. 16, 1985	Week Ended Nov. 17, 1984	Week Ended Nov. 9, 1985	Nov. to Date	Jan. 1 to Nov. 17, 1984	Jan. 1 to Nov. 16, 1985
CHEVROLET	18,529	19,352	18,845	41,015	876,555	983,544
DODGE	4,600	5,369	5,615	11,136	189,110	188,377
FORD	27,661	26,527	28,298	61,621	1,065,918	1,022,132
GMC	6,798	6,629	6,919	15,089	288,947	309,874
INTERNATIONAL	1,495	1,576	1,377	3,168	67,564	64,306
JEEP	5,800	3,739	5,800	12,719	165,978	190,448
NISSAN	2,210	2,536	2,247	4,957	88,263	93,545
AM GENERAL	50	50	50	110	2,310	2,130
MISCELLANEOUS	2,000	1,000	2,000	4,400	46,000	30,553
Total Trucks, U.S.	69,143	66,778	71,151	154,214	2,790,645	2,934,909

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 16, 1985	Week Ended Nov. 17, 1984	Week Ended Nov. 9, 1985	Nov. to Date	Jan. 1 to Nov. 17, 1984	Jan. 1 to Nov. 16, 1985
CHRYSLER	9,080	8,735	7,721	18,379	321,955	333,914
FORD	3,581	3,601	3,642	7,935	137,612	139,626
GENERAL MOTORS	6,336	6,252	6,352	13,920	245,898	241,065
INTERNATIONAL	201	107	203	444	7,617	8,841
Total Trucks, Canada	19,198	18,695	17,918	40,679	713,082	723,446
N. American Trucks	88,341	85,473	89,069	194,893	3,503,727	3,658,355

—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2706-1

Automotive News

November 25, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.0

VW retains slender lead in Europe

By Richard Feast
European Editor

LONDON.—The Volkswagen-Audi group maintained its slender lead over Fiat Auto in Europe's sales race in the third quarter.

The first-half positions were repeated in the nine-month period, but with a slight tightening of the grouping.

The major development concerned a general upturn in demand in the third quarter. At the end of September, the Western European sales total was 8,215,000, an increase of 3.7 percent over the same period one year earlier. At the end of the first half, the total of just under 5.66 million was almost identical with that of the year-earlier period.

Unofficial sales returns for the nine months put VW-Audi at 12.8 percent, Fiat Auto at 12.4 percent, Ford at 12.0 percent, General Motors (Opel-Vauxhall) at 11.5 percent, the Peugeot-Citroen group (PSA) at 11.2 percent and Renault at 10.5 percent.

One year earlier, the European Big Six were ranked: Ford, 13.1 percent; Fiat, 12.8 percent; VW, 11.8 percent; GM and PSA, 11.2 percent each, and Renault, 10.8 percent.

Japan's share rose from 10.2 percent in the first nine months of last year to 10.8 percent in the first three quarters of this year.

If VW maintains its position to the end of the year, it will be the first time it has been Number One in Europe. It has swept into the

Please turn to Page 68, Col. 1

Renault of future

21 headed for Europe, U.S.

Renault will introduce this slightly larger, higher-line replacement for its 18 model at the Geneva Auto Show in March. The front-drive four-door 21 will go on sale in Europe this summer and is slated to be exported to the U.S. by early 1988. Related story on Page 72.

Import-car stockpile sinks to 11-month low

By Kathleen Hamilton
Assistant Managing Editor

The supply of new imported cars fell to an 11-month low, opening November at a 28-day level. Increased sales during October were the main cause of the decline. The unit count on Nov. 1—276,006—was the lowest in six months.

On the other hand, sales of imported trucks fell and inventories rose, hiking the truck stockpile to 39 days' worth from last month's opener of 26 days.

For comparison purposes, there were 280,248 cars in inventory on Oct. 1, a 29-day supply. And on Nov. 1 a year ago (when Japanese quotas were stricter), the car stockpile was 186,567, a 24-day supply.

The import-pickup inventory at the start of this month was 97,597; a month earlier, it was 84,957, and a year earlier it was 87,756, a 42-day supply. All import truck figures also include Nissan's domestic models.

The decline in car inventories was most in evidence in the German column; there, BMW ran its stockpile down to about a third of what it was on Oct. 1. Mercedes-Benz inventories were lower, too. But in its case, stocks have been low for two months, and its sales are subsequently declining.

That caused an anomaly common in days-supply figures: Because inventories are divided by a smaller daily selling rate, the days-supply figure gets bigger, even though there are fewer cars in dealerships to sell.

That's exactly what happened to Mercedes this month. Its 44-day inventory is actually far from where it would like it, even though the industry usually considers such a number completely acceptable.

The big increases in days-supply figures for Volkswagen imports and especially for Merkur were caused by the opposite problem: Higher inventories, lower sales. Incentives came off the Merkur in October, no doubt contributing to the sales decline.

The average supply of Japanese cars stayed the same, but there were some individual numbers worth noting: Changes in the Chevrolet captives' supplies are due mostly to variations in shipments; both models increased their sales during October. Toyota

Please turn to Page 67, Col. 3

Bombardier eying car for Canada; talks with Daihatsu

By Richard Johnson
Detroit Reporter

Bombardier, Inc., the Montreal-based maker of military vehicles, mass-transit cars and snowmobiles, may soon join the growing list of foreign companies with plans to begin selling small passenger cars in the U.S.

The Bombardier small-car program, which is now under study, reportedly could be accomplished in partnership with minicar specialist Daihatsu Motor Co. of Japan.

"We are looking into the feasibility of possibly manufacturing a small, economical car in Quebec," said Bombardier spokesperson Helen Crevier. She would not confirm or deny the reported Daihatsu connection.

Daihatsu announced several months ago that it will begin selling vehicles in the U.S. in late 1987 through its own dealer network.

John Fukunaka, Daihatsu's team leader for U.S. products, said, "to the best of my knowledge, there have been some talks" between Bombardier and Daihatsu involving component sourcing. But he said he had no direct involvement in negotiations.

The Canadian manufacturer received a $2 million (Canadian) subsidy from the federal and provincial governments to help undertake a feasibility study on small-car production in Valcourt, P.Q.

The study, which was launched about six months ago and is due to be completed early next year, involves the technical and marketing aspects of a small, fuel-efficient car, according to Crevier. Asked whether the car might be exported to the U.S. market, she said "we're certainly looking at all possible markets."

The company reportedly has on the drawing boards a minicar code-named NCV (New Concept Vehicle), although Crevier declined to comment on specifics of the program.

"We've only recently been looking to find new products to use our capacity at Valcourt," said Crevier. "That's why we're looking at a small car."

The excess capacity results from the downward trend of the snowmobile business, which produced sales of 100,000 units annually for the company in the early 1970s. But Crevier said the entire North American snowmobile market now comes to about 100,000 units, 35-40 percent of which is held by Bombardier, the industry leader.

Crevier would not say what level of car production would be required to utilize existing capacity at Valcourt.

"We expect the (small-car) feasibility study to be done in early 1986," she said. "If we decide to go ahead, we'll have more details."

A joint venture with Bombardier would provide an all-important North American manufacturing base for Daihatsu, the smallest of Japan's nine auto makers and the only one not currently exporting to the U.S.

The company will bring its 3-cylinder, front-wheel-drive Charade model to the U.S. in late 1987. The car is about 21 inches shorter and 600 pounds lighter

Please turn to Page 67, Col. 4

breaking news

China looks to Japan

BEIJING, China.—The Chinese Government is trying to attract a Japanese maker into a joint venture to build pickup trucks here. China's recent two-year ban on most vehicle imports is forcing Japanese makers to consider production in China. Nissan Motor Co. said it was one of several Japanese firms negotiating. The joint venture would involve China's largest auto plant in Changchun. It would produce about 100,000 pickups a year.

NLRB denies EDS pleas

DETROIT.—The UAW has not decided if it will appeal a

See BREAKING NEWS, Page 8, Col. 4

He plans to oversee diversification until time for retirement

Iacocca elaborates on restructuring

By Dan McCosh
Detroit Reporter

Chrysler Corp. Chairman Lee A. Iacocca said he intends to stay with the company until he retires in four years at age 65—long enough to oversee a diversification strategy aimed at boosting Chrysler's non-automotive business to as high as 50 percent of its operations.

In an interview with Automotive News, Iacocca elaborated on Chrysler's recently announced plan to establish a holding company with four major operating groups.

The main purpose of the reorganization was to lay the groundwork for a major diversification program, he said, as well as ease the transition to new management when he retires.

"Looking ahead, it gives us a chance to establish more entrepreneurs (in Chrysler management)," Iacocca said.

"What is a chief executive's only role in life? It's the type of people you get and putting them to use that make or break you. We're trying to establish a transition. A time comes to everyone when he's got to move on. If he's 65 in four years, we'll see. But I intend to be here, Lord willing, through that period of time."

Iacocca's remark is the first public indication he intends to stay beyond his current contract, which runs through Dec. 8, 1987. It also further quashes speculation that he intends to run for president in 1988—an ambition he repeatedly denies. Iacocca will be 65 in October, 1989.

Diversifying Chrysler to the point where it is no longer dependent on boom-and-bust auto industry economics is likely to engage most of Iacocca's attention in the meantime.

"It would be nice to say technologies—undefined yet—or aerospace—slightly defined—would be half, and cars and trucks would be half. That makes our car and truck business stronger, because when these big black, holes come along, these down cycles when you drop 30 percent and 40 percent, you have a noncyclical, business to support your cars and trucks," Iacocca said, explaining the ambitious plan to develop non-automotive business in the future.

"Don't get me wrong. Diversifying to 50-50 would be nice—when you're a 90 percent car business today. But it would mean some large acquisitions. We don't have any large acquisitions planned. We've looked at a dozen.

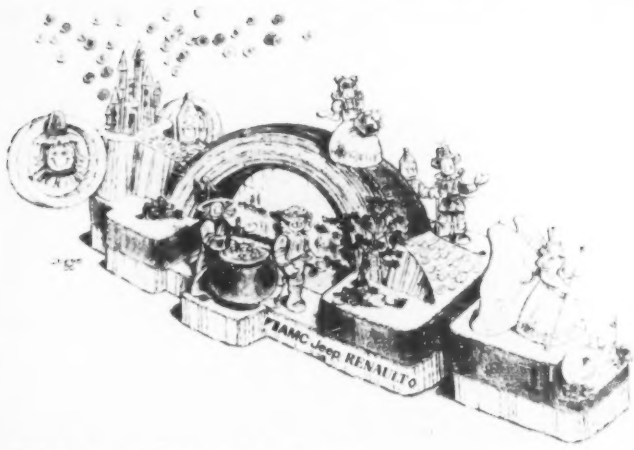
"If a big one came to pass, you'd be on your way to doing that," he said. "It doesn't have to be 50 percent automotive, but it can't be 90 percent. So it might go to 80 percent and 70 percent, and it might take a decade. But that would be our overall thrust."

Iacocca said the acquisitions planned would be in fields with industrial or defense customers and that a recent record $800 million debt offering would be used partially to finance the effort.

For Chrysler to diversify to the extent described, it would have to exceed even General Motors' recent takeover of Hughes Aircraft and EDS Corp., which represented about $5.5 billion in sales at the time they were acquired.

NEWSPAPER

BEST COPY AVAILABLE



AMC float features Toto, too

This is an artist's rendering of a storybook float which tells the tale of the Wizard of Oz. It is American Motors' entry in the 1985 Gimbels Thanksgiving Day Parade in Philadelphia. The float will feature rain and a 70-gallon pool with colorful flower gardens. Dorothy, Toto, Scarecrow, Tin Man and the Cowardly Lion will be on hand to greet parade goers. The parade's theme is Let Us Entertain You.

EPA study to be used to explore need for more emissions rules

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—EPA has taken another step in evaporative hydrocarbon (HC) emissions regulation. Its comprehensive study will be used to find out whether it is the auto industry or the oil industry and service stations which will be regulated more.

So far, it looks like a shared burden. However, EPA stressed it has not yet decided on the level of regulation for each or if indeed any more regulation will be needed. It has not finished its health effects study.

Most major cities are having serious problems meeting ozone levels. After failing in 1982, they now have until 1987 to meet these standards.

Emissions from parked gasoline-fueled vehicles and from filling car tanks at gas stations are widely agreed to be the major causes of the ozone problems.

It is therefore reasonable to expect action from EPA. Moreover, time is running out: Under the Clean Air Act, states must have plans to attain proper ozone levels in place by the end of 1987.

The auto companies already installed canisters with carbon granules on their gasoline-powered vehicles to handle evaporative losses from fuel tanks and carburetors, and they do not want to add a second canister to each car.

They blame the ozone problem on changes in fuel sold in gas stations. It is more volatile than the fuel they have been using (at EPA's demand) to test their cars, they maintain.

Absolutely right, said EPA. EPA's test fuel (Indolene) with a typical Reid Vapor Pressure (RVP) of 9.0 pounds per square inch was representative of real-world fuel in the early 1970s when cars first were controlled for evaporative HC. Now the RVP of gasoline has risen as the oil companies add butane to cut costs.

EPA's testing of cars in real use shows significantly greater evaporative losses, well above the certification level, because the canisters are not big enough to handle the increased volatility (11.5 psi now).

But EPA also reported that in the real world, many carbureted vehicles cannot meet the standard even while operating on Indolene. EPA said that suggests there is possibly a design problem.

Vehicles with electronic fuel injection—now a small minority but expected to dominate by the late 1980s—pass in the real world on Indolene but "substantially exceed" the 2.0-grams-per-test limit when run on commercial gasoline.

Therefore, EPA tentatively concluded most vehicles on the road exceed the standard and will continue to do so in the future but by a smaller margin. What to do?

EPA, in a bulky and technical report, looked at various long- and short-term choices and compared them for effectiveness and cost.

It concluded that in the short term, the only choice would be to reduce the volatility of gasoline because it would take 10 years to get enough improved cars on the

Please turn to Page 68, Col. 5

Christmas gifts for very forgetful

BEVERLY HILLS, Calif.—Beverly Hills Motoring Accessories' Christmas catalog features a helpful gift for the forgetful driver and a second for the totally absent-minded:

Beep-N-Keep keychain fob beeps to locate lost keys at the clap of the hands. And then there is the Car Finder (that can be wired to Beep-N-Keep by the loved ones of the senile enthusiast). With a push of the button, the remote-control device starts car horn sounding and lights flashing.

Mazda may supervise Ford small-car output

TOKYO.—Ford Motor Co. plans to ask its partner Mazda Motor Corp. to supervise production and decide the types of small cars to be produced at Ford's Kansas City plant, according to Jiji Press, a Japanese wire service.

The plant, which produces the Ford Tempo and Mercury Topaz, is scheduled for renovation.

According to sources quoted by Jiji, Mazda may be entrusted with production and development of Ford's small cars by 1990.

In the reported plan, Mazda will produce Ford's small cars using Japanese technology and production control systems, while Ford will take responsibility for manufacturing large cars.

Ford's idea of dividing up small-car and large-car production is said to be a response to General Motors' Saturn project.

Moriyuki Watanabe, Mazda chairman, said he has heard nothing about the plan. But at a recent news conference, he hinted that Mazda may join Ford of Europe in producing cars in Europe.

Mazda has already agreed to supply engines, transaxles and other major components—together with production know-how—to Ford's plant in Mexico, which will start production next fall at an annual rate of 100,000 units. Some 70,000 of those cars will be sold in the U.S.

Combined annual sales of Mazda's completed small cars, knockdown units and those using Mazda components are said to be 600,000 units in the U.S. and Pacific countries.

Hyundai to build cars on site near Montreal

By Richard Johnson
Detroit Reporter

Hyundai Motor Co. has settled on a site near Montreal for its Canadian auto assembly plant and will seek to operate the facility under provisions of the U.S.-Canadian Automotive Trade Agreement.

The South Korean auto maker has also announced that it will build the Pony Excel front-wheel-drive subcompact at the new plant, which will be located in Bromont, about 45 miles southeast of Montreal.

The provinces of Quebec, Ontario and British Columbia waged vigorous campaigns for the plant, which Hyundai officials are now calling a $300 million (Canadian) investment. At full capacity, the plant will turn out 100,000 cars a year and employ 1,200 directly and an estimated 1,600 indirectly.

Construction of the plant is due to begin next September. Production is slated to start as early as mid-1988, and the plant is due to be at full capacity by 1990.

The facility will be built on a 400-acre parcel in Bromont. A Hyundai team from South Korea is currently at work on design of the plant.

A Hyundai Auto Canada spokeswoman said last week that the company will "attempt to achieve Auto Pact status."

To ship into Canada duty-free, the U.S.-Canada agreement requires that car makers build vehicles in Canada annually with the same total value as those they are selling in the country. The manufacturers must purchase parts in

Please turn to Page 67, Col. 3

index

Auction reports	56-57
Automotive World News	39
Classified advertising	58-65
Editorial page	10
Obituaries	68
Production by makes	72
Registrations, car	8, 66
Registrations, truck	16, 34
Service highlights	20
Truck highlights	16

60th year—No. 5102

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

4-year project will focus on 'developing' countries

MIT conducting new auto study

By A.S. Plotkin
Staff Correspondent

CAMBRIDGE, Mass.—Encouraged by the success of its four-year international study on the future of the automobile, completed last year, Massachusetts Institute of Technology has begun a sequel study.

The new program, expected to cost about $5 million and also to take four years, will include analyses of the motor-vehicle industries in what MIT calls "developing countries." Countries to be studied include Brazil, Canada, China, Korea, Mexico, Spain and Yugoslavia. India and Malaysia may also be included.

It will look at trucks as well as passenger cars and will examine the total picture of new technologies from the initial steps of designing a vehicle to delivery to the retail customer.

The earlier study concentrated on passenger cars in the U.S., Japan and five European countries. It involved the efforts of some 130 researchers and cost an estimated $8 million.

Looking ahead 20 years, it concluded that the automobile is secure as the prime means of personal transportation and that the industry will remain the biggest in the world. It also analyzed why the Japanese have done so well against foreign competition.

MIT Prof. Daniel Roos, who co-directed the first program, will direct the new one. At the end of the first effort, he said, there was widespread belief that the industry "had returned to profitability and stability."

"However," he said, "we perceived fundamental issues looming just ahead: A new trade crisis emerging, not just from Japan, but from a host of new entrants in the world industry, and a fundamental change in the core technologies of the industry which threaten jobs and traditional patterns of industry organization even in the presence of import threats."

Roos said that many of the industry and government officials who took part in the first study urged the MIT group to continue their research and to continue the annual policy forums which were included in the program. One of those forums may be scheduled in a developing country.

"They had found," Roos added, "that the neutral setting of a university is an excellent place for addressing the social and political implications of the industrial changes which they believe lie ahead."

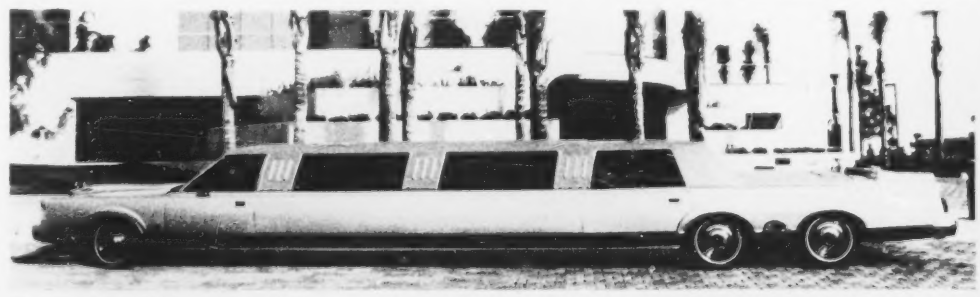
In the earlier study, each of the seven national teams funded its own efforts. In the new program, funding has been controlled here and is being provided essentially by governments, producers and foundations in the U.S., Europe and Japan. Some funding, however, may come from developing countries.

The new International Motor Vehicle Program, as it is called, will focus on three themes:

1. The emerging organizational pattern of the world industry. This includes assembler-supplier relations, labor-management relations, "cooperative competition" between assemblers and rapidly growing foreign investments.

2. The implication of the new

Please turn to Page 36, Col. 1



Long, long limo for hire

What may be the longest operational, street-legal limousine in the world is available for rent from Ultra-Americar of Michigan, Birmingham, Mich. The 36-foot-long car seats 14 and has tandem rear axles and an open, as well as an enclosed, passenger compartment. The car is based on a 1985 Lincoln Continental and was built by Ultra Limousine, Los Angeles. Luxury features include two sunroofs, two color TVs and custom burlwood cabinetry.

Payments are $400 to $700

AMC offers rebates on Alliance, Encore

By Edward Lapham
Marketing Editor

American Motors jumped right back into the incentive fray last week by announcing a Nov. 21-Jan. 10 cash rebate program for Renault Alliance and Encore models.

The program began one day after 8.8 percent financing incentives on some models lapsed at AMC, Ford Motor Co. and General Motors.

Chrysler Corp., which did not announce its 8.6 annual percentage rate financing incentive on selected models until after it settled the national UAW strike in late October, has yet to announce a termination date for the program. Chrysler has the only financing incentive in effect on domestic cars.

The Chrysler program also has a cash rebate option.

The new AMC rebates range from $400 to $700, require dealer participation and can be used for downpayment or even to pay off existing loans on tradeins, the company said.

Rebates of $700 are being offered on 1986 Alliance DL sedans, Alliance L and DL convertibles, Encore LS and GS hatchbacks plus 1985 Alliance DL and Limited models and 1985 Encore LS and GS models.

The $400 rebates are offered on 1986 Alliance base and L sedans and Encore S and Electronic hatchbacks as well as 1985 Alliance base and L sedans and Encore base and S hatchbacks.

Only cars purchased out of stock and delivered by Jan. 10 are eligible.

There was widespread speculation in industry circles last week that GM, with ample inventory and a desire to regain market-share percentage points lost this year, might "extend and expand" its APR program before Thanksgiving Day.

However, there was no new program by presstime.

Automotive News sources said a new program was was ruled out for the forseeable future at an internal GM pricing meeting late last Thursday (Nov. 21).

"We have nothing to announce," a GM spokesman said Friday.

Officials at Ford and Chrysler last week "studied" the situation and prepared to act should GM decide to launch another round of APR incentives.

APR programs at Ford and Chrysler this year generally have been reluctant responses to campaigns initiated by GM and AMC.

Peugeot turbodiesels to be offered in 1986

LYNDHURST, N.J.—Peugeot announced that its 1986 505-S sedan and station wagon models will be available with turbodiesel engines after Jan. 1, 1986.

The company previously said it would drop the turbodiesels for the 1986 model year. (Earlier story on Page 52.)

NEW-CAR MARKET SHARES IN U.S.

	SEPTEMBER					NINE MONTHS				
	Regis., September, 1985	Percent Share of Market	Regis., September, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 9 Mos., 1985	Percent Share of Market	Regis., 9 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	159,629	14.45	124,295	14.22	+0.23	1,204,339	14.61	1,196,173	15.65	−1.04
Ford	149,227	13.50	108,491	12.41	+1.09	1,063,100	12.90	949,806	12.42	+0.48
Oldsmobile	110,514	10.00	77,923	8.91	+1.09	823,085	9.99	816,975	10.69	−0.70
Pontiac	89,179	8.07	57,931	6.63	+1.44	589,866	7.16	525,121	6.87	+0.29
Buick	86,559	7.83	77,864	8.91	−1.08	660,386	8.02	690,538	9.03	−1.01
Mercury	59,840	5.42	47,814	5.47	−0.05	530,894	6.44	387,946	5.08	+1.36
Dodge	42,573	3.85	30,081	3.44	+0.41	338,706	4.11	267,299	3.50	+0.61
Chrysler	40,588	3.67	31,004	3.55	+0.12	284,234	3.45	236,887	3.10	+0.35
Plymouth	30,539	2.77	22,610	2.58	+0.19	258,102	3.13	210,377	2.75	+0.38
Cadillac	29,358	2.66	27,129	3.10	−0.44	226,262	2.75	230,060	3.01	−0.26
Lincoln	17,495	1.58	13,203	1.51	+0.07	122,073	1.48	105,774	1.38	+0.10
AMC	14,711	1.33	24,892	2.85	−1.52	101,171	1.23	146,319	1.91	−0.68
GENERAL MOTORS	475,239	43.01	365,142	41.77	+1.24	3,503,938	42.53	3,458,867	45.25	−2.72
FORD MOTOR CO.	226,562	20.50	169,508	19.39	+1.11	1,593,994	19.35	1,443,526	18.88	+0.47
CHRYSLER CORP.	113,700	10.29	83,695	9.57	+0.72	881,042	10.69	714,563	9.35	+1.34
AMC	14,711	1.33	24,892	2.85	−1.52	101,171	1.23	146,319	1.91	−0.68
IMPORTS	274,769	24.87	231,029	26.42	+1.55	2,158,834	26.20	1,881,318	24.61	+1.59
MISC. DOMESTIC	18	0.00	24	0.00	−0.00	179	0.00	211	0.00	−0.00
TOTAL	1,104,999		874,290			8,239,158		7,644,804		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

Domestics lead surge, fueled by incentives

September registrations set record

By Jenny L. King
Detroit Reporter

September new-car registrations reached an alltime high for the month. The total topped one million and surpassed the August count by 19.32 percent.

Domestics were up 29.07 percent year to year, and imports moved ahead 18.93 percent.

In the wake of strong domestic deliveries boosted by incentives,

Table on Page 66

the imports' share of the September market dropped 1.55 percentage points, to 24.87 percent from 26.42 percent a year earlier.

Registrations, according to R.L. Polk & Co., totaled 1,104,999 in September, up more than 19 percent from 926,059 in August and up 26.39 percent from 874,290 in September of 1984.

Domestics numbered 830,230 for September, up 29 percent from both a month earlier (642,543) and September, 1984 (643,261).

The domestics' surge included increases in market shares for the Big Three and a notable plunge for American Motors. General Motors gained 1.24 percentage points, moving up to 43.01 percent from 41.77 percent in September a year ago.

Ford was up 1.11 percentage points, to 20.50 percent from 19.39 percent, while Chrysler gained 0.72 percentage points, up to 10.29 percent from 9.57 percent. AMC tumbled dramatically, down 1.52 percentage points to 1.33 percent from 2.85 percent. Miscellaneous domestics remained too few in number to qualify for even 0.01 percentage point.

Examining the domestic makes in September, one finds only Cadillac, Mercury and American Motors down in share of the market.

Without the import factor, the September market was divided in this fashion: GM had 57.24 percent, Ford had 27.29 percent, Chrysler had 13.70 percent and AMC had 1.77 percent. A year earlier, the breakout found GM at 56.77 percent, Ford at 26.35 percent, Chrysler at 13.01 percent and AMC at 3.87 percent.

The market-class configurations featured domestic intermediates at 29.04 percent, imports at 24.87 percent, compacts at 16.39 percent, subcompacts at 12.61 percent, standards at 8.44 percent and luxuries at 8.65 percent.

A year ago imports had 26.42 percent, intermediates were at 21.41 percent, compacts had 18.50 percent, subcompacts had 13.14 percent, standards had 12.17 percent and luxuries had 8.36 percent.

New-car registrations through the ninth month of the calendar year totaled 8,239,158, up 7.77 percent from 7,644,804. The difference between this year's grand total and that of two years ago was nearly 1.7 million cars, putting the 1985 sum 25.67 percent ahead of 1983.

Domestic registrations for the first nine months of 1985 were up 5.50 percent from their year-ago counterpart: 6,080,324 versus 5,763,486. Domestics were up 29.28 percent from the 1983 total of 4,703,192.

Imports were up 14.75 percent to 2,158,834 from 1,881,318. Their share of the market was up 1.59 percentage points to 26.20 percent from 24.61 percent.

For the January-through-September period, GM was down 2.72 percentage points, Ford was up 0.47 percentage points and Chrysler was up 1.34 percentage points. AMC lost 0.68 percentage points in the nine months.

The domestics-only market in the first nine months was 57.63 percent GM, 26.22 percent Ford, 14.49 percent Chrysler and 1.66 percent AMC products.

Including imports, the breakdown was: GM at 42.53 percent, Ford at 19.35 percent, Chrysler at 10.69 percent, AMC at 1.23 percent and imports at 26.20 percent.

Bieber fears 25 pct. drop in auto employment by '88

By Mary Connelly
Detroit Reporter

UAW President Owen Bieber has predicted a significant drop in auto industry employment by 1988 unless imports are curtailed and U.S. small-car production is boosted.

Testifying before the U.S. Senate Finance Committee in a hearing on trade policy, Bieber warned that industry unemployment in 1988 could exceed by 25 percent the "depressed level of 1984."

The percentage was based on a figure of about 1.3 million workers employed in the auto and light-truck industry, including suppliers, in 1984 and would mean a drop to below 980,000 in 1988, the UAW said.

Bieber blamed some of the potential job loss on import market share which he predicted will mount from 23.5 percent in 1984 to 33 percent in 1988.

Additional unemployment will hit the component sector due to "transplant vehicle" production, he said, referring to the practice of locating only assembly operations in the U.S.

Bieber called for import restraints as well as production of small cars and major-vehicle components in the U.S. by domestic companies to halt the trend.

"The 1984 U.S. deficit with Japan in autos was a staggering $20 billion," Bieber said. "We expect this to grow by $5 billion to $7 billion this year because of the absence of restraints and the imbalance in exchange rates."

Bieber also criticized the labor policies of countries such as South Korea and Taiwan claiming that repression of trade unions exists and "constitutes an unfair labor practice."

Bieber supported the proposed Trade Emergency and Export Promotion Act, a measure supporters claim will curb the U.S. trade deficit with some of the nation's largest trading partners.

Ford recalls 19,000 F-350 chassis cabs

DEARBORN.—In two separate actions, Ford Motor Co. is recalling approximately 19,000 of its F-350 chassis cabs and 173 Tempo and Topaz cars.

The company said that the 1985 and 1986 F-350 chassis cabs equipped with rear-mounted fuel tanks require replacement of a polyethylene retainer nut.

The nut holds in place the sender unit, a part of the fuel gauge system that is mounted on the fuel tank. According to the company, the nut could fracture, allowing fuel to leak.

The 1985 Tempo and Topaz models equipped with 2.3-liter engines and automatic transmissions are being recalled for inspection and possible replacement of the electronic engine control processors.

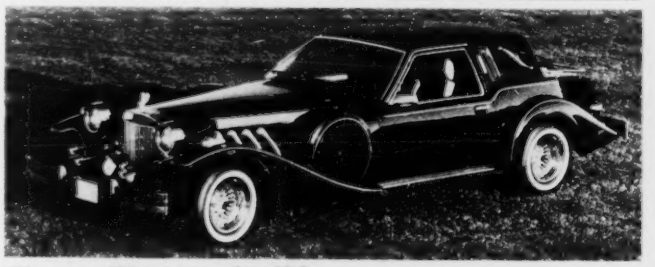
Ford said that an electrical malfunction in the processor could cause the engine to develop or maintain a partially open throttle position, which could result in higher speeds than the driver intends.

Car retrieved via postcard

FALMOUTH, Mass.—The umpteenth variation on the happy ending to car theft has occurred, thanks to a postcard.

A 1980 Chevrolet Chevette was reported stolen from a parking lot. Later, the car owner received a postcard with a Canadian postmark. The writer thanked the owner for the use of the car and said the vehicle could be retrieved at a parking at the airport in Newark, N.J.

"It has a full tank of gas and is in good shape," the postcard message continued. "Sorry for the inconvenience. Thank you very much." Falmouth police contacted Newark Airport authorities and, yes, the car was where the thief had said it would be. The car owner picked up his vehicle.



Zimmer Elegance for '86

Zimmer Motor Cars, Pompano Beach, Fla., has introduced its 1986-model Elegance, powered by Ford's high-performance 5.0-liter V-8. It retails for $62,500.

breaking news

Continued from Page 1

decision by the National Labor Relations Board which dismissed as inappropriate eight of 14 UAW petitions to represent some employes of General Motors' Electronic Data Systems Corp. The UAW said that when the petitions were filed, they carried the signatures of a majority of employes. However, in dismissing the petitions, the NLRB cited changes in the composition of the EDS workforce. In the remaining six petitions, the NLRB is seeking additional information.

Chrysler completes FinanceAmerica purchase

TROY, Mich.—Chrysler Financial Corp. has reached a final agreement with BankAmerica Corp. to acquire FinanceAmerica. The purchase price of $405 million includes 740,000 shares of FinanceAmerica common stock.

truck industry news

Truck tallies soar to nine-month high but heavies soften

By Joseph Bohn
Truck Editor

Truck registrations set alltime records during September and the first nine months of 1985, led by the light-duty segment.

Heavy trucks, those in Classes 7-8, tumbled last month. Class 7 was up, partially offsetting a decline in Class 8.

For nine months, Classes 7-8 were still ahead of a year ago and

Table on Page 34

narrowly missed topping the nine-month high established in 1979.

During September, the industry registered 389,822 trucks, up sharply from 357,465 in 1984, the previous September high, according to R.L. Polk.

The light-duty segment registered 366,094 trucks in September, up from 330,890 last year.

That included Class 1 registrations of 251,388, up from 196,469; Class 2 registrations of 111,526, off from 131,629, and Class 3 registrations of 3,180, up from 2,792.

Medium-duty registrations of 5,898 in September were off from 7,406 last year.

That included 67 registrations in Class 4, off from 69; 414 in Class 5, off from 531, and 5,417 in Class 6, off from 6,806.

Heavy-truck registrations of 17,830 were off from 19,169 last year.

They included 6,357 Class 7 registrations, up from 6,248; and 11,473 Class 8s, off from 12,921.

Overall, the industry registered 3,483,801 trucks during January-September, up 16.32 percent over last year's previous alltime high of 2,994,962.

Light-duty registrations of 3,275,516 were up 16.51 percent over last year's 2,811,378, the previous peak.

Within the light-duty segment, Class 1 registrations of 2,248,136 were up 39.20 percent; Class 2 registrations of 999,221 were off 14.43 percent, and Class 3 registrations of 28,159 were off 1.66 percent.

The medium-duty segment registered 48,117 trucks, up 15.01 percent from last year.

Medium duties included 674 registrations in Class 4, up 28.63 percent; 5,054 registrations in Class 5, up 94.46 percent, and 42,389 registrations in Class 6, up 9.49 percent.

The heavy-truck segment registered 160,168 for nine months, up 12.99 percent from 141,748 last year.

Within the heavy segment, Class 7 registered 57,663, up 18.16 percent over a year ago, and Class 8 registered 102,505, up 10.28 percent from last year.

International holds a slim lead over Ford, while Mack barely nudged out GMC through the first nine months of th year in the heavy duty segment.

In terms of market share, Mack and Freightliner show the strongest gains.

Freightliner is expected to continue strengthening its position, particularly next year when it introduces its new line of trucks for the construction market.

U.S. TRUCK REGISTRATIONS

NINE MONTHS, 1985 VS. 1984★

Make	9 mos. 1985	Percent Share of 85 market	9 mos. 1984	Percent Share of 84 market	Pct. pt. Change 85-84
Chevrolet	932,229	26.76	818,635	27.33	−0.57
Ford	924,685	26.54	859,520	28.70	−2.16
Dodge	386,639	11.10	310,223	10.36	+0.74
GMC	259,110	7.44	225,904	7.54	−0.10
Jeep	119,940	3.44	104,652	3.49	−0.05
Plymouth	78,398	2.25	57,896	1.93	+0.32
International	53,258	1.53	47,912	1.60	−0.07
Mack	22,602	0.65	17,955	0.60	+0.05
Freightliner	13,856	0.40	11,470	0.38	+0.02
Peterbilt	9,214	0.26	9,123	0.31	−0.05
Kenworth	8,442	0.24	10,147	0.34	−0.10
White	6,407	0.18	4,796	0.16	+0.02
Mercedes	3,349	0.10	1,692	0.06	+0.04
Volvo	1,768	0.05	1,385	0.05	.....
Autocar	1,302	0.04	946	0.03	+0.01
Western Star	869	0.02	476	0.02	.....
Miscellaneous☆	661,733	19.00	512,230	17.10	+1.90
TOTALS	3,483,801	100.00	2,994,962	100.00	.....

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

NINE MONTHS, 1985 VS. 1984★

Make	9 mos. 1985	Percent Share of 85 market	9 mos. 1984	Percent Share of 84 market	Pct. pt. Change 85-84
International	34,338	21.44	32,151	22.68	−1.24
Ford	33,637	21.00	27,916	19.69	+0.31
Mack	19,650	12.27	15,407	10.87	+1.40
GMC	19,372	12.10	18,946	13.37	−1.27
Freightliner	13,856	8.66	11,470	8.09	+0.57
Peterbilt	9,214	5.75	9,123	6.44	−0.69
Kenworth	8,442	5.27	10,147	7.16	−1.89
Chevrolet	8,089	5.05	7,325	5.17	−0.12
White	6,407	4.00	4,796	3.38	+0.62
Volvo	1,768	1.10	1,385	0.98	+0.12
Mercedes-Benz	1,460	0.91	661	0.47	+0.44
Autocar	1,302	0.81	946	0.67	+0.14
Western Star	869	0.54	476	0.33	+0.21
Miscellaneous	1,764	1.10	999	0.70	+0.40
TOTALS	160,168	100.00	141,748	100.00	.....

★—Group 7 and 8 trucks only.

Son of a shogun

The newest 4WD vehicle on the market, the Suzuki Samurai, features an 80-inch wheelbase and 1.3-liter engine. Suzuki officials expect to draw from several market segments in creating their own special niche.

Suzuki maps strategy for 4WD Samurai

By Joseph Bohn
Truck Editor

Whenever it looks like vehicle marketers might be running out of new niches, someone creates one.

Suzuki of America Automotive Corp.'s Samurai looks like a subcompact Jeep and has the potential to draw from several segments, including off-roaders, subcompact owners and even used-car buyers at its reasonable price levels.

Some 7,000 Samurais will be brought in as trucks, with suggested retail prices beginning at $6,200. By adding a back seat and making a few other minor adjustments, 3,000 more of the same vehicles will be brought in as cars, with list prices of $6,550 and $6,700 for the top-of-the-line model, equipped with AM/FM/stereo and other luxury appointments.

Suzuki officials expect to import the 10,000 vehicles between Nov. 1 and March 31. They went on sale in California Nov. 1 and will go on sale in Florida Dec. 1.

Suzuki has 30 dealers in California, 18 more in the Florida/Georgia area.

They are required to have exclusive showrooms but can share parts and service facilities with other makes.

The importer wants to lay a good groundwork of profitable, high-volume dealers, N. Douglas Mazza, national marketing director, said, so that early sign-ups will help attract additional dealers later.

Suzuki's goal is to build a network of dealers that will, within three years, include outlets throughout the continental U.S, according to Kiyoshi Arai, company president.

The company will provide dealers with a highly sophisticated distribution system to enable them to track local car-buying patterns and supply vehicles accordingly.

The initial ad budget will be $10 million, handled through keye/donna/pearlstein, Los Angeles. Rogers & Associates, Los Angeles, handles public relations.

The ad theme is "never a dull moment." It is designed to stress versatility and what Mazza calls "affordable individualism."

The sport/utility market jumped 73 percent in 1984 and continues to remain strong.

While that segment will serve as the basis for Samurai sales development and direct competitive comparisons, officials feel that other market categories, such as youth and other first-time buyers interested in price and performance, will provide additional sales.

An extensive list of Suzuki accessories will be available to Samurai buyers to allow them to create their vehicle's own personality through a "personalization cen-

Please turn to Page 50, Col. 4

Kenworth ups output with Mexican loan

CUERNAVACA, Mexico.—Banco de Comercio (Bancomer), one of the major banking complexes of the nationalized banking system, has granted a $3.5-million credit to Kenworth Mexicana, S.A.

The funds will be used to acquire imported parts for the assembly of 345 tractor-trailers for export markets.

Kenworth, with an assembly plant in Mexicali (Baja California), expects to generate annual sales of $19 million.

About 400 workers will be added, with the additional truck assembly operations accounting for 35 percent of the plant's capacity.

Bancomer's financing role is part of a Mexican program to finance firms exporting manufactured products. The government wants to generate more foreign exchange.

Kenworth's credit will be rediscounted with Pomex, the Fund for the Promotion of Manufactured Products Exports, within the framework of the recently established Profide agency.

Profide's role is to expand exports of manufactured products, other than crude oil products, which still account for 70 percent of Mexico's total export activity.

Royal to distribute Dura-Loc in buyout

LANCASTER, O.—Royal Corp. here acquired DURA-LOC Products and is taking over distribution from Castlefab Corp.

Royal is a supplier of cab and trailer-mounted air deflectors and designer of the original InnerSpace console. Under the acquisition agreement, Castlefab will continue to produce DURA—LOC products, but Royal will market them.

Hendrickson realigns to boost sales

BURR RIDGE, Ill.—Hendrickson International, a worldwide manufacturer of components for heavy-duty truck applications, kicked off an aggressive sales and distribution effort aimed at international markets.

The program involves realigning all divisions under Hendrickson International. This includes Hendrickson Mfg./Tandem Division, now called Hendrickson Suspension; Burton Spring, now called Hendrickson Spring, and Nash Brothers, a manufacturer of truck bumpers, now called Hendrickson Stamping.

Hendrickson also acquired Norde Suspensions, Ltd., Northampton, England, a manufacturer of suspensions for trucks and trailers in the U.K.

With the division realignment and overseas acquisition, Hendrickson hopes to shore up marketing and distribution in the U.S., as well as the U.K., Canada, Australia, Ireland, Japan, Brazil and Mexico.

A decision to sell Hendrickson Mobile Equipment Division to a Michigan-based investment group was also part of the company's long-range planning.

Under terms of the sale, the new owners have a licensing agreement with Boler Co., which owns Hendrickson International, to continue manufacturing specialty vehicles under the Hendrickson name for a period not exceeding three years.

The Mobile Equipment Division is primarily a regional manufacturer of specialized heavy-duty trucks and chassis. The sale and production of all the company's product lines will continue under the direction of existing management operating as Hendrickson Mobile Equipment, Inc.

Computers tailor vehicle orders for Freightliner

PORTLAND, Ore.—Freightliner Corp. has introduced SPECPRO, an all-new fully integrated software program to help truck customers specify heavy-duty Freightliner trucks accurately and economically.

Developed and marketed by the newly formed Freightliner Software Group, SPECPRO is a fully integrated computer program, designed to provide information about any Freightliner model, its operational characteristics and requirements.

Using a computer terminal and color video screen, a salesperson and customer can custom-tailor a vehicle by changing the configuration and options desired at the touch of a button.

The system also allows a customer to specify optimum financing arrangements and calculate the effect equipment purchasing decisions have on life-cycle costs, operating expenses and taxes, according to Freightliner.

Peter E. Rupp, president and chief executive officer of Freightliner, said that with the computer program, Freightliner is ushering in a new phase in manufacturer-directed programs using the benefits of computerization in trucking.

Freightliner's share of the heavy truck segment has been improving steady.

Wyman Ford reaches 50

Retired Ford dealer William Wyman, center, founder of Wyman Ford, Inc., Maplewood, N.J., is congratulated by Robert Lusko, right, Ford Division New York district sales manager, and dealer Lee Horner, of Wyman Ford, on the firm's 50th anniversary.

Love is only a tennis term as Volvo sues net group

NEW YORK.—Volvo and the Men's International Professional Tennis Council are trading volleys in federal district court here.

Volvo North America Corp. has been a major sponsor of many professional tennis events including the international Gran Prix, which the company sponsored for five years until it lost the contract.

However, while it wouldn't be the "umbrella sponsor" for the Gran Prix circuit for 1985 and beyond (the contract went to Nabisco), it still agreed to sponsor seven events.

Last March, at one of the matches, Volvo displayed its tennis banner which said "Volvo Tennis." The administrator of the MIPTC thought it was too similar to the previous banner which said "Volvo Gran Prix" and sent out letters forbidding the use of the logo.

In April, Volvo North America Corp. sued, charging antitrust violations by the sanctioning body. Joining Volvo in the case are International Management Group, Ltd., and ProServ—major tennis managing and marketing companies.

A spokesman for Volvo said Volvo is not asking for money, "only the right to promote tennis."

However, reports have indicated that many are watching the case with great interest since men's professional tennis, with its millions in sponsorship contracts, prizes and endorsements, may be on the line.

As for Volvo, it continues to sponsor the matches it contracted for and has moved into amateur tennis. The company now has a Volvo Tennis League for grassroots clubs which is being run with the U.S. Lawn Tennis Assn. It also has a collegiate program, "Volvo All-American Tennis."

SELL YOUR CUSTOMERS ACCESSORIES FROM JUST ANYBODY AND NEXT TIME THEY MIGHT GO TO JUST ANYBODY.

Cutting corners may cost you and your customer more than you bargained for.

You see, genuine Subaru accessories are designed exclusively for a Subaru. The others have to be modified, and never seem to work or fit exactly right.

And with ours, there's never a problem getting service from Subaru dealers in or out of state.

Remember, if your customers feel they've been short changed, it could cost you a customer.

SUBARU
PARTS AND ACCESSORIES

© SUBARU OF AMERICA, INC. 1985

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEPT. 1985 VS. 1984*

Make		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Sept. '85	.....	.....	.....	.....	.....	.....	.....	109	109
	Sept. '84	.....	.....	.....	.....	.....	.....	.....	133	133
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,302	1,302
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	946	946
CHEVROLET	Sept. '85	59,655	42,545	2,484	.....	24	659	781	71	106,219
	Sept. '84	46,345	40,888	2,528	.....	23	1,145	1,106	91	92,126
	Year to Date '85	512,705	384,382	22,238	.....	191	4,624	7,601	488	932,229
	Year to Date '84	415,664	363,063	27,231	.....	178	5,174	6,831	494	818,635
(Memo Units)#	Sept. '85	41,286	15,563	.....	.....	.....	.....	.....	.....	56,849
	Sept. '84	30,523	16,877	.....	.....	.....	.....	.....	.....	47,400
	Year to Date '85	374,489	143,938	.....	.....	.....	.....	.....	.....	518,427
	Year to Date '84	284,106	149,690	.....	.....	.....	.....	.....	.....	433,796
DODGE	Sept. '85	25,370	13,854	.....	.....	.....	.....	.....	.....	39,224
	Sept. '84	26,037	11,150	.....	.....	.....	.....	.....	.....	37,187
	Year to Date '85	264,466	122,173	.....	.....	.....	.....	.....	.....	386,639
	Year to Date '84	207,540	102,683	.....	.....	.....	.....	.....	.....	310,223
(Memo Units)#	Sept. '85	17,240	6,951	.....	.....	.....	.....	.....	.....	24,191
	Sept. '84	19,081	6,819	.....	.....	.....	.....	.....	.....	25,900
	Year to Date '85	193,459	66,163	.....	.....	.....	.....	.....	.....	259,622
	Year to Date '84	149,828	64,518	.....	.....	.....	.....	.....	.....	214,346
FORD	Sept. '85	52,773	40,451	.....	.....	.....	986	2,518	976	97,704
	Sept. '84	28,125	66,003	.....	.....	.....	1,185	2,291	1,074	98,678
	Year to Date '85	515,025	366,974	.....	.....	.....	9,049	22,884	10,753	924,685
	Year to Date '84	242,193	580,044	.....	.....	.....	9,367	19,126	8,790	859,520
(Memo Units)#	Sept. '85	33,473	10,896	.....	.....	.....	.....	.....	.....	44,369
	Sept. '84	28,059	20,226	.....	.....	.....	.....	.....	.....	48,285
	Year to Date '85	334,164	116,074	.....	.....	.....	.....	.....	.....	450,238
	Year to Date '84	238,375	186,763	.....	.....	.....	.....	.....	.....	425,138
FREIGHTLINER	Sept. '85	.....	.....	.....	.....	.....	.....	.....	1,914	1,914
	Sept. '84	.....	.....	.....	.....	.....	.....	.....	1,701	1,701
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	13,856	13,856
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	11,470	11,470
GMC	Sept. '85	14,944	12,410	177	.....	354	933	1,086	701	30,605
	Sept. '84	11,470	10,585	222	.....	505	1,024	1,121	1,370	26,297
	Year to Date '85	122,175	104,892	3,250	.....	4,597	4,824	11,137	8,235	259,110
	Year to Date '84	98,348	100,229	1,201	.....	2,418	4,762	9,594	9,352	
										225,904
(Memo Units)#	Sept. '85	9,515	3,893	.....	.....	.....	.....	.....	.....	13,408
	Sept. '84	6,767	4,234	.....	.....	.....	.....	.....	.....	11,001
	Year to Date '85	84,020	35,002	.....	.....	.....	.....	.....	.....	119,022
	Year to Date '84	60,470	37,443	.....	.....	.....	.....	.....	.....	97,913
INTERNATIONAL	Sept. '85	.....	.....	.....	.....	.....	2,377	1,488	2,262	6,127
	Sept. '84	.....	.....	.....	.....	.....	2,927	1,287	2,795	7,009
	Year to Date '85	.....	.....	.....	.....	.....	18,920	12,394	21,944	53,258
	Year to Date '84	.....	.....	.....	.....	.....	15,761	10,947	21,204	47,912
JEEP	Sept. '85	11,554	1,451	.....	.....	.....	.....	.....	.....	13,005
	Sept. '84	11,598	1,973	.....	.....	.....	.....	.....	.....	13,571
	Year to Date '85	107,153	12,787	.....	.....	.....	.....	.....	.....	119,940
	Year to Date '84	89,278	15,374	.....	.....	.....	.....	.....	.....	104,652
(Memo Units)#	Sept. '85	11,002	1,343	.....	.....	.....	.....	.....	.....	12,345
	Sept. '84	11,598	1,745	.....	.....	.....	.....	.....	.....	13,343
	Year to Date '85	106,601	11,417	.....	.....	.....	.....	.....	.....	118,018
	Year to Date '84	89,278	12,871	.....	.....	.....	.....	.....	.....	102,149
KENWORTH	Sept. '85	.....	.....	.....	.....	.....	.....	.....	1,568	1,568
	Sept. '84	.....	.....	.....	.....	.....	.....	.....	1,531	1,531
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	8,442	8,442
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	10,147	10,147
MACK	Sept. '85	.....	.....	.....	.....	.....	233	79	1,628	1,940
	Sept. '84	.....	.....	.....	.....	.....	339	132	2,346	2,817
	Year to Date '85	.....	.....	.....	.....	.....	2,952	771	18,879	22,602
	Year to Date '84	.....	.....	.....	.....	.....	2,548	526	14,881	17,955
MERCEDES-BENZ	Sept. '85	.....	.....	.....	.....	.....	192	208	.....	400
	Sept. '84	.....	.....	.....	.....	.....	169	136	.....	305
	Year to Date '85	.....	.....	.....	.....	.....	1,889	1,460	.....	3,349
	Year to Date '84	.....	.....	.....	.....	.....	1,031	661	.....	1,692
PETERBILT	Sept. '85	.....	.....	.....	.....	.....	.....	.....	1,157	1,157
	Sept. '84	.....	.....	.....	.....	.....	.....	1,021	1,021	
	Year to Date '85	.....	.....	.....	.....	.....	.....	9,214	9,214	
	Year to Date '84	.....	.....	.....	.....	.....	.....	9,123	9,123	
PLYMOUTH	Sept. '85	6,037	.....	.....	.....	.....	.....	.....	.....	6,037
	Sept. '84	6,570	7	.....	.....	.....	.....	.....	.....	6,577
	Year to Date '85	78,398	.....	.....	.....	.....	.....	.....	.....	78,398
	Year to Date '84	57,783	113	.....	.....	.....	.....	.....	.....	57,896
VOLVO	Sept. '85	.....	.....	.....	.....	.....	.....	149	80	229
	Sept. '84	.....	.....	.....	.....	.....	.....	127	51	178
	Year to Date '85	.....	.....	.....	.....	.....	.....	1,122	646	1,768
	Year to Date '84	.....	.....	.....	.....	.....	.....	966	419	1,385
WESTERN STAR	Sept. '85	.....	.....	.....	.....	.....	.....	.....	78	78
	Sept. '84	.....	.....	.....	.....	.....	.....	.....	131	131
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	869	869
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	476	476
WHITE	Sept. '85	.....	.....	.....	.....	.....	.....	.....	771	771
	Sept. '84	.....	.....	.....	.....	.....	.....	.....	550	550
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	6,407	6,407
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	4,796	4,796
MISCELLANEOUS☆	Sept. '85	81,055	815	519	67	36	37	48	158	82,735
	Sept.84	66,324	1,023	42	69	3	17	48	127	67,653
	Year to Date '85	648,214	6,013	2,671	674	266	131	294	1,470	661,733
	Year to Date '84	504,280	6,152	202	524	3	70	150	849	512,230
TOTALS	Sept. '85	251,388	111,526	3,180	67	414	5,417	6,357	11,473	389,822
	Sept. '84	196,469	131,629	2,792	69	531	6,806	6,248	12,921	357,465
	Year to Date '85	2,248,136	999,221	28,159	674	5,054	42,389	57,663	102,505	3,483,801
	Year to Date '84	1,615,086	1,167,658	28,634	524	2,599	38,713	48,801	92,947	2,994,962

*—Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

#—Memo units are trucks which are part of the total listed above each entry. Memo units are Chevrolet vans, El Camino, Blazer and S-10; Dodge vans, compact trucks and Ramcharger; Ford vans, Ranger and Bronco; GMC vans, Jimmy, Caballero and S-15. ☆—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Production overseas

FRANCE

Cars

	8 mos 1985	8 mos 1984
Peugeot SA	797,060	823,372
Citroen	294,812	310,231
Peugeot	481,745	461,344
Talbot	20,503	51,797
Renault	869,182	934,680
Total	1,666,242	1,758,052

Vans, trucks, buses

CBM	34	23
Iveco-Unic	62	3,367
Peugeot SA	104,276	74,472
Citroen	47,735	18,753
Peugeot	52,429	47,223
Talbot	4,112	8,496
Renault	143,063	142,733
Sovam	63	56
Total	247,498	220,651
Total vehicles	1,913,740	1,978,703

JAPAN

Cars

	8 mos 1985	8 mos 1984
Daihatsu	105,636	114,176
Fuji	160,752	162,794
Honda	608,914	565,668
Isuzu	129,051	48,508
Mazda	518,091	529,186
Mitsubishi	363,960	351,796
Nissan	1,241,325	1,237,255
Suzuki	147,379	104,409
Toyota	1,687,805	1,605,815
Total	4,962,913	4,719,607

Vans, trucks, buses

Daihatsu	270,424	264,950
Fuji	213,731	198,008
Hino	43,985	40,009
Honda	97,907	100,718
Isuzu	239,598	212,534
Mazda	248,646	248,332
Mitsubishi	381,566	354,344
Nissan	448,224	421,651
Nissan Diesel	24,951	24,899
Suzuki	350,216	339,313
Toyota	667,013	740,184
Others	494	468
Total	3,059,926	2,872,360
Total vehicles	8,022,839	7,591,967

UNITED KINGDOM

Cars

	8 mos 1985	8 mos 1984
BL	339,469	258,138
Austin Rover	330,518	251,137
Range Rover	8,933	7,001
Carbodies	1,102	964
Ford	206,469	200,234
Jaguar	25,540	22,275
Lotus	577	552
Panther	84	294
Reliant	628	76
Rolls-Royce	1,597	1,387
Talbot	43,603	62,055
TVR	291	250
Vauxhall	101,876	80,761
Others	404	413
Total	721,622	627,399

Vans, trucks, buses

Bedford	39,173	33,499
BL	62,928	45,814
Austin Rover	18,069	10,964
Freight Rover	13,403	11,180
Land Rover	20,891	16,440
Leyland Veh	20,565	7,230
ERF	1,392	1,160
Foden	297	491
Ford	72,641	68,082
Hestair Dennis	546	617
Metro Cammell Weymann	305	316
Reliant	47	140
Renault TI	3,505	2,810
Seddon Atkinson	1,183	1,169
Others	122	164
Total	182,139	154,262
Total vehicles	903,761	781,661

SPAIN

Cars

	8 mos 1985	8 mos 1984
Ford	159,054	173,586
General Motors	176,469	162,245
Peugeot SA	103,671	117,482
Citroen	44,572	64,261
Talbot	59,099	53,221
Renault	140,985	148,348
Seat	196,095	148,609
Total	776,274	750,270

Vans, trucks, buses

Enasa	5,464	6,004
Ford	7,149	5,370
Land Rover	12,984	6,726
Mercedes-Benz	6,499	5,788
Motor Iberica	16,463	11,489
PSA-Citroen	38,935	10,107
Renault	16,379	18,168
Seat	10,190	15,329
Setra	166	152
Total	114,229	79,133
Total vehicles	890,503	829,403

BRAZIL

Cars

	9 mos 1985	9 mos 1984
Farus	0	28
Fiat Auto	72,128	72,095
Ford	107,805	109,825
General Motors	134,902	124,035
Gurgel	22	27
Puma	0	94
Sta Matilde	54	50
Toyota	0	105
Volkswagen	213,342	214,781
Total	528,253	520,781

Vans, trucks, buses

Agrale	621	403
Fiat Auto	25,553	27,183
Fiat Cam	112	311
Ford	30,454	28,888
General Motors	21,761	18,579
Gurgel	947	642
Mercedes-Benz	23,340	21,324
Puma	0	14
Scania	3,080	2,529
Toyota	1,812	2,363
Volkswagen	36,876	13,974
Volvo	2,544	1,371
Total	147,100	117,581
Total vehicles	675,353	638,362

Registrations overseas

UNITED KINGDOM

Cars

	10 mos 1985	10 mos 1984
Alfa Romeo	2,769	3,715
BL	299,189	281,388
Austin Rover	296,328	278,717
Range rover	2,861	2,671
BMW	30,177	23,259
Daihatsu	3,960	4,405
Fiat Auto	51,225	45,353
Ford	425,464	434,032
FSO	5,387	4,863
GM-Vauxhall	271,321	252,660
Honda	16,817	16,602
Hyundai	4,598	4,353
Jaguar	7,275	6,787
Lada	13,170	13,764
Lotus	503	482
Mazda	14,999	15,184
Mercedes-Benz	16,539	12,984
Mitsubishi	10,464	9,230
Nissan	91,655	94,782
Panther	51	214
Peugeot SA	90,422	84,952
Citroen	24,464	22,840
Peugeot Talbot	65,958	62,112
Reliant	582	93
Renault	64,267	54,199
Rolls-Royce	642	571
Saab	7,400	7,814
Skoda	8,747	9,789
Subaru	2,876	2,397
Suzuki	3,484	2,869
Toyota	31,059	28,158
VW-Audi Group	95,103	87,085
Audi	17,972	17,853
Volkswagen	77,131	69,232
Volvo	52,171	52,970
Zastava	7,175	5,203
Others	3,847	3,703
Total	1,633,338	1,563,860

SWEDEN

Cars

	10 mos 1985	10 mos 1984
Alfa Romeo	887	926
BMW	3,605	3,354
Daihatsu	1,275	836
Fiat Auto	6,285	5,668
Ford	24,616	22,282
GM-Opel	23,644	17,119
Honda	3,026	2,858
Lada	1,324	1,376
Mazda	10,116	9,202
Mercedes-Benz	8,557	4,722
Mitsubishi	2,146	1,449
Nissan	7,069	6,493
Peugeot SA	5,996	6,289
Citroen	2,578	2,895
Peugeot/Talbot	3,418	3,394
Porsche	411	264
Renault	2,216	2,171
Saab	22,489	23,988
Skoda	299	245
Subaru	1,193	418
Suzuki	501	1
Toyota	9,858	7,375
VW-Audi Group	37,154	27,010
Audi	9,719	5,348
Volkswagen	27,435	21,662
Volvo	58,907	49,909
Others	64	48
Total	221,509	188,391

WEST GERMANY

Cars

	9 mos 1985	9 mos 1984
Alfa Romeo	6,291	10,002
Austin Rover	5,341	5,653
Bertone	348	689
BMW	113,109	123,966
Daihatsu	6,355	5,180
Fiat Auto	81,081	86,623
Ford	188,090	255,548
GM-Opel	283,050	310,850
Honda	29,728	31,142
Isuzu	2,736	2,173
Jaguar	1,855	1,412
Lada	6,212	6,821
Mazda	50,526	52,904
Mercedes-Benz	211,507	177,224
Mitsubishi	34,478	35,205
Nissan	50,506	47,897
Peugeot SA	73,459	76,784
Citroen	28,755	30,777
Peugeot/Talbot	44,704	46,007
Pininfarina	896	597
Porsche	9,223	8,861
Renault	60,989	70,424
Saab	2,450	2,953
Seat	3,282	3,718
Skoda	1,800	1,695
Subaru	7,858	5,131
Suzuki	13,698	11,230
Toyota	46,903	41,003
VW-Audi Group	513,868	510,087
Audi	102,463	110,520
Volkswagen	411,405	399,567
Volvo	10,451	11,902
Others	1,750	1,271
Total	1,817,842	1,868,899

BELGIUM

Cars

	9 mos 1985	9 mos 1984
Alfa Romeo	2,310	3,076
Austin Rover	4,065	5,221
BMW	6,589	5,761
Daihatsu	1,285	1,518
Fiat Auto	11,018	19,121
Ford	25,477	26,774
GM-Opel	35,841	33,457
Honda	7,462	7,140
Hyundai	391	649
Isuzu	51	89
Jaguar	258	n/a
Lada	10,619	11,135
Mazda	7,138	8,314
Mercedes-Benz	8,284	7,052
Mitsubishi	6,982	7,660
Nissan	12,059	11,070
Peugeot SA	40,803	39,456
Citroen	19,509	17,450
Peugeot/Talbot	21,294	22,006
Porsche	381	426
Renault	26,813	23,161
Saab	1,016	1,166
Seat	3,304	1,949
Skoda	2,279	2,615
Subaru	2,004	1,773
Suzuki	1,854	2,765
Toyota	18,292	17,187
VW-Audi Group	41,243	37,265
Audi	10,619	10,798
Volkswagen	30,275	26,467
Volvo	6,572	5,761
Wartburg	864	765
Zastava	388	366
Others	994	306
Total	286,636	283,994

AUSTRIA

Cars

	9 mos 1985	9 mos 1984
Alfa Romeo	1,728	2,132
Austin Rover	299	150
BMW	6,389	6,751
Daihatsu	580	595
Fiat auto	11,205	12,504
Ford	20,330	17,449
GM-Opel	27,630	20,596
Honda	3,932	3,457
Lada	1,243	1,140
Mazda	16,396	17,259
Mercedes-Benz	7,423	5,326
Mitsubishi	3,967	3,766
Nissan	10,087	8,481
Peugeot SA	12,781	11,784
Citroen	5,407	5,050
Peugeot/Talbot	7,374	6,734
Porsche	407	388
Renault	8,496	8,130
Saab	282	337
Seat	944	597
Skoda	924	936
Subaru	2,679	1,577
Suzuki	1,101	1,015
Toyota	9,907	7,693
VW-Audi Group	43,817	32,017
Audi	8,846	5,586
Volkswagen	34,971	26,431
Volvo	2,771	2,729
Others	151	136
Total	195,433	167,145

DENMARK

Cars

	9 mos 1985	9 mos 1984
Alfa Romeo	292	228
Austin rover	275	343
BMW	2,752	1,992
Dacia	616	722
Daihatsu	2,211	1,510
Fiat Auto	5,903	6,201
Ford	19,143	18,051
FSO	1,527	938
GM-Opel	20,516	14,649
Honda	1,482	1,141
Lada	2,885	3,276
Mazda	10,617	9,974
Mercedes-Benz	870	640
Mitsubishsi	2,157	1,300
Nissan	6,245	5,949
Peugeot SA	7,448	7,489
Citroen	4,943	4,684
Peugeot/Talbot	2,505	2,805
Renault	968	499
Saab	1,282	1,314
Seat	425	0
Skoda	3,140	5,714
Subaru	133	145
Suzuki	385	51
Toyota	14,840	12,132
Trabant	24	76
VW-Audi Group	8,901	7,226
Audi	617	443
Volkswagen	8,284	6,783
Volvo	4,624	4,402
Wartburg	946	781
Zastava	1,410	599
Others	33	34
Total	122,050	107,697

FRANCE

Cars

	8 mos 1985	8 mos 1984
Alfa Romeo	10,334	14,545
Austin Rover	20,355	20,715
BMW	18,525	20,675
Fiat Auto	62,934	67,002
Ford	88,300	92,712
FSO	1,109	980
GM-Opel	57,250	49,267
Hinda	5,026	4,796
Jaguar	165	109
Lada	13,648	16,701
Mazda	11,419	7,926
Mercedes	13,740	11,826
Mitsubishi	2,308	2,332
Nissan	10,854	8,977
Peugeot SA	402,619	383,216
Citroen	149,187	151,873
Peugeot/Talbot	253,432	231,343
Porsche	907	1,031
Renault	340,594	376,291
Saab	1,011	783
Seat	14,878	10,839
Skoda	2,185	3,005
Toyota	8,620	7,834
VW-Audi Group	72,868	61,948
Volvo	12,133	10,345
Zastava	1,142	980
Others	1,244	1,241
Total	1,174,168	1,176,452

SOUTH AFRICA

Cars (sales)

	9 mos 1985	9 mos 1984
Alfa Romeo	5,396	8,218
Diahatsu	2,512	3,854
Alfa Romeo	2,884	4,364
Amcar	15,705	26,013
Mazda	12,224	19,800
Mitsubishi	1,914	3,983
Peugeot	1,519	1,652
BMW	9,611	12,700
Ford	14,989	31,670
GM-Opel	13,730	17,152
Mercedes-Benz	15,827	19,617
Honda	8,264	7,691
Mercedes-Benz	7,563	11,926
Nissan	10,161	20,100
Renault	7,692	10,771
Toyota	36,069	44,416
VW-Audi Group	21,143	21,655
Others	124	933
Total	150,447	213,245

ITALY

Cars (sales)

	8 mos 1985	8 mos 1984
Alfa Romeo	80,124	86,175
Austin Rover	15,482	15,838
BMW	15,455	20,405
Fiat Auto	644,928	628,719
Fiat	529,427	530,150
Lancia Autobianchi	115,501	98,569
Ford	49,534	50,055
GM-Opel	39,035	37,795
Innocenti	10,459	12,346
Mercedes-Benz	13,541	9,021
Peugeot SA	84,701	77,930
Citroen	45,509	42,130
Peugeot Talbot	39,192	35,800
Renault	129,132	105,211
Seat	25,748	21,691
VW-Audi Group	103,415	58,562
audi	13,273	10,866
Volkswagen	90,142	47,696
Volvo	12,938	15,310
Others	27,217	33,411
Total	1,238,168	1,150,778

SWITZERLAND

Cars

	8 mos 1985	8 mos 1984
Alfa Romeo	4,690	5,937
Austin Rover	1,618	1,691
Bertone	157	229
BMW	8,219	9,298
Daihatsu	801	730
Ferrari	152	141
Fiat Auto	14,331	16,349
Ford	15,055	17,355
GM-Opel	25,985	26,889
Honda	5,546	6,360
Isuzu	302	386
Jaguar	314	310
Maserati	144	245
Mazda	5,262	6,521
Mercedes-Benz	5,045	4,405
Mitsubishi	5,618	5,968
Nissan	8,068	7,055
Peugeot SA	16,151	16,923
Citroen	6,080	7,449
Peugeot Talbot	10,071	9,474
Pininfarina	256	244
Porsche	1,059	1,172
Renault	11,997	10,430
Rolls-Royce	48	73
Sab	877	937
Seat	1,307	0
Skoda	71	129
Subaru	7,023	4,702
Suzuki	2,562	2,459
Toyota	11,606	12,307
VW-Audi Group	31,291	30,123
Audi	10,150	7,598
Volkswagen	21,141	22,525
Volvo	3,562	4,502
Others	423	312
Total	189,542	194,188

JAPAN

Cars

	8 mos 1985	8 mos 1984
Daihatsu	66,007	73,156
Fuji	52,209	55,798
Honda	190,647	165,651
Isuzu	28,792	29,360
Mazda	124,398	144,648
Mitsubishi	115,328	134,294
Nissan	530,397	542,309
Suzuki	47,487	50,685
Toyota	870,968	835,194
Imports (all)	32,711	27,155
Total	2,058,944	2,058,250

Vans, trucks, buses

Daihatsu	220,472	200,228
Fuji	147,643	140,571
Hino	26,265	26,620
Honda	84,365	93,969
Isuzu	79,951	80,489
Mazda	102,585	105,809
Mitsubishi	234,700	215,2145
Nissan	181,504	184,471
Nissan Diesel	13,833	14,198
Suzuki	268,067	249,710
Toyota	232,296	234,971
Imports (all)	112	123
Total	1,591,793	1,546,408
Total Vehicles	3,650,737	3,604,658

used-car auction directory

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD.
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside
Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD.
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 10:30 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81, P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

For REALLY BIG RESULTS be sure and advertise in this section

Tenth year of record sales predicted

BMW upgrades line, adds air bags for '86

By Michelle Krebs
Financial Editor

DEARBORN.—BMW of North America will complete its first decade in the U.S. market in 1986 by posting another sales record—the 10th consecutive record for BMW of North America and the 12th in a row when counting the BMWs that were imported by Hoffman Motors Corp.

Gunter Kramer, BMW of North America chairman, said BMW expects to finish calendar 1985 with about 87,000 sales, a 22.5-percent increase over 1984. He said the increase in 1986 won't be as large because of production capacity constraints: A 2-percent rise, to 89,000 units, was predicted.

The company has dropped the 318i, formerly its entry-level model, from its 1986 product line. An upgraded 325 will serve as BMW's lowest-priced car.

The move means BMW has eliminated its only four-cylinder engine from its U.S. products. All BMWs now have six-cylinder engines.

In 1985, BMW offered two 3-Series cars, the 318i and the 325e, both available as two-door or four-door sedans.

For 1986, BMW offers three 3-Series models despite the elimination of the 318i. They are the 325; the 325e, an upgraded four-door luxury version, and the 325es, the sportier, two-door version.

The 325 has a 2.7-liter six-cylinder engine and disk brakes all around.

At the opposite end of the spectrum, BMW has a new entry in its 7-Series. The L7 is an even more luxurious version of the 735i, a sports-luxury sedan introduced a year ago. The L7 features all-leather interior and driver-side air bag as standard equipment.

Also standard is an electronically controlled automatic transmission. The driver selects sporty or economical gear ratios. Kramer called it a way for the driver to shift gears as well as personalities.

The electronic transmission is available as an option on the 535i, 635CSi and 735i.

For 1986, BMW's 5-Series has three models. The 535i has a 3.5-liter engine; 5-speed transmission is standard. The 528e four-door has a 2.7-liter engine. The 524td is the diesel version of the 528e but with a 2.4-liter turbocharged diesel engine.

The 635CSi sports coupe returns for its second year. It has 3.5-liter engine with the electronically controlled automatic transmission as standard equipment.

BMW features its anti-lock braking system on all 10 of its models. It claims to be the first and only manufacturer to offer the safety feature across its product line.

BMW also provides its anti-theft stereo radio/cassette player, introduced in 1985 on some models, as standard equipment on all of its models. The radio becomes inoperable if removed from the car, making it undesirable to steal. The radio can only be reprogrammed by using a five-digit code given to the owner and stored in BMW's computer.

Three Series switched

BMW has dropped its four-cylinder 318i from its line up for 1986. Three other 3-Series models will be offered: The 325; the 325e, an upgraded, four-door luxury version, and the 325es, pictured, the sportier, two-door version.

From more to most

BMW has made its top-of-the-line luxury model even more luxurious for 1986. The L7, the even-more-plush version of the 735i, a sports-luxury sedan introduced a year ago, features all-leather interior, driver-side air bag as standard equipment and electronically controlled automatic transmission.

VIRGINIA

AMERICAN MOTORS LEASING CORPORATION
Announces
A SELLOUT SALE
Fredericksburg Auto Auction
THURSDAY, DECEMBER 5, 1985
75 Used Cars Will Be Offered

Front Line Ready:
— 1985 Jeep Cherokee & Wagoneers
— 1985 Alliance DL & Encore LS Models
— 1984 Alliance DL & Encore LS Models
— 1984 Eagle Sedans & Wagons

80% of all 1984 Vehicles Offered Will Be Sold To The Last Highest Bidder

$20 Showup Bonus — $20 Will Be Paid To Any Dealer Who Registers For the AM Leasing Sale

OPEN TO ALL DEALERS

Fredericksburg Auto Auction
U.S. 1 Alt. & I-95 Fredericksburg, Virginia 22402
703/898-4900

****1984 Vehicles Will Be Sold Provided At Least 35 Dealers Register And Bid Aggressively.***

factories list auction dates

American Motors

Nov. 26—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Nov. 27—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Columbus Fair Auto Auction, Obetz, O.

Chrysler Corp.

Nov. 26—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

Nov. 27—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

Ford Motor Co.

Nov. 26—South Seattle Auto Auction, Kent, Wash.

Nov. 27—Clanton's Auto Auction, Darlington, S.C., and Big H Auto Auction, Houston.

General Motors

Dec. 3—Dallas Auto Auction, Grand Prairie, Texas.

Dec. 5—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and St. Louis Auto Auction, Bridgeton, Mo.

Dec. 10—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Dec. 11—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12—Nashville Auto Auction, Nashville, and Aptco Auto Auction, Taylor, Mich.

Dec. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Dec. 18—Northstar Auto Auction, Shakopee, Minn.; Brasher's Southern California Auto Auction, Fontana, Calif.; Clanton's Auto Auction, Darlington, S.C.; Metro Auto Auction of Kansas City, Kansas City, and Indianapolis Auto Auction, Indianapolis.

Chrysler Mexico names parts exec

MEXICO CITY.—Chrysler de Mexico has appointed Juan Jose Arzac Riquelme director of a new department for international development of parts suppliers.

He will direct programs to supply automotive parts from Mexico to export markets. He will also promote Mexican auto parts makers recommended by Chrysler. Chrysler expects to build up substantial export sales of made-in-Mexico parts.

Formerly a supplies director for Chrysler de Mexico, Arzac Riquelme is also vice president of the Mexican branch of the Society of Automotive Engineers.

Preparation underway for Barrett-Jackson auction

PHOENIX.—Preparation is underway for the Barrett-Jackson Scottsdale 80's Auction of classic and collector cars, slated for Jan. 24-26 at Phoenix Giants Municipal Stadium.

At last year's auction, sales of cars totaled $12.2 million.

Used Car Sales
Auction Averages

Nov. to date	$4,684
Month ago	$4,790
Year ago	$5,118

Model Breakdown
Auction Averages

	NOV. 1985	OCT. 1985	SEPT. 1985
1985	$9,912	$9,706	$10,176
1984	$6,719	$6,891	$7,430
1983	$5,820	$6,047	$6,177
1982	$4,773	$4,870	$4,860
1981	$3,537	$3,591	$3,991
1980	$2,733	$2,896	$3,008
1979	$2,272	$2,404	$2,519
1978	$1,697	$1,765	$1,848
Overall Average	$4,684	$4,759	$4,883

BBB helped write 11-point program

Washington dealers adopt ad code

By Jake Kelderman
Washington Reporter

WASHINGTON.—Responding to complaints from customers and dealers, Automotive Trade Assn., National Capitol Area (ATANCA) members—160 of the 175 Washington-area auto dealers—have agreed to an 11-point code of ethics aimed at eliminating misleading advertising.

The code was drafted by ATANCA and the Metropolitan Washington Better Business Bureau over a 10-month period.

ATANCA Chairman Morton Zetlin said he hoped the code would put an end to many questionable ad practices. Among the major problems are the advertising of cars and trucks that are not available or that are not available at the advertised price.

Zetlin, president of American Service Center, Arlington, Va., said the self-regulation program was initiated "because dealers are concerned about fair advertising."

"Misleading ads are unfair to the consumer, affect competition, affect the dealer image, affect the entire community and are not good for business," he said.

Following is a summary of the ATANCA code:

1. Dealers must "fairly and fully disclose" all details of sales incentive programs.

2. When an ad offers a discount from an advertiser's former price, the former price should be genuine.

3. When "list" or "sticker" or similar words are used, they should refer to the Manufacturer's Suggested Retail Price.

4. Ads should not falsely imply that the dealer has a special sponsorship, approval status, affiliation or connection with the manufacturer that is greater or more direct than that of any other dealer.

5. Ads making underselling claims should be capable of being substantiated.

6. Ads advertising a price on a limited number of cars should either say so or clearly and conspicuously disclose the number available unless similar vehicles will be available in a reasonable period at the same price.

7. The "full delivered cash price" for a new automobile should include the cost of any dealer-installed options or services.

8. Advertising should not degrade or stereotype anyone on the basis of sex, race, color or national origin. Neither should it falsely disparage dealer competitors or the automobile business in general.

9. The term "invoice" should be used to mean only the manufacturer's actual wholesale cost invoice to the dealer, and this should be so noted in ads.

10. Any material qualifications or limitations regarding an offer should be clearly and conspicuously disclosed.

11. Auto lease advertisements should not be written to look like auto sales advertisements.

Don Beyer Jr., president of Don Beyer Volvo, Falls Church, Va., and head of ATANCA's Dealer Advertising Committee, said any complaints about dealer advertising would be handled by his committee.

"We'll review the facts, make a decision and forward it to the complaining party and the affected dealer," he said. "They may then pursue whatever further action they deem appropriate.

"Sanctions for noncompliance are not a part of this program, but we will make an effort to persuade the dealer to adjust his advertising," Beyer said.

Zetlin said he could not conceive of any ATANCA member violating the terms of the agreement since they all played such a large hand in drafting it.

"This code will benefit the dealers as much as the consumers," he said.

Drug problems continue at auto plants in St. Louis

ST. LOUIS.—The drug problems continue here as arrests were made involving employes at a second assembly plant.

In addition, General Motors has fired 13 of 15 employes at its Wentzville plant who were charged as the result of an undercover operation.

The latest incident involves two Ford Motor Co. employes who were charged with felony possession of marijuana. Officers arrested them on the parking lot of UAW Local 325 in suburban Hazelwood.

A narcotics officer said that the sales were flagrant and that the pair was selling drugs from their car parked on the lot. Gary W. Akers, 32, and Dennis E. Sadowski, 35, were charged with possession of marijuana. Fifty drug transactions were reported on the lot on a Friday afternoon.

Meanwhile, union leaders of Local 2250 at the GM plant were looking into the firings and had conferred with management. One of those fired, Margarito Frescas Jr., 40, of nearby St. Charles, has been indicted by a grand jury in U.S. District Court on six counts of drug trafficking. He faces up to 80 years in prison.

HUMMERs head to U.S. Army unit

Rail and truck shipments of High Mobility, Multipurpose, Wheeled Vehicles (HUMMERs) have begun. HUMMERs are built at LTV Aerospace and Defense Co.'s plant in Mishawaka, Ind. The first unit of the U.S. Army to receive the HUMMERs will be the 9th Infantry Division at Fort Lewis, near Tacoma, Wash. HUMMERs are built in 15 configurations. During the next five years, 55,000 HUMMERs will be delivered to Army, Marine Corps and Air Force units.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
SEPTEMBER, 1985 VERSUS SEPTEMBER, 1984

	1985		1984	
	Month	Year	Month	Year
AMC Alliance FWD	10,234	56,667	14,597	77,364
Encore FWD	3,621	35,204	8,239	54,188
Eagle 4WD	135	1,948	329	2,910
Eagle 4WD SW	721	7,352	1,727	11,857
TOTAL AMC	14,711	101,171	24,892	146,319
Chrysler Laser FWD	5,421	42,020	4,255	40,093
LeBaron GTS FWD	7,203	49,668	2	2
LeBaron FWD	6,442	62,230	7,400	66,134
LeBaron SW FWD	601	5,489	903	7,581
E Class-NY FWD	4,932	42,703	7,312	60,625
NY Fifth Ave-Newpt	15,989	82,124	11,132	62,452
Imperial	0	0	0	0
Total	40,588	284,234	31,004	236,887
Plymouth Horizon FWD	8,488	68,083	7,079	57,490
Turismo FWD	4,906	43,510	4,317	35,783
Reliant FWD	10,700	80,889	6,659	75,481
Reliant SW FWD	2,599	25,217	2,444	29,082
Caravelle FWD	2,734	26,568	637	637
Gran Fury	1,112	13,835	1,474	11,904
Total	30,539	258,102	22,610	210,377
Dodge Omni FWD	7,304	57,873	5,987	49,666
Charger FWD	5,567	46,928	4,735	39,179
Daytona FWD	5,403	39,825	3,495	33,037
Aries FWD	9,016	67,569	5,676	57,966
Aries SW FWD	2,693	21,302	2,247	23,645
Lancer FWD	5,387	35,223	2	2
600 84 400 83 FWD	4,498	42,411	5,384	44,793
Diplomat	2,705	27,575	2,555	19,011
Mirada	0	0	0	0
Total	42,573	338,706	30,081	267,299
TOTAL CHRYSLER CORP.	113,700	881,042	83,695	714,563
Ford Escort FWD	36,948	240,724	23,629	195,168
Escort SW FWD	8,755	60,732	6,669	61,484
EXP FWD	877	17,728	2,768	20,900
Mustang	13,297	120,241	11,108	98,796
Tempo FWD	29,365	221,580	21,741	188,365
LTD	20,574	120,543	12,870	105,144
LTD SW	3,669	30,923	3,458	39,804
LTD Crn. Victoria	15,497	107,312	12,254	104,625
LTD Crn. Victoria SW	2,496	19,673	2,317	22,230
Thunderbird	17,749	123,644	11,677	113,290
Total	149,227	1,063,100	108,491	949,806
Lincoln Town Car	13,365	85,010	8,329	59,392
Mark VII	1,815	15,500	1,864	23,456
Continental	2,315	21,563	3,010	22,926
Total	17,495	122,073	13,203	105,774
Mercury Lynx FWD	7,944	51,805	4,399	38,200
Lynx SW FWD	1,668	10,851	1,202	10,401
LN7 FWD	0	0	0	0
Capri	1,778	12,228	1,166	13,534
Zephyr	0	0	0	0
Topaz FWD	7,377	58,858	6,449	54,852
Marquis	10,563	66,632	8,475	67,075
Marquis SW	1,291	7,558	1,507	9,970
Grand Marquis	14,776	96,191	12,318	95,310
Grand Marquis SW	1,212	9,278	1,195	11,834
Cougar	13,231	95,420	11,103	86,770
Total	59,840	408,821	47,814	387,946
Lincoln-Mercury Division Total	77,335	530,894	61,017	493,720
TOTAL FORD MOTOR CO.	226,562	1,593,994	169,508	1,443,526
Buick Skylark FWD	1,331	56,417	8,489	76,120
Skyhawk FWD	5,261	61,398	10,382	85,787
Skyhawk SW FWD	370	4,601	1,043	8,431
Somerset Regal FWD	10,056	70,658	107	107
Century FWD	25,654	153,663	15,425	131,834
Century SW FWD	2,123	19,235	1,892	21,589
Regal	16,091	87,162	14,665	147,222
LeSabre	7,420	92,033	13,418	107,555
LeSabre FWD	19	19	0	0
Electra	0	0	725	33,885
Electra FWD	13,509	67,224	6,566	28,693
Buick SW	610	9,490	1,207	10,841
Riviera FWD	4,115	38,486	3,945	37,474
Total	86,559	660,386	77,864	690,538
Cadillac DeVille	52	1,717	5,000	76,943
DeVille FWD	13,198	75,588	7,073	24,763
Cimarron	2,863	16,896	1,804	13,695
Fleetwood & Chassis	2,527	33,993	1,891	28,780
Fleetwood FWD	4,266	26,540	2,814	10,297
Eldorado FWD	4,296	48,159	5,761	49,972
Seville FWD	2,156	23,369	2,786	25,610
Total	29,358	226,262	27,129	230,060
Chevrolet Nova	4,210	12,829	0	0
Chevrolet Chevette	16,586	98,301	13,398	133,512
Camaro	20,303	158,782	17,179	154,593
Cavalier FWD	35,940	267,533	27,666	215,890
Cavalier SW FWD	7,289	59,681	7,256	67,118
Citation FWD	3,019	42,277	5,642	72,426
Celebrity FWD	29,495	104,813	15,534	170,796
Celebrity SW FWD	9,367	65,632	6,859	70,595
Monte Carlo	7,778	82,626	7,485	95,190
Impala	3,231	37,032	3,802	40,452
Caprice	15,601	105,612	12,403	109,780
Chevrolet SW	4,306	40,913	4,718	44,998
Corvette	2,504	28,308	2,353	20,823
Total	159,629	1,204,339	124,295	1,196,173
Oldsmobile Omega FWD	0	0	1,825	32,371
Firenza FWD	2,116	31,543	4,282	36,043
Firenza SW FWD	549	7,301	1,143	10,651
Calais FWD	15,559	92,826	240	240
Cutlass Ciera FWD	31,436	218,950	14,260	157,296
Cutlass Ciera SW FWD	3,960	31,907	2,830	32,763
Cutlass Supreme-Calais	25,702	168,638	19,079	244,978
Delta 88	14,008	139,874	18,571	178,057
Delta 88 FWD	7	7	0	0
98	0	0	320	36,563
98 FWD	12,857	89,162	9,816	34,951
Oldsmobile SW	1,648	17,029	1,999	22,807
Toronado FWD	2,672	25,848	3,558	30,255
Total	110,514	823,085	77,923	816,975
Pontiac 1000	2,417	17,000	2,354	20,880
Firebird	8,807	79,408	8,707	78,364
Sunbird FWD	11,778	83,657	11,173	87,804
Sunbird SW FWD	1,057	6,476	1,061	9,330
Grand Am FWD	14,735	75,456	114	114
Phoenix FWD	0	0	1,141	11,097
Bonneville	6,279	40,749	5,024	51,968
6000 FWD	16,380	106,364	7,844	77,306
6000 SW FWD	2,400	13,113	1,256	14,812
Grand Prix	7,733	44,560	5,677	56,838
Parisienne	7,011	39,029	4,587	29,893
Pontiac SW	1,605	11,517	1,280	11,903
Fiero	8,977	72,537	7,713	74,812
Total	89,179	589,866	57,931	525,121
TOTAL GM CORP.	475,239	3,503,938	365,142	3,458,867
Miscellaneous Domestic	18	179	24	211
Domestic Station Wagon Total	60,989	485,270	56,213	553,726
Domestic Grand Total	830,230	6,080,324	643,261	5,763,486
Import Total	274,769	2,158,834	231,029	1,881,318
Grand Total All Registrations	1,104,999	8,239,158	874,290	7,644,804

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

It's starting U.S. car production from scratch

Mazda's job 'tougher' than rivals'

By Richard Johnson
Detroit Reporter

Mazda faces a tougher job than either Nissan or Honda did in launching passenger-car production in the U.S., according to Masahiro Uchida, executive vice president—administration, Mazda Motor Mfg. USA.

In an interview with Automotive News, Uchida said Nissan's's and Honda's previous manufacturing experience in the U.S. made it less difficult to move into the more complex area of automobile production.

Uchida also said Mazda could have avoided the UAW at least initially at its new plant in the U.S. But, unlike Honda and Nissan, the Japanese company decided to court the union and avoid an antagonistic relationship.

During the interview, Uchida said Mazda will build a "626-class" vehicle at its assembly plant now under construction in Flat Rock, Mich. He said there is a running prototype of the vehicle in Japan.

He also cited plans to expand Mazda's administrative workforce at Flat Rock within the next several months. He said the first hourly employes will be hired early next summer.

Mazda is erecting a $450 million assembly facility at the site of the old Ford Michigan Casting center in Flat Rock. Some steel girders have already been erected at the site, which will include final assembly, painting, body assembly stamping and plastics shops. The first car is scheduled to be built in the fall of 1987.

Mazda will become the third Japanese company to establish a wholly owned U.S. manufacturing facility, following Nissan in Smyrna, Tenn., and Honda in Marysville, O. Toyota, which has a joint-venture assembly plant with General Motors in Fremont, Calif., has said it will construct plants in both the U.S. and Canada. Mitsubishi will build a plant in Illinois in a joint venture with Chrysler Corp.

But Uchida said Mazda's task is more difficult than that of Honda and Nissan, since the firm will start out building autos rather than gearing up in the U.S. with other manufacturing projects.

"There is difficulty for us," said Uchida. "Honda and Nissan had experience producing two-wheel vehicles and trucks here. But in our case, we have to produce a brand new passenger car, so we have to accept more difficulty than Nissan and Honda."

Nissan built pickup trucks at Smyrna before launching Sentra production earlier this year, and Honda assembled motorcycles in Marysville before manufacturing cars.

Both Nissan and Honda have resisted the UAW at their U.S. manufacturing sites. More than 2,500 Honda employes will decide Dec. 19 if they want to be represented by the UAW.

Mazda has signed a letter of intent with the UAW defining an interim relationship and providing for union recognition and negotiation of a labor contract. The letter of intent specifies that bargaining begin within three months of commercial production startup and be completed within six months.

"Of course, we could have been able to avoid the unionization the first time," Uchida said. "For the time being, it may have been OK, but it seems obvious that we would have some unionization movement, the UAW would come in and try to unionize.

"Then, probably, the management and the union would have a very controversial approach. We decided we should have a good relationship from the beginning. This is better in the long run."

Uchida said the remaining details of funding arrangements put together by the State of Michigan and used to help lure Mazda to Flat Rock "are almost all finalized."

A financial snag arose earlier this year when a local development council's $20.3 million Urban Development Action Grant loan application to the Federal Government was approved for only $2.5 million. The funding gap was described as critical by Mazda, but the Michigan Economic Development Authority came up with a $21 million loan to Mazda at 8 percent interest.

Mazda in Japan has been reviewing the package, but no major problems are believed to exist.

"Some parts are under discussion, but I understand they are very close to a final agreement," Uchida said.

As part of the state assistance package, Michigan recently forwarded money to the nearby Village of South Rockwood for sewers and roads that will service the plant.

Uchida said there are currently fewer than 10 Mazda employes coordinating work on the construction site with Kajima International, the firm hired to build the plant. Mazda Motor Mfg. USA has about 20 people at the administrative offices at the old Ford casting plant.

"By early next spring, I expect to have more than 100 people working here (in the administrative offices)," Uchida said. He added that the staff will include a "mix" of Japanese and American employes. He said "the earliest hourly worker" will be hired early next summer.

"By the end of next year, we will have probably around 700 or 800 hourly workers here," he said.

Uchida said Mazda expects to buy some parts from Japanese suppliers locating in the Flat Rock area, but added "I'm not sure that they will be coming to open their plants at the same time as we open ours."

"There are some suppliers studying establishing plants in the U.S.," he said. "Of course, we are happy to have them come, but we cannot force them to come."

He said he is not aware, thus far, of any plans by Japanese components makers to locate in the area. He restated the company's goal of achieving 50 percent U.S. content, saying "some plastic parts and also major stamping parts" are likely to be U.S.-sourced.

Uchida said Mazda will work to approximate the just-in-time inventory system in operation at the company's modern Hofu assembly complex in Japan, on which the Flat Rock plant will be modeled.

"We'll try to come as close as possible," he said. "I don't think we can do just the same as we do in Japan, but we are trying to be very close."

The new plant will have capacity for 240,000 cars annually, with Ford Motor Co. buying about half of the output.

The two companies are still working out the details of the arrangement. Uchida said he was unsure of the timetable for finalizing the agreement, but noted that discussions are "on the assumption" that Ford will buy 40-60 percent of the Flat Rock output.

Plans call for launching production in the summer of 1987, with the first car coming off the line that autumn. Uchida said the plant will reach full capacity by late 1988. During the first year of production, the company will build Mazda-badged cars and then begin supplying Ford in the second year of production.

The "626-class" vehicle has been pegged by company officials as an "international-sized" car, about the same size as the Honda Accord and slightly smaller than the GM A-cars.

Despite plans by Toyota and Honda to build relatively small assembly plants in Canada before the end of the decade, Uchida said Mazda has no current plans to build cars north of the border.

Marv Hartwig builds

Marv Hartwig, Inc., has broken ground for MHI Auto Center (Lincoln-Mercury-Nissan), Iowa City, Ia. Construction of the 30,000-square-foot masonry and steel building is scheduled to be completed March 1.

Dealers sponsor Teddy Bear Fair at Minnesota Zoo

MINNEAPOLIS.—The BurnApple Auto Dealers Assn. will sponsor the fourth annual Teddy Bear Fair Nov. 29 at the Minnesota Zoo.

Anyone bringing a teddy bear to the fair will be admitted free. Events include music by the Teddy Bear Band, bear movies and a teddy bear contest.

The dealers have deemed the event "very bearable" and they said it underlines their "teddy bearish" sales philosophy.

On Dec. 2, the eight dealers in Burnsville and Apple Valley will conduct free drawings for Minnesota Zoo Family Memberships. People register for the drawing at any of the dealerships.

Dealerships in the group are Apple Valley Ford, Bill Gonzales Buick, Burnsville Volkswagen, Dick Smith Olds-Pontiac-GMC, Grossman Chevrolet, Park Jeep, Burnsville Volkswagen and Sunnyside Chrysler-Plymouth-Dodge.

VW retains slender lead in European sales race

Continued from Page 1

lead on the strength of a mammoth export drive while its domestic German market remained in the doldrums.

West German sales are still trailing last year's, but by a steadily decreasing amount. At the end of September, the market was down 2.6 percent, compared with 8.1 percent in June and 17.5 percent in March. The German market is the largest in Europe, accounting for nearly one in every four sales.

Of the other three large national markets, the U.K. and Italy are heading toward record or near-record years, and France has recorded a slight upturn after more than two years of falling sales.

In Italy, sales were up 7.8 percent at the end of September, and in Britain, sales were up 4.4 percent. The French increase was only 0.9 percent, but it represented a reversal of the trend.

Even in Spain, the fifth largest market where an upturn is always predicted to be around the corner, demand rose 1.4 percent in the nine-month period.

Compared with the positions at the halfway point of 1985, only Ford and the combined Japanese importers increased their shares of business. In Ford's case, its overall improvement stemmed from success in just one market in one month: The U.K. in August, when it registered 102,200 cars.

August is always the country's peak selling month and, as market leader, Ford reaped the benefit. GM's Vauxhall sold an unprecedented 59,900 units in August.

The Japanese success stemmed from the same development in the U.K., an increasing share of the recovering German market and continued good business in other, smaller markets.

Two-thirds of new cars have faults, survey shows

Continued from Page 6

rate," Dixon said. "The reasons include the personal approach of hand-signed requests, first-class postage on the envelope, a prepaid return envelope and the brevity of the questionnaire."

The questions were developed with the close cooperation of the company's dealer clients. The first, she said, is: "Have you needed warranty service on your new car?"

Although the questionnaire is small in size and the questions can be answered quickly, Dixon said the last entry includes a few blank lines for additional comments. She has received three-page letters from the more-upset respondents.

Engine problems ranked first among complaints, followed by electrical, squeak-leak, exterior paint, interiors, body fits and drivetrain.

Customers often feel helpless, she continued. Dealers do, too. Their relationship with the factory is fragile. They don't need to jeopardize it by unconsciously ignoring customer complaints. And they feel they are blamed for quality over which they have no control.

Denise Chavez, of Burt Chevrolet-Subaru-Toyota, Denver, said Consumer Contact survey services help the three Burt dealerships provide more complete service after sales.

"Our situation is rather unique," she said. "Burt was doing this kind of followup on its own years ago when Consumer Contact further developed it and then marketed it. We now buy their services as well as doing some things on our own, for both new and used cars."

Chavez said today's new cars have to be good because of intense competition in the marketplace and because consumers are more vocal. "They have more opportunities to express themselves, through surveys and such."

Have these post-sale contacts helped Burt's CSI ratings? "Definitely," she said.

obituaries

Edgar Rinke Sr.

DETROIT.—Edgar Rinke Sr., a longtime General Motors dealer in the Detroit area, died Nov. 7 at the age of 85. He became a Buick-Oakland dealer at the age of 17 in suburban Center Line and never quit working as a dealer. Throughout his career, he showed up at the dealership with a brown-bag lunch packed for him by his wife. Over the years, Mr. Rinke was a dealer for eight GM lines—Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, Oakland, Viking and LaSalle. His son, Edgar Jr., and other relatives operate five dealerships in Southeastern Michigan.

Agnes Fanning Sullivan

SPRINGFIELD, Mass.—Agnes Fanning Sullivan, 89, former owner of Springfield Armored Car Service and a past director of the National Armored Car Assn., died Nov. 6.

EPA studying need for more emission rules

Continued from Page 3

road to make a significant improvement in the air.

But it also tentatively concluded that revising the RVP of its certification fuel to 11.5 psi and changing the test procedure for certifying vehicles is the most cost-effective alternative in the long term.

As much as 584,000 tons of hydrocarbons could be wiped out that way by the year 2010 at savings of some $274 per ton to the public, it reported.

Regulation of fuel, on the other hand, could reduce HC emissions caused by bad auto maintenance, defective automotive components, emission-system tampering, gasoline storage, distribution and vehicle refueling.

In the year 2010, fuel control could eliminate up to an additional 426,000 tons of HC emissions at costs ranging from $998 to $1,681 per ton, EPA said.

The agency set a public hearing at its Ann Arbor (Mich.) Laboratory on Jan. 8, possibly extending into the next day. Written comments are due by Feb. 10.

Overtime boosts output 3.76 pct. for week

Auto production tops 180,000

By Kathy Boyer
Detroit Reporter

With more plants working overtime, last week's estimated domestic production of 180,400 cars was up 3.76 percent from the previous week's 173,863.

The estimated output was 85.45 percent more than the 97,279 built last year during the Thanksgiving holiday week.

So far this year, 7,549,203 cars have been assembled, 6.29 percent more than the 7,102,686 built last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 59.01 percent; Ford Motor Co., 19.72 percent; Chrysler Corp., 14.63 percent; Honda of America Mfg. Co., 1.75 percent; American Motors, 1.52 percent; Volkswagen of America, 1.30 percent; New United Motor Mfg. Co., 1.05 percent, and Nissan Motor Mfg. Co., U.S.A., 1.02 percent.

GM will lay off 1,723 employes in Pontiac and Flint Jan. 2 due to reduced demand for Buick Regal V-8s.

The line rate at the assembly plant in Pontiac will be reduced from two shifts at 70 units per hour to two shifts at 50 units per hour. That will temporarily idle 533 employes.

As a result, the body assembly plant in Flint will temporarily lay off 1,190 employes. The plant will continue to produce bodies for the Pontiac assembly plant on two shifts at 50 units per hour.

The production cutback affects only Regal V-8s. The Pontiac plant also assembles the Oldsmobile Cutlass Supreme.

GM said it expects to recall the employes next summer as a result of an anticipated—but as yet unspecified—production shift.

GM's Fiero plant in Pontiac, which had been shut down because of a parts shortage, resumed production Nov. 18.

AMC's Kenosha's plant will be closed today (Nov. 25) through Wednesday for inventory adjustment. Production is expected to resume Monday (Dec. 2). The plant assembles Renault Alliance and Encore.

GM scheduled Saturday (Nov. 23) overtime at the following plants: Flint; Doraville, Ga.; Leeds, Mo.; Framingham, Mass.; Lakewood, Ga.; Tarrytown, N.Y.; Lordstown, O.; Lansing Nos. 1 and 2; Orion Township, Mich., and Oklahoma City.

Ford has daily overtime slated this week at Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Chrysler has these plants scheduled for daily overtime this week: Belevidere, Ill.; Newark, Del.; St. Louis No. 1., and Jefferson (Detroit).

Renault 21 for Europe, U.S. to debut at Geneva show

By Jean-Jacques Renaux
Special Correspondent

PARIS.—Renault last week released information on the 21 model that will be introduced at the Geneva Auto Show next March as a replacement for its 18 line.

Photo on Page 1

The new, larger model will go on sale throughout Europe next summer and is slated to be exported to the U.S. by early 1988, although Renault and American Motors officials would not comment on precisely when.

The U.S. version could be sourced either from the main plant in Le Havre, France, or from Renault's Belgian assembly plant in Vilvorde.

The new 21, previously dubbed 19, goes up-market from the 18 and is slightly larger, at 176 inches long. It is offered in two wheelbases: 102 and 105 inches.

Engine choices range from 1.7 to 2.0 liters. The small power plant, used in Alliance and Encore, is transversely mounted in the R21, commanding the longer wheelbase. The bigger aluminum gasoline and diesel engines are hung north-south, as in the Renault 18 and 25.

According to Renault, the 21 fits in a market segment that accounted for 26.4 percent of all new-car sales in Europe last year, a total of 2.65 million. Although that segment has shrunk from more than a 29-percent share five years ago, Renault marketers said that was due partly to hotter competition from segments directly above and below.

The company noted that few new cars have been introduced in that segment in Europe recently. The 21 will compete with the Ford Sierra, Audi 80/90, Mercedes 190, Honda Accord and Integra (Acura) and Austin Montego. The new Fiat Croma, due in a few weeks, will compete in a similar category, and Peugeot is preparing to launch its entry, the 405, before the end of 1987. (Automotive News, June 3, 1985.)

Renault quoted no production target or prices.

The 21 will be offered in only one body style, a four-door sedan without the rear hatch that was seen on some development models. Renault will add a 160-HP turbocharged version in 1987 and, later, a station wagon. The car also is expected to be the first Renault to feature the new 4-speed automatic transmission being developed jointly with Volkswagen.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 23, 1985	Week Ended Nov. 24, 1984	Week Ended Nov. 16, 1985	Nov to Date	Jan. 1 to Nov. 24, 1984	Jan. 1 to Nov. 23, 1985
AMERICAN MOTORS	0	610	369	443	20,518	10,083
FORD MOTOR	11,057	10,937	10,373	33,220	402,149	448,486
GENERAL MOTORS	14,400	8,388	13,891	43,533	517,345	510,150
VOLVO	225	225	180	672	9,450	9,130
Total Cars, Canada	25,682	20,160	24,813	77,868	949,462	977,849

U.S. TRUCK PRODUCTION*

	Week Ended Nov. 23, 1985	Week Ended Nov. 24, 1984	Week Ended Nov. 16, 1985	Nov to Date	Jan. 1 to Nov. 24, 1984	Jan. 1 to Nov. 23, 1985
CHEVROLET	23,430	10,797	27,382	73,298	889,217	1,015,827
DODGE	4,400	2,711	4,623	15,559	191,479	192,800
FORD	30,129	14,153	27,839	91,928	1,081,775	1,052,439
GMC	7,027	3,877	6,874	22,192	292,705	316,977
INTERNATIONAL	1,496	947	1,464	4,633	68,511	65,771
JEEP	5,800	2,259	5,876	18,595	168,217	196,324
NISSAN	2,200	1,485	2,166	7,113	89,919	95,701
AM GENERAL	50	50	50	160	2,340	2,180
MISCELLANEOUS	2,000	1,000	2,000	6,400	46,600	82,553
Total Trucks, U.S.	76,532	37,279	78,274	239,877	2,830,763	3,020,572

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 23, 1985	Week Ended Nov. 24, 1984	Week Ended Nov. 16, 1985	Nov to Date	Jan. 1 to Nov. 24, 1984	Jan. 1 to Nov. 23, 1985
CHRYSLER	9,080	7,455	9,266	27,645	330,034	343,180
FORD	3,581	3,694	3,620	11,555	141,213	143,246
GENERAL MOTORS	5,976	6,033	6,417	19,977	252,150	247,122
INTERNATIONAL	200	0	203	646	7,724	9,043
Total Trucks, Canada	18,837	17,182	19,506	59,824	731,121	742,591
N. American Trucks	95,369	54,461	97,780	299,701	3,561,884	3,763,163

o—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production passes 3 million; 24 days early

Domestic truck makers assembled their 3-millionth truck last Thursday (Nov. 21)—24 days ahead of 1984's build.

Year-to-date, 3,020,572 units have been built, 6.71 percent more than the 2,830,763 assembled last year at this point.

Last week's estimated production of 76,532 trucks dipped 2.23 percent from the previous week's 78,274 but was 105.30 percent more than the 37,279 built during the Thanksgiving week last year.

General Motors' Lordstown (O.) plant was scheduled for Saturday (Nov. 23) overtime.

Ford has slated daily overtime this week (Nov. 25) at the following plants: Kansas City; Louisville; Lorain, O.; Wayne, Mich.; Norfolk, and Twin Cities.

Chrysler's Warren (Mich.) plant was scheduled for Saturday (Nov. 23) overtime and also daily overtime this week.

Canadian trucks slip 3.43 pct. from 30-week high

Canadian truck makers' estimated output of 18,837 units last week dipped 3.43 percent from the previous week's 19,506.

The prior week's build was the best since the week ended April 20, when 20,166 trucks were completed.

The scheduled output was 9.63 percent more than the year-ago week's 17,182.

Year-to-date, 742,591 trucks have been assembled, 1.57 percent more than the 731,121 completed last year at this time.

The makers' targeted production of 25,682 cars last week was 3.50 percent more than the previous week's 24,813 and 27.39 percent above the year-ago week's 20,160.

So far this year, 977,849 units have been assembled, 2.99 percent more than the 949,462 built last year at this point.

American Motors' Brampton (Ont.) plant was closed last week for inventory adjustment. Production is scheduled to resume today (Nov. 25).

U.S. CAR PRODUCTION

	Week Ended Nov. 23, 1985	Week Ended Nov. 24, 1984	Week Ended Nov. 16, 1985	Nov to Date	Jan. 1 to Nov. 24, 1984	Jan. 1 to Nov. 23, 1985
AMERICAN MOTORS	2,750	0	2,845	8,925	172,464	106,102
Renault Total	2,750	0	2,845	8,925	172,464	106,102
Alliance	2,000	0	2,281	6,837	98,698	69,894
Encore	750	0	564	2,088	73,766	36,208
CHRYSLER CORP.	26,400	16,255	30,023	91,263	1,135,828	1,163,858
Plymouth Total	7,600	4,915	9,513	27,833	346,023	337,909
Horizon	3,100	1,957	3,890	11,228	147,466	130,009
Reliant	3,200	1,992	4,039	12,042	158,916	149,352
Caravelle	1,300	786	1,584	4,497	19,996	44,341
Gran Fury	0	180	0	65	19,645	14,207
Chrysler Total	8,100	4,956	8,738	27,199	366,012	380,873
LeBaron	2,800	1,409	2,988	9,100	106,336	86,500
LeBaron GTS	3,000	664	3,035	9,481	4,720	91,292
Laser	1,100	825	1,192	3,716	65,008	48,332
New Yorker E-Class	1,200	895	1,523	4,459	83,705	59,340
Fifth Avenue	0	1,163	0	442	106,243	95,409
Dodge Total	10,700	6,384	11,772	36,230	423,793	445,076
Omni	3,000	1,637	3,436	10,489	135,058	125,203
Aries	3,000	1,904	3,208	9,726	130,547	124,151
Daytona	1,100	640	1,182	3,689	48,701	43,777
Dodge 600	1,600	968	1,941	5,942	68,390	60,741
Lancer	2,000	475	2,005	6,278	3,702	62,297
Diplomat	0	760	0	107	37,395	28,907
FORD MOTOR	35,583	22,568	31,152	110,035	1,620,481	1,514,040
Ford Division	23,849	14,420	20,600	72,586	1,048,317	1,016,741
Escort	8,659	3,920	7,469	26,061	316,075	316,128
Mustang	4,716	2,063	4,181	13,831	125,996	170,464
LTD	0	2,974	0	4,284	206,184	184,449
Taurus	1,985	0	1,570	4,115	0	5,006
Thunderbird	3,143	1,626	2,710	9,638	134,862	158,014
Crown Victoria	0	1,137	0	0	77,219	7,122
EXP	0	615	0	0	38,489	3,863
Tempo	5,346	2,085	4,670	14,656	149,492	171,695
L-M Division	11,734	8,148	10,552	37,449	572,164	497,299
Mercury Total	8,068	6,140	6,902	25,199	418,849	347,422
Lynx	2,218	747	1,981	6,822	62,830	68,363
Capri	574	175	379	1,399	16,641	17,563
Marquis	0	1,549	0	1,265	109,521	84,073
Sable	543	0	559	1,858	0	2,358
Cougar	3,889	1,946	3,362	11,472	105,619	119,486
Grand Marquis	0	879	0	0	83,248	7,915
Topaz	844	844	621	2,383	40,990	47,664
Lincoln Total	3,666	2,008	3,650	12,250	153,315	149,877
Continental	512	374	511	1,712	33,291	23,430
Lincoln	2,751	1,423	2,738	9,189	96,124	109,882
Mark VI/VII	403	211	401	1,349	23,900	16,565
GENERAL MOTORS	106,430	55,470	100,917	332,120	3,981,650	4,456,321
Buick Total	21,895	13,678	20,689	68,945	897,544	929,555
Skylark	0	1,737	0	0	98,080	40,953
Skyhawk	3,543	1,065	3,159	10,875	119,903	100,869
Somerset	1,448	1,329	1,402	4,972	20,426	111,879
Century	7,857	3,164	7,769	25,380	207,243	273,018
Regal	2,725	1,659	2,656	8,582	162,586	126,062
LeSabre Electra (rwd)	325	2,907	664	1,863	188,265	95,672
LeSabre (fwd)	1,436	0	803	3,304	0	5,953
Riviera	554	698	171	962	47,849	47,103
Electra (fwd)	4,007	1,119	4,065	13,007	53,192	128,046
Cadillac Total	6,604	4,159	5,880	20,478	296,867	304,277
Cimarron	613	124	736	2,217	14,211	25,209
Seville	420	445	127	758	35,097	28,666
Eldorado	595	909	189	1,021	69,144	53,741
Cadillac (rwd)	933	900	918	2,898	102,565	36,958
DeVille (fwd)	4,043	1,781	3,910	13,584	75,650	159,703
Chevrolet Total	35,514	16,199	36,525	113,230	1,338,720	1,499,302
Chevette	2,785	1,687	2,350	8,593	160,904	141,999
Cavalier	10,098	5,178	11,012	33,544	362,865	454,148
Celebrity	6,023	2,773	6,623	18,523	257,595	244,396
Camaro	4,885	2,916	5,002	15,747	207,554	196,836
Citation	0	704	0	0	95,751	28,697
Malibu/El Camino	0	74	0	0	22,139	1,199
Monte Carlo	2,550	544	2,542	8,211	90,791	127,549
Chevrolet	8,173	1,714	8,006	25,425	109,590	261,739
Corvette	1,000	609	990	3,188	31,531	42,739
Oldsmobile Total	24,235	14,300	21,699	73,199	967,731	1,077,942
Omega	0	0	0	0	29,289	0
Firenza	1,315	1,113	1,153	4,015	61,505	57,860
Cutlass Supreme	5,166	2,882	5,309	16,855	234,115	216,221
Cutlass Ciera	7,987	3,096	6,932	23,563	225,567	326,632
88/98 (rwd)	859	3,856	713	2,307	285,654	165,926
88 (fwd)	2,560	0	1,450	6,286	0	13,075
Olds 98	2,783	1,597	2,932	9,433	69,322	132,666
Calais	3,165	1,232	3,088	10,038	21,829	137,626
Toronado	400	524	122	701	40,450	28,476
Pontiac Total	18,182	7,134	16,124	56,268	480,968	645,245
Acadian**	0	120	630	1,677	13,322	16,459
2000 Sunbird	3,386	1,607	3,548	10,446	126,453	130,669
1000	1,542	224	1,245	4,579	36,418	32,146
Firebird	2,635	1,515	2,547	8,410	97,808	104,674
Phoenix	0	0	0	0	14,116	0
6000	1,749	0	1,493	5,294	0	51,353
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,670	1,227	2,770	8,683	42,811	81,326
Fiero	2,400	1,554	0	5,321	105,817	100,501
Grand Am	3,800	887	3,891	11,859	14,510	128,117
HONDA	3,150	1,842	3,135	9,860	124,571	133,344
NISSAN	1,837	0	1,542	5,109	0	36,592
NUMMI*	1,900	0	1,900	6,080	0	49,949
VOLKSWAGEN	2,350	1,144	2,349	7,478	67,692	88,997
Total Cars, U.S.	180,400	97,279	173,863	570,869	7,102,686	7,549,203
Total Cars, Canada	25,682	20,160	24,813	77,868	949,462	977,849
N. American Cars	206,082	117,439	198,676	648,737	8,052,148	8,527,052
N. American Trucks	95,369	54,461	97,780	299,701	3,561,884	3,763,163
North American Cars and Trucks	301,451	171,900	296,456	948,438	11,614,032	12,290,215

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

December 2, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited

60th year—$45 per year, $1.00 per copy

Slick Opel

Rekord replacement in works

Happy with the aerodynamic redesign of its Kadett, Adam Opel will next apply its wind-tunnel-honed look to the midsize sedan that will replace the Rekord in Europe. When the car is launched in August, 1986, it will feature 4-cylinder gasoline and diesel engines powering the rear wheels. A 6-cylinder engine and four-wheel drive are expected later.

Pontiac plant may corral plastic Camaro, Firebird

By Michelle Krebs
Financial Editor

General Motors is considering only one large manufacturing facility for its next-generation of Pontiac Firebird and Chevrolet Camaro models, which are due in 1989 or 1990. That manufacturing center is likely to be in Pontiac.

Sources say GM is evaluating whether it should have one large manufacturing facility for the new models or two medium-size plants.

The Firebird and Camaro, known as GM F-bodies, are now assembled by two plants—one in Van Nuys, Calif., and another in Norwood, O.

GM officials won't comment, saying it's too early to speculate since its is an end-of-the-decade car program.

Whatever the decision on the number of plants, sources say Pontiac has been selected as one of the sites and perhaps the only one.

The move would require renovation of the facility where the rear-wheel-drive Buick Regal and Oldsmobile Cutlass Supreme now are assembled. GM recently announced it would lay off 533 workers at the plant because of reduced demand for Regal V-8s. The rear-drive models were to be discontinued two years ago but were not.

Sources say Pontiac is an ideal candidate for the next-generation Firebird/Camaro line, codenamed GM30, because of its central Midwest location, proximity to suppliers—particularly suppliers of plastic composites—and its high-quality workforce.

The move of Firebird/Camaro production to Pontiac also would make the Pontiac complex the center of plastic body technology. The next Firebird/Camaro will have plastic body panels hung on a steel space frame, similar to the Pontiac Fiero, which is assembled at the same complex. It has yet to be decided if the new Firebird and Camaro will be 1989 or 1990 models.

GM executives reportedly have given verbal approval to suppliers of plastic panels.

One of the principal suppliers is Eagle Picher Co. An Eagle Picher executive has been reported as saying he is "90 percent sure" GM would move Firebird/Camaro assembly to Pontiac from Norwood.

The move means the prospects for the Norwood and Van Nuys plants are unclear.

Van Nuys is the last assembly plant operated on the West Coast by a domestic manufacturer. GM and Ford Motor Co. have closed three others since 1981. A fourth in Fremont, Calif., was closed and reopened as the GM-Toyota joint-venture plant.

In recent months, GM has experienced serious problems with the EPA and California officials concerning air pollution.

The EPA has cited the Van Nuys plant a number of times since last

Please turn to Page 47, Col. 4

Enthusiasm is lacking for tax-reform bill

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The latest version of tax reform produced by the House Ways and Means Committee has met with a lukewarm reception from the nation's auto makers.

The bill, which the tax writers put together after two months of

Related story on Page 48

closed sessions, lowers overall corporate tax rates to 36 percent from the current 46 percent. But actual taxes paid by corporations may be higher because the bill also cuts back and eliminates many business deductions of importance to manufacturing industries and U.S.-based multinational corporations.

General Motors, which has been an enthusiastic backer of tax revision, issued a statement saying, "We have consistently supported fundamental tax reform which would provide for lower rates applied to a broader tax base. A great deal has been accomplished in the current effort to reform our archaic and inequitable tax system."

But, GM continued, "Unfortunately, the results so far have not met the necessary goal of lower rates."

The company did not abandon the tax rewrite effort, however. "Perhaps there is a way to make the changes necessary for support either in the House as it completes action, or in the Senate," GM said.

Neither Ford Motor Co. nor Chrysler Corp. issued a formal

Please turn to Page 48, Col. 1

Jeep CJ-7 production will end in January

By Richard Johnson
Detroit Reporter

American Motors will cease production of its venerable Jeep CJ-7 model late next month and will launch the new YJ replacement in May, according to AMC President Jose Dedeurwaerder.

In an interview with Automotive News last week, Dedeurwaerder confirmed the late January phaseout of the CJ-7 at the company's Jeep assembly operations in Toledo. He said AMC will begin building the YJ at the Brampton (Ont.) assembly plant in early February.

AMC has revealed little about the new Jeep, but Dedeurwaerder said last week that "it has some of the features of the Cherokee and Wagoneer that have been so popular."

Sources have described the new Jeep as a lower, wider and more stylish outgrowth of the open-bodied CJ model. Dedeurwaerder projected annual YJ sales volume of "around 30,000."

The CJ model grew out of the famous World War II four-wheel-drive military vehicle, designed by Willys Corp. The name "Jeep" apparently evolved from the military acronym GP, for "general purpose" vehicle. Willys copyrighted "Jeep" after the war and quickly introduced the CJ-2A model for civilian use.

The CJ-5 model was introduced in 1954 and the CJ-7, which offered automatic transmission, debuted as a 1976 model.

About 1.5 million CJ models have been produced for civilian use since the war. The peak year for the CJ was 1978, when sales reached 76,628.

AMC reported sales of 39,547 CJ-7 models in 1984. Through October of this year, 31,974 CJs had been sold, down from 35,774 in the same period last year.

The CJ has been the subject of controversy in recent years due to

Please turn to Page 50, Col. 2

In era of multinationals, German auto maker thrives and savors its position

Cross BMW off the merger list; it likes its independence

By Richard Feast
European Editor

MUNICH.—Never a year goes by without the rumor mill grinding out some story or other concerning the imminent demise of BMW, its takeover by another company or even its takeover of another company.

Yet, BMW has steadfastly maintained that it wants to remain its own boss and carry on doing what it does best—making high-quality automobiles that find a ready market throughout the world.

Thus while talk of takeovers by Siemens or General Motors, or of a merger with MAN or Messerschmitt-Boelkow-Blohm (MBB), continues, BMW can reflect on more than a decade of consistent growth and continued profitability.

"We are quite happy as we are," reports Chairman Eberhard von Kuenheim.

News Analysis

Why is it that BMW is always the center of speculation when it comes to the grand view of the future structure of the automobile industry?

For a start, it does not fit into a neat category. In volume, it is neither a Ferrari nor a Ford. It has avoided collaboration; it has no multinational protection; its industrial base is a narrow one of up-market cars and a few motorcycles and marine engines, and it has practically ignored the diversification policies of others.

The conventional wisdom of the day says such a company should not exist—let alone go from strength to strength.

Last year's volume was an unprecedented 432,000, a level at which companies like Austin Rover and Citroen are unprofitable. Tiny volumes like Morgan's, small volumes like Jaguar's and big numbers like GM's—those are the hallmarks of business success, not middling numbers from a narrow-base company.

There has been precious little collaboration with other auto makers; joint projects with ZF and Bosch are commonplace across the industry. And yet, even a company with a strong image like Honda has seen fit to join forces with Austin Rover. It is the same for Saab and Lancia, for Alfa Romeo and Nissan. But a BMW is a BMW.

Unlike Audi or Lancia—or even Ferrari—it has no protection from an international group with huge business and financial clout. There are no possibilities to share even low-cost items like door handles or turn indicators, let alone major suspension or powertrain items.

BMW's health stems from one main platform: Cars that cost a cut above the rest. It is a good market to be in, one that has con-

Please turn to Page 47, Col. 3

breaking news

Nissan boosts prices $400

CARSON, Calif.—Nissan Motor Corp, U.S.A., has increased its car and truck prices an average of $400, or 4 percent, because of the stengthening of the Japanese yen relative to the dollar. The boost is effective today (Dec. 2). This is Nissan's second price increase of the 1986 model year. Earlier, it raised its car prices in the U.S. an average of $164, or 1.3 percent. Mitsubishi Motor Sales of America has also increased prices. Stickers of most Mitsubishi cars went up $80 to $260, effective last week. Other Japanese makers are expected to join the round of price hikes because of the dollar-yen change (story on Page 2).

NEWSPAPER

Ford Laser for Australia

New styling features on Ford of Australia's Laser include frameless flush headlights, turn indicators and taillights integrated with adjacent sheet metal, new air inlet replacing the traditional radiator grille, wraparound bumpers integrated into bodyside sheet metal and flush door handles.

Total is down for 5th consecutive 10-day period

Mid-November sales dive 18 pct.

By Jenny L. King
Detroit Reporter

Rumors of late-year consumer incentives abound, but domestic sales continue to flag, and dealers couldn't greet Thanksgiving with the same gusto as they did a year ago.

In mid-November, domestic new-car sales were down for the fifth consecutive period. The sag followed exaggerated sales returns from low-interest-rate loans available in August and September.

The Nov. 11-20 total was off 18.15 percent from last year's, and it was down 27.24 percent on a daily-rate basis. There were nine selling days this year versus eight in 1984.

Domestic dealers reported mid-month sales of 184,327 new passenger cars, down some 40,000 units from 225,196 a year earlier. The daily rates were 20,481 versus 28,150.

The total was up 25.42 percent from 146,969 the first 10 days of the month, and although it was down from 1984, it was up slightly from 174,861 in 1983.

Year-to-date sales totaled 7,461,736, up 3.58 percent from 7,204,124 a year earlier.

Looking at individual makers, there were favorable reports from Volkswagen and Honda. VW said its dealers delivered 2,306 new Golfs in the period, an increase of 75.76 percent over 1,312 for the same period a year ago (and up 56.10 percent daily rate). Honda was up 16.49 percent, to 4,302 from 3,693 (up 3.46 percent daily rate).

General Motors was down 18.23 percent, to 102,614 from 125,495 (down 27.31 percent daily rate). Ford Motor Co. tumbled 22.01 percent, to 47,236 from 60,568 (down 30.68 percent daily rate). Chrysler Corp. was off 20.87 percent, to 23,285 from 29,428 (down 29.67 percent daily rate).

American Motors plunged 51.06 percent to estimated sales of 2,300 from 4,700 a year earlier (down 56.38 percent daily rate), and Nissan mid-month sales totaled 2,284.

The market in the period was divided in this manner: GM had 55.67 percent, Ford had 25.63 percent, Chrysler had 12.63 percent, AMC had 1.25 percent, VW had 1.25 percent, Honda had 2.33 percent and Nissan had 1.24 percent.

A year earlier, GM had 55.73 percent, Ford had 26.89 percent, Chrysler had 13.07 percent, AMC had 2.09 percent, VW had 0.58 percent and Honda had 1.64 percent.

Again, only VW and Honda were up in year-to-year sales by make. Plymouth was down 29.90 percent, Chrysler was down 10.31 percent and Dodge was off 22.83 percent. Ford missed by 19.73 percent, Mercury was down 33.66 percent and Lincoln dropped 1.43 percent.

Buick dipped 30.13 percent, Cadillac was off 22.86 percent, Chevrolet was down 14.12 percent, Oldsmobile skidded 23.99 percent and Pontiac missed by 1.05 percent. AMC was off an estimated 42.86 percent and Renault Alliance/Encore sales dropped 52.50 percent.

Ford's subcompact Escort was the top-selling nameplate in the mid-month period with 12,668 units. It was followed by Chevrolet Celebrity at 9,572, Chevrolet Cavalier at 8,710, Oldsmobile Cutlass Ciera at 6,879 and Ford Tempo at 6,418.

DOMESTIC SALES

	Nov. 11-20, 1985	Nov. 11-20, 1984
Renault Alliance-Encore	1,900†	4,000†
AMC	400†	700†
AMERICAN MOTORS	2,300†	4,700†
Chrysler	8,614	9,604
Plymouth	6,217	8,869
Dodge	8,454	10,955
CHRYSLER CORP.	23,285	29,428
Ford	31,708	39,501
Mercury	10,781	16,251
Lincoln	4,747	4,816
FORD MOTOR CO.	47,236	60,568
Buick	18,121	25,934
Cadillac	7,183	9,312
Chevrolet	35,865	41,713
Oldsmobile	21,624	28,448
Pontiac	19,878	20,088
GENERAL MOTORS	102,614	125,495
VOLKSWAGEN	2,306	1,312
HONDA	4,302	3,693
NISSAN	2,284	0
U.S. INDUSTRY TOTAL	184,327	225,196

†—Estimate

Bill introduced to thwart reduction of U.S. content

Ford under fire on CAFE plan

By Geoff Sundstrom
Washington Reporter

WASHINGTON—Ford Motor Co.'s announcement that it may reduce U.S. content in some of its less-fuel-efficient models if U.S. CAFE requirements are not eased has been answered by an irate Democratic congressman from California.

Rep. Fortney H. (Pete) Stark, who fought against reductions in the CAFE standard last summer,

Related story on Page 21

has introduced a bill that would force Ford—or any other auto maker seeking to avoid CAFE requirements by building lower-MPG cars overseas—to pay a tax on imports equal to any CAFE penalties that are avoided.

Stark's bill would "amend the gas-guzzler tax so that any imports produced by or for American corporations, which would exceed the total number produced by any of those corporations for the year ending Nov. 1, 1985, which would violate the gas-guzzler restrictions, would be subject to an additional tax equal to the penalty they would have to pay under the CAFE standards."

According to EPA, the 1986 Crown Victoria and Grand Marquis are not subject to the gas-guzzler tax.

Stark's bill was introduced after Ford advised NHTSA that it may have to move production of 25 percent of its Crown Victoria/Grand Marquis parts to foreign sources. The move would exempt those cars from U.S. fuel-economy penalties, since Ford could average those low MPG numbers into its import fleet, for which it enjoys credits.

A Ford spokesman said that the announcement was not meant as a threat, but as one of several options the company could pursue to bring itself into compliance with the CAFE law. The company is required by that law to present a plan to NHTSA indicating how it intends to meet future standards.

Stark read Ford's intentions differently, however, saying, "With this threat, Ford has essentially told the American people that the size of its bottom line is more important to America than are jobs in the auto industry, industrial competitiveness, energy conservation efforts and the long-term interests of the entire citizenry."

Ford said it viewed the contingency plan as the "least offensive option" both for American workers and for American consumers who wish to purchase a larger vehicle.

Stark said his bill imposes no additional penalties on the auto companies, "it merely forces them to obey the laws Congress has set."

He observed that the CAFE standards were established in response to the Arab oil embargoes and the resulting energy crises in the U.S. They were created primarily for for a better national energy conservation policy and to ease American dependence on foreign oil, he said. Last year, a third of the oil consumed in this country was imported, and this is expected to rise to 40 percent in the next four years.

Both Ford and GM argue that the fuel efficiency of even their largest cars has improved considerably in the past few years.

Stark said, "It's outrageous that the Administration agreed to change the law for Ford and General Motors in the first place. Now, for Ford to further threaten this country in order to secure the rollback for a longer period of time is nothing short of a crime."

He continued, "Ford was given a gift and they are essentially saying they deserve more."

Five-year pact freezes pay, cuts COLA

Foundry firm gets labor break

By Mary Connelly
Detroit Reporter

An Illinois automotive supplier has negotiated a five-year labor contract containing significant financial concessions to stem the flow of work to offshore foundries.

Wagner Castings Co., Decatur, Ill., which supplies tons of castings annually to the automotive industry, said the new contract calls for a five-year wage freeze, lower wage rates for new hires, elimination of two paid holidays and a $1-per-hour cut in the cost-of-living allowance.

The contract, which covers 850 members of Local 728 of the Allied Industrial Workers, is the basis of a renewed attempt to obtain long-term competitive supply contracts, said Donald C. Lawson, Wagner manufacturing vice president.

Wagner Castings anticipates sales of $65 million in 1985, down from $100 million in 1984, Lawson said. Eagner is one of the largest independent producers of iron castings in the U.S., and about 70 percent of its sales are made to General Motors, Ford Motor Co. and Chrysler Corp.

Foundries in Japan, Taiwan, South Korea, Brazil and South America have captured sales from the American company because of lower wage rates, Lawson said. Competitors also include non-union domestic companies and unionized domestic foundries with lower labor costs.

"Where we're really getting clobbered is offshore," he said, adding that the new labor agreement is designed to "put the company back on track competing with offshore producers of castings."

A local union official said the union agreed to the concessions to save jobs and to limit the amount of work Wagner has been outsourcing outside the foundry since January. David Gilpin, president of Local 728, said about 300 of the union's members are now laid off.

The company's two foundries have been operating at about 60 percent of capacity and working

Please turn to Page 48, Col. 2

index

Advertising news	20
Auction reports	38, 39
Classified advertising	40-47
Editorial page	10
Engineering	16
Obituaries	48
Production by makes	50
Truck highlights	14

60th year—No. 5103

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

NADA ad campaign begins on cable TV

By Edward Lapham
Marketing Editor

NADA's first TV spots began airing on selected cable channels during the Thanksgiving holiday weekend.

Two spots, the first-ever NADA televised commercials, were run 179 times during the four-day weekend as a market test on ESPN, CNN and CNNH.

Several years ago, NADA's only other national ad campaign ran on the NBC Radio Network.

This campaign's first message, a 60-second spot dubbed "This Man," shows a white-haired "dealer" in a camel sport coat, white shirt and yuppie-yellow tie seated at a desk, doing paperwork.

"Since 1975, this businessman has survived two recessions, two energy crises, interest rates of 21 percent and constant changes in law dictating the way he does business," the voiceover begins.

The announcer then highlights the business statistics—including employment of 779,800 and a $15.4-billion payroll—and talks about the local and community contributions of "this man."

At the end of the commercial, the voiceover says, "Oh, by the way, this man is your franchised new-car and truck dealer."

The spot ends with the NADA logo and the tagline, "Responsible Citizens of America."

The other message, a 30-second spot dubbed "Mechanic," features a real dealership mechanic, not a Mr. Goodwrench-type actor, getting up from under the hood of a car and wiping his hands on a shop towel.

"I'm a technician," the mechanic begins. He explains that both he and his boss, who is a member of NADA, are dedicated to excellence and that the dealer spends thousands of dollars each year for training and equipment to improve service operations.

The mechanic finishes by saying the franchised new-car and truck dealership is the place to go "for all your transportation needs."

Like "This Man," the "Mechanic" closes with the logo and citizenship tagline.

The two spots were developed and produced by Albuquerque-based Competitive Edge as a test for a proposed "on-going, 12-month marketing plan."

Lee Galles, CE chairman, said the 30-second "Mechanic" spot ran 80 times and the 60-second "This Man" spot ran 43 times during the four-day weekend test, generating more than 39 million gross cable household impressions.

"The dealers were totally, overwhelmingly in acceptance of it," Galles said. "We should get a pretty good feel for how the consumer reacted."

IMPORT REGISTRATION SHARES IN U.S.

	SEPTEMBER						NINE MONTHS				
	Regis., September 1985	Percent Share of Market	Regis., September 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84		Regis., 9 mos. 1985	Percent Share of Market	Regis., 9 mos. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	59,886	21.80	43,743	18.93	+2.87	Toyota	420,411	19.48	378,030	20.09	−0.61
Toyota	54,754	19.93	49,892	21.59	−1.66	Nissan	413,118	19.14	358,638	19.06	+0.08
Honda	42,506	15.47	45,373	19.64	−4.17	Honda	398,537	18.46	366,940	19.51	−1.05
Mazda	20,121	7.32	16,100	6.97	+0.35	VW	143,859	6.66	123,066	6.54	+0.12
VW	18,761	6.83	12,257	5.31	+1.52	Mazda	139,233	6.45	121,484	6.46	−0.01
Subaru	15,716	5.72	13,814	5.98	−0.26	Subaru	117,113	5.42	108,580	5.77	−0.35
Volvo	8,635	3.14	7,434	3.22	−0.08	Volvo	79,891	3.70	75,249	4.00	−0.30
BMW	7,827	2.85	5,572	2.41	+0.44	Mercedes	66,773	3.09	55,090	2.93	+0.16
Mercedes	6,906	2.51	6,097	2.64	−0.13	BMW	66,434	3.08	51,114	2.72	+0.36
Audi	6,094	2.22	5,757	2.49	−0.27	Audi	57,775	2.68	51,585	2.74	−0.06
Others	33,563	12.21	24,990	10.82	+1.39	Others	255,690	11.84	191,542	10.18	+1.66
TOTAL	274,769		231,029			TOTAL	2,158,834		1,881,318		
Share of U.S. Total		24.87		26.42	−1.55	Share of U.S. Total		26.20		24.61	+1.59

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

Falls below 25 pct. in September as incentives boost domestics

Import market share declines

By Jenny L. King
Detroit Reporter

Incentives-based record sales of U.S.-built passengers cars in September pushed imports down to less than 25 percent of the total market, although their year-to-date share remained healthy, at 26.20 percent.

Import registrations were up 18.93 percent for the month in a year-to-year comparison. Domestics left them in the dust with a 29.21-percent increase.

Based on figures from R.L. Polk & Co., September import registrations totaled 274,769, up 18.93 percent from 231,029 in 1984.

Their 24.87-percent share of the month's market was down from 26.42 percent a year earlier and was a plunge of nearly six percentage points from 30.62 percent in August, 1985.

Nissan, with record passenger-car sales in September and a plant in the U.S. adding to its monthly total, climbed over Honda and Toyota into first place this year. Its total of 59,886 was up some 16,000 units from 43,743 a year earlier and earned Nissan an additional 2.87 percentage points in the import market.

Second-place Toyota was up 5,000 units but lost 1.66 percentage points in its share of the import market, dropping to 19.93 percent from 21.59 percent.

Honda was third with 15.47 percent of the market, down from 19.64 percent a year ago. Honda's domestic sales, which are included in the import registrations number, have been leveling off to the point of sagging this year, and its import numbers have remained steady in a generally burgeoning market. The result was a rather dramatic drop in share of the market.

Volkswagen, another domestic-import entry, moved into fifth place following Mazda. Subaru dropped into sixth. Volvo held on to seventh, and BMW jumped into eighth from 10th position a year earlier. Mercedes-Benz was ninth and Audi was 10th.

The top 10 imports claimed 87.79 percent of the September import market this year compared with 89.18 percent in 1984.

Import registrations for the first nine months of the current calendar year were up 14.75 percent, to 2,158,834 from 1,881,318. Their share of the overall market remained well above that of 1984: 26.20 percent versus 24.61 percent.

Major changes in positions among the top 10 included Nissan pushing Honda out of second place and BMW moving up to ninth from 10th place. Nissan gained 0.08 percent points over the long haul, VW was up 0.12 percentage points, Mercedes was up 0.16 percentage points and BMW was up 0.36 percentage points.

Ten makes had 88.16 percent of the import market through September, down from 89.82 percent in 1984.

Japan's share of the September total slipped to 72.99 percent from 74.41 percent a year earlier. Cars from West Germany represented 13.00 percent, up from 10.72 percent. U.S.-assembled imports claimed 8.12 percent, up from 8.09 percent and Swedish imports had 4.36 percent, up from 4.26 percent.

Totals from countries of origin this September versus September, 1984, were:

	Sept. 1985	Sept. 1984
Japan	200,551	171,906
W. Germany	35,724	24,758
United States	22,320	18,686
Sweden	11,989	9,846
France	2,038	2,824
Great Britain	1,319	2,233
Italy	590	742
Yugoslavia	238	0
Ireland	0	34
TOTAL	274,769	231,029

During the first nine months of this year, Japanese-built passenger cars accounted for 70.76 percent of the market, down from 71.75 percent in 1984. German products were up to 13.94 percent from 12.55 percent. U.S.-built cars accounted for 8.39 percent, up from 8.11 percent, and cars from Sweden claimed 5.11 percent, down from 5.33 percent. Totals were as follows:

	9 Mos. 1985	9 Mos. 1984
Japan	1,527,560	1,349,858
W. Germany	301,046	236,099
United States	181,210	152,581
Sweden	110,230	100,348
France	1,528	23,740
Great Britain	14,620	13,344
Italy	5,382	5,046
Yugoslavia	238	0
Ireland	0	302
TOTAL	2,158,834	1,881,318

Registrations of new imported trucks were up 20.95 percent in September, to 89,134 from 73,696 last year. Totals from the major makers were:

	Sept. 1985	Sept. 1984
Toyota	32,897	33,262
Nissan	26,453	14,817
Mazda	10,592	10,852
Isuzu	7,557	—
Dodge Ram 50	—	5,434
Others	11,635	9,331
TOTAL	89,134	73,696

Imported-truck registrations numbered 717,989 for the first nine months of the year, up 30.56 percent from 549,936. The breakout:

	9 Mos. 1985	9 Mos. 1984
Toyota	277,984	213,967
Nissan	199,361	146,232
Mazda	83,418	86,383
Isuzu	56,071	—
Dodge Ram 50	—	34,523
Others	101,155	68,831
TOTAL	717,989	549,936

TOP CARS

U.S. registrations for Nine Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position			1984 Position
1—	1,204,339	Chevrolet	1,196,173 — 1
2—	1,063,100	Ford	949,806 — 2
3—	823,085	Oldsmobile	816,975 — 3
4—	660,386	Buick	690,538 — 4
5—	589,866	Pontiac	525,121 — 5
6—	420,411	Toyota	378,030 — 7
7—	413,118	Nissan	358,638 —10
8—	408,821	Mercury	387,946 — 6
9—	398,537	Honda	366,940 — 8
10—	338,706	Dodge	267,299 — 9
11—	284,234	Chrysler	236,887 —11
12—	258,102	Plymouth	210,377 —13
13—	226,262	Cadillac	230,060 —12
14—	143,859	VW	123,066 —15
15—	139,233	Mazda	121,484 —16
16—	122,073	Lincoln	105,774 —18
17—	117,113	Subaru	108,580 —17
18—	101,171	AMC	146,319 —14
19—	79,891	Volvo	75,249 —19
20—	66,773	Mercedes	55,090 —20
21—	66,434	BMW	51,114 —22
22—	57,775	Audi	51,585 —21
	255,690	Other Imports	191,542
	179	Misc. Dom.	211
	8,239,158	TOTAL	7,644,804

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright 1985, Automotive News

MARKET SHARES

9 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change 85 vs. 84
Chevrolet	14.61	15.65	−1.04
Ford	12.91	12.42	+0.49
Oldsmobile	9.99	10.69	−0.70
Buick	8.02	9.03	−1.01
Pontiac	7.16	6.87	+0.29
Toyota	5.10	4.95	+0.15
Nissan	5.01	4.69	+0.32
Mercury	4.96	5.08	−0.12
Honda	4.84	4.80	+0.04
Dodge	4.11	3.50	+0.61
Chrysler	3.45	3.10	+0.35
Plymouth	3.13	2.75	+0.38
Cadillac	2.75	3.01	−0.26
VW	1.75	1.61	+0.14
Mazda	1.69	1.59	+0.10
Lincoln	1.48	1.38	+0.10
Subaru	1.42	1.42	+0.00
AMC	1.23	1.91	−0.68
Volvo	0.97	0.98	−0.01
Mercedes	0.81	0.72	+0.09
BMW	0.81	0.67	+0.14
Audi	0.70	0.67	+0.03
Other Imports	3.10	2.51	+0.59
Misc. Dom.	0.00	0.00	−0.00
TOTAL	8,239,158	7,644,804	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

Armstrong Rubber cancels plan to close plant

NEW HAVEN, Conn.—Armstrong Rubber Co. has canceled the previously announced closure of its tire manufacturing plant in Hanford, Calif.

The change in plans was in response to an endorsement and approval by the United Rubber Workers International Union of a plan negotiated by Hanford plant mangement and URW Local 703.

WHAT A FIGURE!

50%
INCREASE IN PROFITS
with DuraGuard's professional "Protection Program"...

- Rust Protection
- Finish Sealant
- Interior Preserver

It all figures out to **more** profit on every car you sell. And it's all just a free phone call away...

1-800-LIKE NEW
(Inside New York, 1-800-533-7227)

DuraGuard, Inc.™
AUTOMOTIVE VALUE PROTECTION
20 Cottage Place, New Rochelle, New York 10801

"If it's not protected by DuraGuard, it's not really protected."

BUZZ DOERING
Automobile Leasing Consultant
1-800-238-7888
(In Wisconsin 414-367-6700)
AUTOMOBILE LEASING SEMINARS

BEGINNING, INTERMEDIATE AND ADVANCED LEVELS OF LEASING

CHICAGO
December 5th & 6th
O'Hare Marriott

LOUISVILLE
December 12th & 13th
Louisville Marriott

PHILADELPHIA
January 9th & 10th
City Line Marriott

DENVER
February 6th & 7th
Southeast Marriott

HARTFORD
February 20th & 21st
Farmington Marriott

CLEVELAND
March 6th & 7th
Airport Marriott

AGENDA INCLUDES THE FOLLOWING TOPICS

- SETTING UP YOUR LEASING COMPANY
- SEGMENTING THE LEASE MARKET
- WHY PEOPLE LEASE
- ADVANTAGE OF I.T.C.
- MERCHANDISING AND ADVERTISING
- SELLING LEASING
- RATE CONSTRUCTION AND LEASE DOCUMENTS
- ACCOUNTING AND LEGAL PROCEDURES
- CREDIT AND COLLECTIONS
- DISPOSITION OF OFF-LEASE VEHICLES
- CAR AND TRUCK RENTALS
- EXPLANATION OF 1984 TAX REFORM ACT

Fee: $345.00 for the first person; $295.00 for each additional person. Fee includes all materials, a certificate of completion suitable for framing, and a luncheon both days.

NOW IS THE TIME TO LOOK INTO THE FAST GROWING LEASING BUSINESS AS AN ADDITIONAL PROFIT CENTER

For more information or to register, call or write:

BUZZ DOERING
Automobile Leasing Consultant
300 Cottonwood Ave., P.O. Box 194, Hartland, Wisconsin 53029-0194
1-800-238-7888

used-car auction directory

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon. Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

For REALLY BIG RESULTS be sure and advertise in this section

TEXAS

Fort Worth Auto Auction. 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

VIRGINIA

AMERICAN MOTORS LEASING CORPORATION
Announces
A SELLOUT SALE
Fredericksburg Auto Auction
THURSDAY, DECEMBER 5, 1985
75 Used Cars Will Be Offered

Front Line Ready:
- **1985 Jeep Cherokee & Wagoneers**
- **1985 Alliance DL & Encore LS Models**
- **1984 Alliance DL & Encore LS Models**
- **1984 Eagle Sedans & Wagons**

80% of all 1984 Vehicles Offered Will Be Sold To The Last Highest Bidder

$20 Showup Bonus — $20 Will Be Paid To Any Dealer Who Registers For the AM Leasing Sale

OPEN TO ALL DEALERS

Fredericksburg Auto Auction
U.S. 1 Alt. & I-95 Fredericksburg, Virginia 22402
703/898-4900

****1984 Vehicles Will Be Sold Provided At Least 35 Dealers Register And Bid Aggressively.***

OHIO

AMERICAN MOTORS LEASING CORPORATION
SNOWTIME SALE
Wednesday, December 11, 1985
Columbus Fair Auto Auction
125 Four Wheel Drive Factory Executive Vehicles:
- —Jeep CJ-s
- —Jeep Cherokees & Wagoneers
- —Jeep Grand Wagoneers
- —Eagle Sedans & Wagons

100 Front Wheel Drive Vehicles:
- —Alliances — 1984 & 1985
- —Encores — 1984 & 1985

SNOWTIME IS THE RIGHT TIME
BE THERE
OPEN TO ALL DEALERS

Columbus Fair Auto Auction, Inc.
4700 Groveport Road
Columbus, Ohio 43232-0490
614/497-2000

factories list auction dates

American Motors

Dec. 3—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Dec. 4—Metro Milwaukee Auto Auction, Caledonia, Wis.; Mid States Auto Auction, South Bend, and Kansas City Auto Auction, Kansas City.

Dec. 5—Bel Air Auto Auction, Bel Air, Md.; Fredricksburg Auto Auction, Fredricksburg, Va.; Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 6—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

Nov. to date	$4,714
Month ago	$4,759
Year ago	$4,923

Model Breakdown
Auction Averages

	NOV 1985	OCT 1985	SEPT 1985
1985	$9,989	$9,706	$10,176
1984	$6,690	$6,891	$7,430
1983	$5,820	$6,047	$6,177
1982	$4,752	$4,870	$4,860
1981	$3,543	$3,591	$3,991
1980	$2,738	$2,896	$3,008
1979	$2,254	$2,404	$2,519
1978	$1,696	$1,765	$1,848
Overall Average	$4,714	$4,759	$4,883

Dec. 10—Arena Auto Auction, Chicago; D—A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Dec. 11—Columbus Fair Auto Auction, Obetz, O., and Mid States Auto Auction, South Bend.

Dec. 12—Evansville Auto Auction, Evansville, Ind.

Dec. 17—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Dec. 18—Metro Milwaukee Auto Auction, Caldonia, Wis.; Mid States Auto Auction, South Bend; Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, O.

Dec. 19—Bel Air Auto Auction, Bel Air, Md.; Fredricksburg Auto Auction, Fredricksburg, Va.; Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 20—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Dec. 24—Arena Auto Auction, Chicago.

Dec. 30—D-A Auto Auction, New Stanton, Pa.

Chrysler Corp.

Dec. 3—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summitt, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 4—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Dec. 5—Fredricksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Dec. 6—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Dec. 10—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 11—Concord Auto Auction, Acton, Mass.; Butler Auto Auction, Gibsonia, Pa.; Minneapolis Northstar auto Auction, Shakopee, Minn., and Sand Mountain Auto Auction, Boaz, Ala.

Dec. 12—Northway Exchange, Clifton Park, N.Y., and Indianapolis Auto Auction, Indianapolis.

Dec. 17—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 18—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Dec. 19—Fredricksburg Auto Auction, Fredricksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Dec. 20—St. Louis Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Dec. 3—Harrisburg Auto Auction, Harrisburg, Pa.

Dec. 4—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Dec. 5—Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

Dec. 11—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass.; Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 12—Southwest Auto Auction, Phoenix, and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 17—South Seattle Auto Auction, Kent, Wash.

Dec. 18—Golden Gate Auto Auction, Fremont, Calif.

Dec. 19—Arena Auto Auction, Chicago; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

Dec. 3—Dallas Auto Auction, Grand Prairie, Texas.

Dec. 5—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and St. Louis Auto Auction, Bridgeton, Mo.

Dec. 10—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Dec. 11—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12—Nashville Auto Auction, Nashville, and Aptco Auto Auction, Taylor, Mich.

Dec. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Dec. 18—Northstar Auto Auction, Shakopee, Minn.; Brasher's Southern California Auto Auction, Fontana, Calif.; Clanton's Auto Auction, Darlington, S.C.; Metro Auto Auction of Kansas City, Kansas City, and Indianapolis Auto Auction, Indianapolis.

BMW to homolgate Frankfurt show car

MUNICH.—BMW will build 5,000 units of the new 200-HP 3-Series M3 shown at the Frankfurt Motor Show.

They will be built during 1986 in preparation for an assault on the European sedan racing championship the following year.

Nissan to ship Mexican engines to U.S. plant

TOKYO.—Nissan Motor Co. announced that its wholly owned subsidiary in Mexico, Nissan Mexicana S.A., will supply engines, transmissions and other components to its assembly plant in the U.S. beginning next summer to reduce transportation costs.

Nissan said the Mexican facility will supply 1,600-cc engines for the Sentra, produced by Nissan Motor Mfg. Corp., U.S.A., in Smyrna, Tenn.

A Nissan spokesman said the move is part of the company's plan to systematically coordinate production units in the form of knockdown kits exported for assembly and sales in the U.S., Spain, Italy, Britain, Australia and Taiwan.

For now, the spokesman said, Nissan and its Mexican subsidiary will supply engines to Nissan Motor Mfg., enabling it to increase subcompact output to 10,000 units from the present 5,000 by 1987.

Malaysian cars headed for U.K.

KUALA LUMPUR, Malaysia.—The British Government reportedly will permit Malaysian car exports worth up to $47.49 million into England duty free.

The local New Straits Times said the Proton Saga, the first built-in-Malaysia car, will be sold in Britain by Proton Cars (U.K.), Ltd.

The Proton is produced jointly by Perusahan Otomobil National, which is supported by the Malaysian Government, and Japan's Mitsubishi Motors Corp. The engines and other major components are supplied by Mitsubishi.

99,127 units scheduled last week

Thanksgiving cuts auto output

By Kathy Boyer
Detroit Reporter

Because of the Thanksgiving holiday, estimated domestic auto production of 99,127 units last week fell 44.35 percent from the previous week's 178,138.

Last week's output was also 45.84 percent below the year-ago week's 183,027.

So far this year, 7,646,068 cars have been assembled, 4.90 percent more than the 7,288,848 completed last year at this point.

Last week's scheduled production was shared as follows: General Motors, 59.07 percent; Ford Motor Co., 19.19 percent; Chrysler Corp., 16.14 percent; Honda of America Mfg. Co., 1.91 percent; Volkswagen of America, 1.42 percent; New United Motor Mfg. Co., 1.15 percent, and Nissan Motor Mfg. Co., U.S.A., 1.12 percent.

American Motors' Kenosha plant was down last week for inventory adjustment. It is expected to resume operation today (Dec. 2).

UAW members at Chrysler's St. Louis No 2. assembly plant have ratified a new local agreement ending a strike which began Nov. 3 over local plant issues.

The plant resumed production Nov. 26.

The Oldsmobile 88 line at GM's Wentzville (Mo.) plant was down last week (Nov. 25) for paint conversion. Production of Buick Electra and Olds Ninety-Eight was unaffected.

Production of the front-wheel-drive Olds 88 is expected to resume at Wentzville around Jan. 8.

No Saturday overtime was reported last week due to the Thanksgiving holiday.

Jeep CJ-7 output to end; YJ production set for May

Continued from Page 1

its alleged propensity for rollover accidents. In its most recent 10K filing with the Securities and Exchange Commission, AMC acknowledged that it is a defendant in a large number of lawsuits "in which individual plaintiffs allege the existence of design and other defects and seek damages for personal injuries allegedly suffered when Jeep CJ vehicles overturned."

The company has incurred and expects to continue to incur "heavy expenses in the defense and resolution of such matters." However, AMC has denied that the arrival and design of the new YJ is related to CJ litigation.

Sources have said the YJ borrows styling cues from the relatively new Cherokee and Wagoneer models. The new Jeep will reportedly lose some of the starkness of its predecessor.

"With Jeep, we had a product that was rugged, durable and all those kinds of things," Dedeurwaerder said.

"Finally, we were narrowing down the number we could sell because we were going to just one very specific type of purchaser. What we are doing with YJ—and we did it with Cherokee, Wagoneer and Comanche—is trying to become more versatile.

"We don't want to take the good things (away) from the heritage of Jeep," he said. "But we want to make the car more acceptable for all the people that are not necessarily living in the West or living out in the middle of nowhere."

Dedeurwaerder said the YJ "will be like a CJ convertible."

"You can have a soft top, you can have a hard top," he said.

Phasing out CJ at Toledo will clear capacity for Jeep's Comanche pickup, which debuted this fall. Company officials have described the Toledo Jeep operations as "bulging at the seams."

The new Jeep YJ will be built alongside the AMC Eagle four-wheel-drive passenger car at the Brampton plant.

Union Pacific opens car center in Portland, Ore.

PORTLAND, Ore.—Union Pacific System has opened an automobile distribution center here.

Union Pacific calls it the largest auto distribution center in the Pacific Northwest. The project cost $7.7 million.

The company plans to bring in by rail vehicles built in the East and Midwest by General Motors, Chrysler Corp. and American Motors.

The autos and trucks are reloaded on highway carriers and delivered to dealers in Oregon, Washington, Idaho and Montana.

Operations of the 45-acre auto center are handled by Ricketts Auto Terminal Services, Transport Storage and Distribution Co. and Convoy Co.

Japanese mobile phones subject to dumping duties

WASHINGTON.—The U.S. Customs Service will collect anti-dumping duties on imported Japanese cellular mobile telephones due to a final determination by the U.S. International Trade Commission that the Japanese equipment is materially injuring the U.S. cellular phone industry. The mobile telephones are used almost exclusively in automobiles.

The 4-1 vote followed an earlier International Trade Commission finding that Japanese mobile phone manufacturers were dumping their products in the U.S., that is, selling them for less here than in their home market.

Holiday drops truck production from 6-year high

U.S. truck makers pegged last week's output at 45,062 units, down 42.69 percent from the previous week's 78,632 because of the Thanksgiving holiday.

The prior week's production was the highest of any week since the week ended May 19, 1979, when 81,851 trucks were assembled.

Last week's scheduled production was 35.54 percent below the year-ago week's 69,903.

So far this year, 3,067,734 trucks have been assembled, 5.71 percent more than the 2,902,117 units completed last year at this point.

No Saturday overtime was scheduled during the holiday week.

Canadian cars pass one million; 16 days early

Canadian car makers built their one-millionth car last Friday (Nov. 29)—16 days ahead of 1984.

So far this year, 1,004,023 cars have been assembled, 3.55 percent more than the 969,622 completed last year at this point.

Last week's estimated production of 26,584 cars was the best output of any week since the week ended May 14, 1983, when 27,994 cars were assembled.

The scheduled build last week was 5.19 percent more than the previous week's 25,272 and 31.27 percent more than the year-ago week's 20,252.

Canadian truck makers estimated production of 18,837 units last week, down 1.92 percent from the previous week's 19,205, but 4.91 percent more than the year-ago week's 17,955.

Year-to-date, 761,796 trucks have been assembled, 1.61 percent more than the 749,724 completed last year at this time.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 30, 1985	Week Ended Dec. 1, 1984	Week Ended Nov. 23, 1985	Nov. Est.	Jan. 1 to Dec. 1, 1984	Jan. 1 to Nov. 30, 1985
AMERICAN MOTORS	410	610	0	853	21,128	10,493
FORD MOTOR	11,549	10,947	10,741	44,453	413,086	459,719
GENERAL MOTORS	14,400	8,470	14,306	57,839	525,733	524,456
VOLVO	225	225	225	897	9,675	9,355
Total Cars, Canada	26,584	20,252	25,272	104,042	969,622	1,004,023

U.S. TRUCK PRODUCTION*

	Week Ended Nov. 30, 1985	Week Ended Dec. 1, 1984	Week Ended Nov. 23, 1985	Nov. Est.	Jan. 1 to Dec. 1, 1984	Jan. 1 to Nov. 30, 1985
CHEVROLET	14,013	22,282	24,295	88,176	911,986	1,030,705
DODGE	2,700	5,523	5,547	19,406	197,190	196,647
FORD	16,714	26,446	30,464	108,977	1,108,006	1,069,488
GMC	4,017	6,835	7,072	26,254	300,144	321,039
INTERNATIONAL	897	1,573	1,486	5,520	70,121	66,658
JEEP	3,375	3,765	5,643	21,813	171,976	199,542
NISSAN	1,296	2,429	2,075	8,284	92,284	96,872
AM GENERAL	50	50	50	210	2,410	2,230
MISCELLANEOUS	2,000	1,000	2,000	8,400	48,000	84,553
Total Trucks, U.S.	45,062	69,903	78,632	287,039	2,902,117	3,067,734

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 30, 1985	Week Ended Dec. 1, 1984	Week Ended Nov. 23, 1985	Nov. Est.	Jan. 1 to Dec. 1, 1984	Jan. 1 to Nov. 30, 1985
CHRYSLER	9,080	8,564	9,303	36,948	339,125	352,483
FORD	3,581	3,674	3,624	15,179	144,907	146,870
GENERAL MOTORS	5,976	5,717	6,081	26,058	258,183	253,203
INTERNATIONAL	200	0	197	843	7,509	9,240
Total Trucks, Canada	18,837	17,955	19,205	79,029	749,724	761,796
N. American Trucks	63,899	87,858	97,837	366,068	3,651,841	3,829,530

*—Includes window van production. **—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Nov. 30, 1985	Week Ended Dec. 1, 1984	Week Ended Nov. 23, 1985	Nov. Est.	Jan. 1 to Dec. 1, 1984	Jan. 1 to Nov. 30, 1985
AMERICAN MOTORS	0	4,869	2,273	8,448	177,264	105,625
Renault Total	0	4,869	2,273	8,448	177,264	105,625
Alliance	0	2,909	1,830	6,667	101,698	69,724
Encore	0	1,960	443	1,781	75,566	35,901
CHRYSLER CORP.	16,000	29,199	26,173	107,036	1,165,033	1,179,631
Plymouth Total	4,400	8,767	7,723	32,356	354,488	342,432
Horizon	1,700	3,405	3,131	12,959	150,823	131,740
Reliant	1,900	3,400	3,250	13,992	162,308	151,302
Caravelle	700	1,357	1,342	5,239	21,332	45,083
Gran Fury	100	605	0	165	20,025	14,307
Chrysler Total	5,400	9,104	7,876	32,375	375,068	386,049
LeBaron	1,700	2,318	2,719	10,719	108,695	88,119
LeBaron GTS	1,500	1,457	2,791	10,772	6,034	92,583
Laser	700	1,387	1,082	4,398	66,433	49,014
New Yorker/E-Class	800	1,516	1,284	5,343	85,300	60,224
Fifth Avenue	700	2,426	0	1,142	108,606	96,109
Dodge Total	6,200	11,328	10,574	42,304	435,477	451,150
Omni	1,700	2,815	3,065	12,254	137,895	126,968
Aries	1,800	3,249	3,079	11,605	133,801	126,030
Daytona	600	1,180	1,076	4,265	49,941	44,353
Dodge 600	900	1,575	1,441	6,683	70,058	61,482
Lancer	1,000	1,264	1,913	7,191	4,977	63,210
Diplomat	200	1,245	0	307	38,805	29,107
FORD MOTOR	19,024	41,326	35,464	128,940	1,661,596	1,532,945
Ford Division	12,402	25,565	23,623	84,762	1,074,218	1,028,917
Escort	4,442	6,977	8,620	30,464	323,030	320,531
Mustang	2,286	3,625	4,695	16,096	129,660	172,729
LTD	0	4,507	0	4,284	210,825	184,449
Taurus	1,238	0	1,780	5,148	0	6,039
Thunderbird	1,605	2,690	3,190	11,290	137,537	159,666
Crown Victoria	0	2,365	0	0	79,553	7,122
EXP	0	1,118	0	0	39,586	3,863
Tempo	2,831	4,283	5,338	17,479	154,027	174,518
L-M Division	6,622	15,761	11,841	44,178	587,378	504,028
Mercury Total	4,436	11,704	8,191	29,758	430,012	351,981
Lynx	1,162	1,305	2,250	8,016	64,110	69,557
Capri	464	411	595	1,884	17,010	18,048
Marquis	0	3,177	0	1,265	112,544	84,073
Sable	349	0	511	2,175	0	2,675
Cougar	2,012	3,254	3,934	13,529	108,810	121,543
Grand Marquis	0	1,853	0	0	85,096	7,915
Topaz	449	1,704	901	2,889	42,442	48,170
Lincoln Total	2,186	4,057	3,650	14,420	157,366	152,047
Continental	306	733	511	2,017	34,033	23,735
Lincoln	1,642	2,873	2,737	10,817	98,993	111,510
Mark VI/VII	238	451	402	1,586	24,340	16,802
GENERAL MOTORS	58,551	103,061	105,534	389,775	4,088,046	4,513,976
Buick Total	12,394	25,597	21,235	80,679	923,239	941,289
Skylark	0	3,495	0	0	101,671	40,953
Skyhawk	1,966	1,766	3,408	12,706	121,986	102,700
Somerset	963	2,364	1,388	5,875	22,605	112,782
Century	3,944	6,470	8,047	29,514	213,576	277,152
Regal	1,616	2,996	2,547	10,020	165,823	127,500
LeSabre/Electra (rwd)	132	4,813	391	2,061	192,888	95,870
LeSabre (fwd)	988	0	1,079	3,935	0	6,584
Riviera	344	1,430	205	957	49,268	47,098
Electra (fwd)	2,441	2,263	4,170	15,611	55,422	130,650
Cadillac Total	3,881	8,480	6,155	23,910	305,709	307,709
Cimarron	339	188	617	2,560	14,710	25,552
Seville	259	918	147	744	36,003	28,652
Eldorado	372	1,865	208	1,006	70,991	53,726
Cadillac (rwd)	504	1,830	751	3,220	104,521	37,280
DeVille (fwd)	2,407	3,679	4,432	16,380	79,484	162,499
Chevrolet Total	19,665	30,705	35,838	133,219	1,371,017	1,519,291
Chevette	1,389	2,830	2,886	10,083	163,692	143,489
Cavalier	5,262	8,671	10,196	38,904	373,517	459,508
Celebrity	3,070	6,014	6,324	21,894	263,295	247,767
Camaro	2,952	4,636	5,008	18,822	212,893	199,911
Citation	0	1,897	0	0	97,501	28,697
Malibu/El Camino	0	702	0	0	22,324	1,199
Monte Carlo	1,538	1,046	2,587	9,786	91,741	129,124
Chevrolet	4,854	3,888	7,837	29,943	113,530	266,257
Corvette	600	1,021	1,000	3,788	32,524	43,339
Oldsmobile Total	12,229	27,396	23,555	84,748	995,214	1,089,491
Omega	0	0	0	0	29,289	0
Firenza	667	1,747	1,299	4,666	63,674	58,511
Cutlass Supreme	3,079	5,646	5,182	19,950	239,459	219,316
Cutlass Ciera	3,940	6,058	7,818	27,334	231,775	330,403
88/98 (rwd)	559	6,670	634	2,641	292,833	166,260
88 (fwd)	0	0	2,436	6,162	0	12,951
Olds 98	1,674	3,406	3,003	11,327	72,662	134,560
Calais	2,067	2,798	3,033	11,973	24,013	139,561
Toronado	243	1,071	150	694	41,509	28,469
Pontiac Total	10,382	10,883	18,751	67,219	492,867	656,196
Acadian**	0	175	782	2,459	13,442	17,241
2000 Sunbird	1,656	2,381	3,496	12,212	129,632	132,435
1000	771	544	1,536	5,344	36,869	32,911
Firebird	1,620	2,532	2,680	10,075	100,604	106,339
Phoenix	0	0	0	0	14,116	0
6000	815	0	1,636	5,996	0	52,055
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,671	2,032	2,629	10,313	44,866	82,956
Fiero	1,428	1,265	2,404	6,753	107,460	101,933
Grand Am	2,421	1,954	3,588	14,068	16,145	130,326
HONDA	1,890	3,102	2,609	11,209	127,673	134,693
NISSAN	1,112	0	1,816	6,200	0	37,683
NUMMI*	1,140	0	1,900	7,220	0	51,089
VOLKSWAGEN	1,410	1,470	2,369	8,907	69,236	90,426
TOTAL CARS, U.S.	99,127	183,027	178,138	667,734	7,288,848	7,646,068
TOTAL CARS, CANADA	26,584	20,252	25,272	104,042	969,622	1,004,023
N. American Cars	125,711	203,279	203,410	771,776	8,258,470	8,650,091
N. American Trucks	63,899	87,858	97,837	366,068	3,651,841	3,829,530
North American Cars and Trucks	189,610	291,137	301,247	1,137,844	11,910,311	12,479,621

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

December 9, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

GM and Ford join Chrysler on incentives

By Edward Lapham
Marketing Editor

General Motors and Ford Motor Co. last week backslid into a new round of financing incentives, following Chrysler Corp. which announced its program the day before Thanksgiving.

All of the incentives are in answer to sagging sales, which have

Domestic sales slide again. Page 2.

trailed year-ago figures in every 10-day period of the 1986 model year.

Right after the last round of annual percentage rate incentives ended Nov. 20, American Motors shifted into a straight cash rebate incentive of up to $700 on Alliance and Encore models. Chrysler countered with another APR or cash program.

Called "Two Ways to Save," the program offers a Chrysler Credit 8.6 APR for up to 48 months or 9.4 APR for up to 60 months on Omni, Horizon, Charger, Turismo, Aries, Reliant, Daytona, Laser, Lancer and LeBaron GTS plus LeBaron and Dodge 600 convertibles.

Cash alternatives range from $500 to $1,000. The program began Nov. 27. No termination date was announced.

Next, GM launched a J-car incentive with a General Motors Acceptance Corp. 8.5 APR for up to 48 months and a 9.3 APR for up to 60 months. Included are Cavalier, Sunbird, Firenza, Skyhawk and Cimarron.

The program runs Dec. 4-31. There is no order protection, and dealer participation is the now-standard finance reserve reduction.

Ford said that because of its lean stocks it did not want to participate but did so to "keep our dealers competitive."

The Ford program, which runs from Dec. 6 to Jan. 2, features a Ford Credit 7.9 APR for up to 42 months and a 9.9 APR for up to 60 months. Included are 1985 and 1986 Escort and Lynx models plus 1985 EXPs.

Like the GM program, Ford required dealer participation and excluded leased-car and fleet sales.

Just hours before GM announced its program, Edsel B. Ford, Lincoln-Mercury general marketing manager, told reporters

Please turn to Page 52, Col. 5

Auto chiefs view 1986 in Talk from the Top

In today's issue, automotive leaders view 1986 in the annual Automotive News feature, Talk from the Top.

The special section follows Page

NEWSPAPER
ACCESS EDITION AN 8549559 55 CG2 20614
ACC EDITION SF1
CCNGGE... INFO SERV
E 1 HWY SIEGEO
4
MO 20614

Peeking at Sundance

Plymouth's next new car Jim Dunne/Popular Mechanics

The Plymouth Sundance, slated for introduction next year along with the Dodge Shadow, will fit between Omni/Horizon and Aries/Reliant in Chrysler's small-car lineup. Spy photo shows a two-door notchback; a four-door sedan also is scheduled. Sundance and Shadow will have a 97-inch wheelbase and will offer 1.8 and 2.2-liter engines.

Jaguar draws 1st fine for missing CAFE goal

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Jaguar Cars, Inc., has the dubious honor of being the first auto company to be fined for not meeting CAFE standards for the 1983 and 1984 model years

The tab to Jaguar is $6,015,990. A check payable to the U.S. Treasurer is due by mid-December.

The 1975 fuel-economy law subjects auto makers to civil penalties of $5 for every tenth of an MPG below the standard multiplied by the number of vehicles sold.

In the 1983 model year, Jaguar's CAFE was 19.2 MPG, well below the standard of 26.0 MPG. In the 1984 model year, Jaguar reached 19.4 MPG, well below the standard of 27.0 MPG.

Jaguar's U.S. sales in the 1983 model year were 12,639, making it liable for $4,297,260. But Jaguar had earned $4,239,290 in credits from 1980 models on, and those credits reduced its liability to $57,970.

Jaguar's sales were 15,679 in the 1984 model year, making it liable for $5,958,020, all of which it must pay since it now has no offsetting carryforward credits.

Last August, Jaguar Cars President Graham Whitehead was given the opportunity to submit a plan to NHTSA for future action to earn carryback credits, but Jaguar has no smaller cars to offset its bigger ones. Jaguar decided not to request a hearing.

Although $6 million is not peanuts for Jaguar, it is nothing compared with the potential liability faced by General Motors and Ford Motor Co.—about $600 million, with GM owing more than $500 million. But since the law tilts to-

Please turn to Page 50, Col. 1

Toyota to Kentucky; new subsidiary likely

Toyota has selected a site near Georgetown, Ky., about 20 miles from Lexington, for its U.S. auto assembly plant, company officials will announce during a press conference Wednesday.

The plant will be able to build approximately 200,000 Camry models per year and will employ about 2,500 workers.

Toyota is expected to set up a manufacturing subsidiary in the U.S. to control the plant and handle the operations separately from its car sales unit, Toyota Motor Sales, U.S.A.

The Kentucky plant will be slated for completion sometime in 1988 and will produce cars for the 1989 model year. Camry, the car chosen for the plant, will be redesigned in the 1987 model year.

Toyota lags behind four other major Japanese auto makers in announcing a U.S. assembly plant, although it is a partner with General Motors at New United Motor Mfg., Inc. (NUMMI), in Fremont, Calif. That plant began production at the end of 1984.

The plant announcement ends months of speculation on where Toyota's U.S. plant would be located, yet it opens the question of union representation. Although the UAW represents workers at NUMMI, both GM and Toyota treat their California joint venture as a separate company.

Toyota has maintained that it will be up to the workers at its plant to determine what union, if any, will represent them. It was officials of NUMMI—not Toyota or GM—that struck the deal with

Please turn to Page 53, Col. 3

AMC nears deal for low-priced Asian model

By Richard Johnson
Detroit Reporter

American Motors may be close to a joint-venture agreement with an Asian auto maker—a deal that would probably bring a low-priced model to compete with a spate of minicars headed to the U.S. from low-cost sources around the globe.

In particular, signs point to a partnership with Fuji Heavy Industries, parent company of Subaru of America, as first reported in Automotive News last summer (July 29).

AMC is keeping a tight lid on discussions. But in an interview with Automotive News, AMC President Jose Dedeurwaerder said he has conducted talks "with people about different things, but basically about components."

Meanwhile, the rumor mill surrounding AMC has been working overtime in recent weeks. Indications are that the company is finalizing arrangements with a Japanese, South Korean or, possibly, Taiwanese company.

An agreement could specify construction of a joint-venture plant in the U.S. or importing a small, price-leader car.

Renault, which owns 46 percent of AMC, is said to be vitally interested in a Far Eastern alignment as part of a strategy to broaden its sphere to three continents. Asked whether the French company shares AMC's apparent enthusiasm for a joint venture, a Renault source last week said, "Dedeurwaerder is Renault."

Sources in Europe say Renault Chairman Georges Besse, unlike most European auto chieftains, looks favorably on the prospect of a linkup in the Orient. Dedeurwaerder has made no secret of his interest in an affiliation of some sort. He has said AMC would make an attractive partner for a similar-sized company in Japan.

"Why not?" asked the AMC chief executive officer during a recent interview with Automotive News.

Dedeurwaerder recently visited Japan on what he acknowledged was a shopping trip.

"We are talking with some people about componentry, and that is very important to us," he said. "We are very close with some

Please turn to Page 50, Col. 1

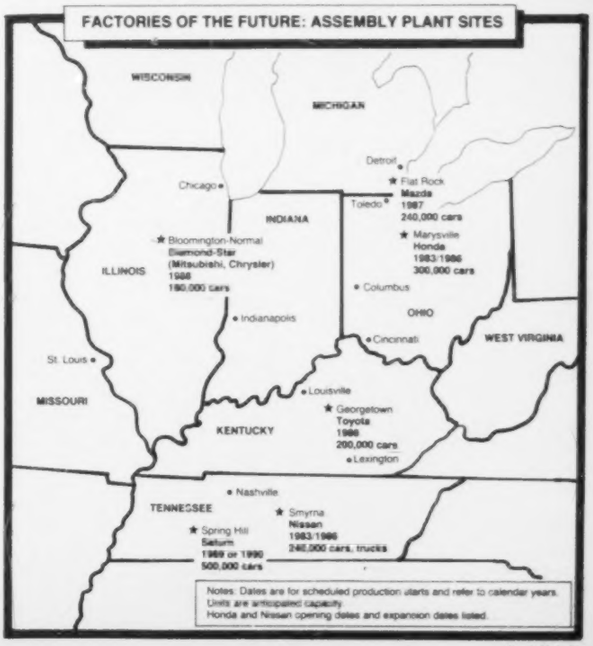
breaking news

More VW stock

WOLFSBURG, West Germany.—The Volkswagen Group's capital stock is to be increased. The present amount of DM 1.2 billion (just over $470 million) could rise by as much as DM 37.5 million ($15 million).

Jaguar to build

COVENTRY, England.—Jaguar will start work on a new $52-million engineering center next month. The center will be completed by the end of 1987.



Sandy Schultz

To launch in February with novel warranties

Hyundai ready to roll in U.S.

By Matt DeLorenzo
Los Angeles Reporter

GARDEN GROVE, Calif.—Hyundai Motor America will begin sales of the Excel subcompact Feb. 15 and expects to have about 10,000 cars at 100 dealers in 31 states, said Max Jamiesson, HMA executive vice president and chief operating officer.

Laying to rest the various pronunciations of the word Hyundai, Jamiesson said the U.S. unit will call itself "Hunday, as in Sunday, Monday, Hyundai."

Jamiesson said the company, in addition to supplying each dealer with 100 vehicles by announcement day, will have $15 million in parts at the company's 100,000-square-foot master depot here and at two 80,000-square-foot warehouses at the company's regional headquarters in Atlanta and New Jersey.

The company will bring vehicles in through four ports, Portland, Los Angeles, New Jersey and Jacksonville, Fla.

Hyundai initially will offer five-door hatchbacks and four-door sedans and will add a three-door hatchback sometime during mid-1986. Cars will be available in states on both coasts and through the Sunbelt.

Jamiesson said the Midwest and Plains states will be added throughout 1986 and 1987. "We will cover 48 states by 1988," he said.

Jamiesson said the dealer body will be doubled by the end of the first year of operation; however, he stressed growth will be limited because the sales strategy of each individual point "is predicated on volume. We want to guarantee the dealer that he will get cars, and make him comfortable with the fact that he will have volume."

Hyundai has been able to sign strong dealers who have committed to housing the franchise in stand-alone facilities on a minimum of two acres.

"Our initial dealers were chosen from more than 4,000 applicants, and that has made it possible to select the best dealers," Jamiesson said. "Our average dealer has four stores, retails more than 1,200 cars a year, has a net worth of $10 million and has been in business for 17 years.

"Seventy percent of our dealers are building new facilities at an average cost of $2.3 million per facility. We see over $300 million in labor costs and construction committed to building these facilities."

Greg Warner, Hyundai's vice president of operations, said the marketing strategy will operate on two levels, the first introducing the company and the second stressing the value of the low price coupled with the high content of the vehicle in a reliable, durable package.

Warner said target buyers are between 25 and 35 years old, college educated and split evenly between men and women. However, he added that the strong price/value relationship will add buyers from all segments, and the Excel will appeal to used-car and mini-pickup buyers. "A lot of pickup truck buyers will evaluate our product," Warner predicted.

Part of Hyundai's strategy in courting new buyers will be "offering a little more," according to Bruce Campbell, group vice president of parts and service. That includes a warranty of 12 months/12,500 miles, a 24-month/24,000-mile powertrain warranty and a 5-year/50,000-mile warranty against rust-through.

"Other cars are coming from countries as well known as Japan. Korea is unknown as an automaker," Campbell said. "We have the added challenge of instilling customer confidence. Our philosophy is that the customer is first."

He added that press interest in Hyundai has been high and therefore the Excel "will be a highly visible product. Interest is going to peak. Our first customers are going to be the spokespersons for the vehicle. We want them to say it is a great car, so we will have a maximum effort to have good starting reputation."

Campbell said that in the first year buyers will be given a one-year membership in the Cross Country Auto Club which will provide them with road service and emergency assistance anywhere in the U.S. through a toll-free number.

Campbell said all dealers will be hooked through computer terminals with Hyundai and will be able to get same-day shipment of vital parts in emergencies.

All dealers are being equipped with computers and ADP software. It will provide paperless car and parts ordering as well as reports of sales. The system also will provide a computerized dealer

Please turn to Page 50, Col. 4

Chrysler plant builds four million cars in 26 years

George McKay, right, final asembly inspector at Chrysler s St. Louis assembly plant, joins Plant Manager W. Howard Lewis, wearing suit coat, and other employes around the four-millionth passenger car the plant has built since it opened in 1959. The milestone model, a silver Dodge Daytona Turbo Z, is scheduled to be delivered to Trader Bud's Westside Dodge, Columbus, O.

To keep quality high, Karnsund says

Saab seeks slow, steady growth

By Kathleen Hamilton
Managing Editor

LINDKOPING, Sweden.—Fresh on the heels of introducing a brand-new luxury model—its first mainstream automobile—Saab-Scania is confident the U.S. market for luxury cars will grow to the significantly higher level found in Europe.

Related photos on Page 12

Unfortunately for the small-volume car maker, its near-term growth in capacity won't even keep pace with current worldwide demand for its cars, much less an increasing demand. But slow growth is precisely what Saab wants.

Georg Karnsund

"We don't want to expand faster than 10 percent a year, because if we do, our experience is that we can't keep the quality up, and that is a must," Georg Karnsund, Saab-Scania president, said in an interview at corporate headquarters here. "It is a must for anybody. It certainly is a must for us. But we are looking forward to a gradual increase of 10 percent a year.

"Today, we cannot deliver what we could sell. People are . . . well, they don't like us too much today because we can't deliver. That is a nice problem to have," he said, laughing softly. "But we are looking forward in the long run to increasing capacity in our car division to meet demand."

Saab is considering adding an auto assembly plant, either in Sweden or Norway, to take its capacity beyond the 150,000 units planned for 1988 (Automotive News, Nov. 18).

The company anticipates the European auto market will improve in 1986 with an improved economy.

"I think we will see an increase, especially in Germany because the German market has been very much depressed because of emissions (regulations) problems," Karnsund said. "I believe the market will improve—very slowly, but steadily . . . The segment we compete in is about 14 percent of the European market, but it is only 4 percent of the U.S. market. You people are going to buy more and more luxury cars, we believe."

Saab will continue to compete in its present segment—performance luxury cars—"and climb a little bit higher up, too," he said.

Of the 125,000 automobiles Saab expects to build next year, 30,000 to 35,000 will be the new 9000 model, the luxury car designed in conjunction with Lancia.

The 900 will remain in production for a long while, continuing to be the company's bread-and-butter car, Saab executives emphasized.

"This is the 42nd month in a row in which we have increased our sales in the U.S., and this was based only on sales of the Saab 900," Karnsund said. "So it is continuing to go up."

In 1987, Saab plans to introduce a 900-based convertible that will be built at its Finnish plant. It was designed by American Sunroof Corp., the conversion firm based in Southfield, Mich.

The 9000 has just been introduced in the U.S. and is expected to account for only 20 percent of estimated U.S. sales of 46,000 in 1986, a company spokesman said.

To build the new 9000, the company invested $250 million in machinery at its main assembly facil-

Please turn to Page 34, Col. 3

Import-car sales peak as domestics slump

By Jenny L. King
Detroit Reporter

November was another one for the sales record books—for the import record books, that is.

And it was at the expense of the U.S. car makers. Domestics capped the second month of the 1986 model year with their sixth straight 10-day loss with no real end in sight to the slump.

Domestic-car sales have trailed the year-ago figure in every 10-day period since the 1986 model year began.

Sales of imported passenger cars reached a November peak while notching record market penetration for the month and the second-highest penetration for any month. Import year-to-date sales of 2,582,109 were well past the 1984 calendar year total of 2,441,713.

The November domestic tally of 515,802 was down 14.13 percent from 600,692 a year earlier. The three November periods were down 22.15 percent, 18.15 percent and 1.19 percent, following three down periods in October.

Import sales in November were up 22.76 percent, to 247,580 from the year-ago record of 201,674. Import market share climbed to 32.43 percent from 25.17 percent the preceding year.

Total new-car sales in November were off 4.86 percent, to 763,382 from 802,366. The year-to-date grand total of 10,228,351 was up 6.19 percent from 9,632,126 through November of 1984.

Domestic sales of 515,802 were lowest for the month since 1981 when 431,726 retail deliveries were reported. This year's figures included declines for all the major makers with except Volkswagen which enjoyed a 47.43-percent increase.

General Motors was off 10.50 percent, to 293,884 from 328,378 last year. Ford Motor Co. said its dealers delivered 122,341 units in the month, down 23.29 percent from 159,485.

Chrysler Corp. sales dropped 16.25 percent, to 68,459 from 81,743. American Motors tumbled 48.02 percent, to 7,747 from 14,905. Volkswagen was up 47.43 percent, to 6,120 from 4,151, while Honda slipped 6.57 percent, to 11,240 from 12,030, and Nissan reported first-year sales of 6,011 Sentras from Tennessee.

GM's share of the November market increased to 56.98 percent from 54.67 percent last year. Ford dropped to 23.72 percent from 26.55 percent. Chrysler had 13.27

Please turn to Page 53, Col. 1

AMC hikes price of lame-duck CJ-7

SOUTHFIELD, Mich.—Although production will end in January, American Motors has increased the price of the Jeep CJ-7 sport utility vehicle by $225.

The new price is $7,725, up 3 percent from the former tag of $7,500. AMC said an average-equipped CJ-7 is up 2.1 percent. Option prices and destination charges are unchanged.

The CJ-7 is built at Toledo. The end of production will give AMC greater capacity for assembly of the new Jeep Comanche pickup at that plant.

To protect dealers against distribution changes

New Jersey enacts 'Saturn' law

By Mary Connelly
Detroit Reporter

Spurred by worries over the marketing of Saturn, the New Jersey Automobile Dealers Assn. has won a state law which prohibits manufacturers from selling vehicles directly to consumers.

The law could affect the sale of gray-market vehicles, although it was not intended to do so.

New Jersey's 720-member dealer association initiated the legislation which requires the use of a dealer to sell new cars and trucks. Dealers say the new law protects their business investment and benefits consumers.

However, manufacturers including General Motors, Ford Motor Co., Chrysler Corp. and those represented by the MVMA opposed the measure in testimony in the New Jersey legislature. Critics called the law unnecessary, claiming dealers were adequately protected by safeguards already on the books.

"It really gained momentum on the part of dealers, and they started to feel concerned and anxious when General Motors started to talk about new, innovative ways they might want to market the Saturn product," said Charles E. Walton, president of the New Jersey Automobile Dealers Assn.

"That gave it the momentum that got the dealers to push hard for legislative passage."

Saturn Corp., a subsidiary of GM, has not announced distribution plans for its new small car, which is expected to go on sale in 1989 or 1990. However, the auto maker in announcing establishment of Saturn Corp. said dealers would have to apply for a Saturn franchise and a separate facility would be required.

C. Reid Rundell, executive vice president of Saturn Corp., has also stated the company may "depart from the traditional" methods of distribution and is studying other franchise operations, including those in the fast-food industry, for concepts. He drew particular attention to the McDonald's operation in which the company owns the land (Automotive News, Sept. 23).

Please turn to Page 50, Col. 3

Stronger yen has Japanese in price bind

By John K. Teahen Jr.
Senior Editor

Japanese auto importers are watching something even more important than sales figures these days. They have both eyes on the currency exchange rate, which has a lot to do with how much they will charge for their cars in this country.

Not too long ago, the rate was about 235-240 yen to the dollar, and the importers were in clover. Last Thursday, the rate was 202.70, and the clover was not so sweet. The dollar is buying fewer yen, and that's not good for profits.

The U.S. auto makers are undoubtedly watching the Japanese dilemma with glee. Higher prices for Japanese cars make the domestic products look better.

But there's another reason: Jan. 1 is approaching, and what does Jan. 1 mean? It generally means a price increase by the domestic makers. Higher stickers on Japanese cars will will cut the competitive disadvantage of any Happy New Year price hike.

Three of the Japanese importers have bowed to the inevitable and have raised their U.S. car prices. The others were still holding out late last week, but it appeared to only a matter of time until they climb aboard the bandwagon.

Mitsubishi was the first to boost prices and Nissan was close behind (Automotive News, Dec. 2). Honda soon followed suit.

Toyota, Mazda and Subaru were still on the fence at presstime. Isuzu hiked the price of its Trooper sport/utility vehicle but hadn't touched its cars.

Honda's increase matched Nissan's at $400, or 4 percent. At the beginning of the 1986 model year, Honda bumped its stickers an average of $387, so the total is $790 since last summer. The figures apply to both imported and U.S.-built Hondas.

The Civic three-door hatchback with 1.3-liter engine, Honda's price leader, rose only $170 (now $5,649), but the hikes on the fancier models were steeper. The Accord DX hatchback climbed $370 to $8,799 and the LXi hatchback went up $500 to $11,649.

The Accord DX four-door sedan jumped to $9,679, up $380, and the Accord LXi four-door rose to $13,199, up $524. The Prelude Si coupe now wears a $13,538 sticker, an increase of $543.

Isuzu's Trooper shows increases of $190 for the Deluxe model and $540 for the LS. As noted, Isuzu hasn't yet revised car prices.

Toyota, Mazda and Subaru were

Please turn to Page 8, Col. 1

Joe Wilssens photos

Cadillac Allante body as it will arrive in Detroit.

Super-plush Cadillac Allante may be sold in Europe, too

By Michelle Krebs
Financial Editor

Cadillac may sell its two-seat, ultra-luxury Allante in Europe as well as in the U.S., according to John O. Grettenberger, the division's general manager.

Cadillac offered the first glimpse of the 1987 model last week at a media extravaganza at which contracts for air-shipping the bodies from Europe to Detroit were signed.

Grettenberger said the No. 1 competitor for the convertible coupe, which is expected to sell in the $40,000 to $50,000 range, will be the Mercedes-Benz 560-SL, the upgraded version of the 450-SL two-seater. The 560-SL is priced at $48,200 plus a $1,300 gas-guzzler tax.

Volume for Cadillac's Allante will be about 7,000 *units in the first year and 8,000 in each of the* following two years, Grettenberger said.

"We think the volume is low enough to easily be accommodated in the North American market," he said. "But we also see some benefit to looking at an export program. No decision has been made on whether we will see it in Europe or how many we will sell."

The benefit would be a boost in Cadillac's international image, he said.

Grettenberger, along with Umberto Nordio, Alitalia chairman, and Franz Schoiber, Lufthansa executive president, signed a contract to air freight the Allante bodies from Europe to Detroit.

Pininfarina, the Italian design house, has designed and will manufacture the bodies. They will be flown to Detroit where they will be married to the powertrain and chassis at GM's newest plant, the Detroit-Hamtramck Assembly Center.

Officials of Cadillac and the airlines said the contract is believed to be the largest air cargo contract ever written, though they would not say if they were referring to dollars, length of the contract or the number of flights.

Grettenberger said the five-year contract, which has options for renewal, approaches $100 million.

The airline officials said the contract was significant for more than the dollar amount. They said it means the airlines will be part of the production process rather than only part of the distribution network.

Sergio Pininfarina—Designer

Grettenberger called it the world's longest assembly line.

He said Cadillac chose to air freight the bodies to eliminate the possibility of damage.

In addition, he said, flying the bodies from Europe and flying the parts from the U.S. will keep the delivery time as short as possible. The delivery time is cut to 12 hours from 24 days by ship.

Three times a week, beginning next October, the Boeing 747s will make the loop from Turin to Detroit to Frankfurt and back to Turin.

Each plane holds 56 bodies, which will be encased in specially designed cradles.

After the planes are unloaded in Detroit, they will return to Turin or Frankfurt with U.S.-made parts for the Allante and other GM operations in Europe and the Mideast. More than 80 components for the Pininfarina Allante body will be made in the U.S.

The planes that stop in Frankfurt will pick up German parts for the Allante before going on to Turin.

No 4-door for Ferrari —too popular

By Richard Feast
European Editor

The Ferrari factory has killed its plan to manufacture a four-door sedan.

The irony is that the decision was made because extensive market research revealed sales potential for the model went far beyond the company's limited production facilities.

It is a level at which Ferrari is enormously successful and handsomely profitable. This year, it will squeeze about 3,200 cars out of the factory, a record. The waiting time for the megadollar Testarossa is already two years, and there are reports of eager customers prepared to double the list price for instant delivery.

Fitting a four-door into factory schedules would have been at the expense of the coupes and convertibles which Ferrari has made since it was created in the late 1940s. It would also have meant a significant change of emphasis, a move away from its traditional customers and into the Rolls-Royce category.

Italian sources suggest that the potential was for "several thousand" sedans each year, most notably for the U.S. It was against that background that the decision was made to cancel the four-door project.

The model was exhibited for the first time as the Ferrari Pinin at the 1980 Turin Auto Show. The work of Pininfarina, it was no secret that the car was the forerunner of what was expected to be Ferrari's first four-door.

Sergio Pininfarina, president of the Italian design house, said he was sorry the project would not see production and he has no alternate plan for the car body.

Pininfarina said Ferrari executives told him that the four-door indeed would be a move away from its emphasis. They decided to

Please turn to Page 52, Col. 2

Honda testing air-bagged cars on U.S. roads

GARDENA, Calif.—American Honda is running a small test fleet of cars with driver-only air bags on U.S. roads, with the idea that by 1987—or possibly mid-1987—models it will be able to garner extra credits that count toward meeting the 10 percent phase-in requirement of passive restraints under Standard 208.

The air-bagged test cars have electronic sensors, and the system is designed as original equipment only. It is being tested on the Accord four-door sedan, but it could also be used on luxury models like the Legend four-door.

Its price tag would be about $800 and it would be considered supplemental to belt systems. Conceivably, it could become a full-front passive system.

Much depends on the level of confidence American Honda gets from the U.S. road testing which is being done at various temperature, altitude and road conditions.

Standard 208 is now being challenged in court by State Farm and others on grounds that it is illegal to link rescission of the passive-restraint mandate to passage by states of mandatory belt-use laws covering two-thirds of the nation's population.

index

Auction reports	40-41
Classified advertising	42-49
Editorial page	10
Obituaries	53
Personnel	20
Production by makes	54
Sales, car	2, 53
Truck highlights	14

60th year—No. 5104

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

That's the day Taurus and Sable debut

Christmas is Dec. 26 for Ford

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Christmas season is upon us, but Ford Motor Co. officials aren't thinking of yule logs and mistletoe.

They're looking at Ford Taurus and Mercury Sable, the company's radically new intermediate lines that are expected to "carry Ford into the next century."

Scheduled for introduction Dec. 26, the cars represent a $3 billion gamble for the company and a chance to recapture buyers increasingly enamored of import models. Last week, Ford began its final press blitz for the cars with regional briefings throughout the country.

In Washington, Ross Roberts, Ford Division general marketing manager, extolled the virtues of Taurus and Sable as he has done any number of times before.

"This is the most expensive and best-built product we've ever brought to market," he said. "A car conceived and produced radically different from any before. This time, we asked the market—car buyers—what they wanted; we asked dealers what they wanted; we asked engineers what they wanted, and we asked marketing people what they wanted, rather than the other way around.

"This car will be built differently (modular) and sold differently, and we're going to move half a million a year," he said.

Ford has some 100,000 orders in hand for Taurus/Sable, but 500,000 units per year may be asking

Please turn to Page 52, Col. 1

used-car auction directory

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000

MINNESOTA

WEDNESDAY 12 NOON SALE DAY

Dec. 11—11 AM Chrysler & CA Sale
Dec. 18—DEALER RECOGNITION DAY Giant Truck & 4X4 Sale
Dec. 19—Thur., 5 PM. Semi-monthly Fleet & Lease Sale. Complimentary Buffet. 4:30
6 Lanes of Selling

Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

NORTHWAY EXCHANGE, INC.
DEALERS' AUTO AUCTION
EVERY THURSDAY
11:30 A.M. SHARP
(518) 371-7500
Route 146
P.O. Box 440
Clifton Park, N.Y. 12065
"Our Service Does Not Cost — It Pays"

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon faciities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon. Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD.
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD.
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 10:30 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957

Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

OHIO

AMERICAN MOTORS LEASING CORPORATION

SNOWTIME SALE

Wednesday, December 11, 1985

Columbus Fair Auto Auction

125 Four Wheel Drive Factory Executive Vehicles:

—Jeep CJ-s
—Jeep Cherokees & Wagoneers
—Jeep Grand Wagoneers
—Eagle Sedans & Wagons

100 Front Wheel Drive Vehicles:

—Alliances — 1984 & 1985
—Encores — 1984 & 1985

SNOWTIME IS THE RIGHT TIME

BE THERE

OPEN TO ALL DEALERS

Columbus Fair Auto Auction, Inc.
4700 Groveport Road
Columbus, Ohio 43232-0490
614/497-2000

TIME AUTO TRANSPORT

1-800-624-2021

313-545-2200 or 305-463-7024
or New Jersey 201-370-2070

1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service

1-800-624-2021

factories list auction dates

American Motors

Dec. 10—Arena Auto Auction, Chicago; D—A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Dec. 11—Columbus Fair Auto Auction, Obetz, O., and Mid States Auto Auction, South Bend.

Dec. 12—Evansville Auto Auction, Evansville, Ind.

Dec. 17—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Dec. 18—Metro Milwaukee Auto Auction, Caledonia, Wis.; Mid States Auto Auction, South Bend; Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, O.

Dec. 19—Bel Air Auto Auction, Bel Air, Md.; Fredricksburg Auto Auction, Fredricksburg, Va.; Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton, N.Y.; Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 20—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Dec. 24—Arena Auto Auction, Chicago.

Dec. 30—D—A Auto Auction, New Stanton, Pa.

Model Breakdown
Auction Averages

	DEC. 1985	NOV. 1985	OCT. 1985
1985	$9,974	$9,989	$9,706
1984	$6,615	$6,690	$6,891
1983	$5,710	$5,820	$6,047
1982	$4,650	$4,752	$4,870
1981	$3,434	$3,543	$3,591
1980	$2,695	$2,738	$2,896
1979	$2,198	$2,254	$2,404
1978	$1,662	$1,696	$1,765
Overall Average	$4,568	$4,714	$4,759

Chrysler Corp.

Dec. 10—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 11—Concord Auto Auction, Acton, Mass.; Butler Auto Auction, Gibsonia, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Sand Mountain Auto Auction, Boaz, Ala.

Dec. 12—Northway Exchange, Clifton Park, N.Y., and Indianapolis Auto Auction, Indianapolis.

Dec. 17—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 18—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Dec. 19—Fredricksburg Auto Auction, Fredricksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Dec. 20—St. Louis Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

Dec. to date	$4,568
Month ago	$4,776
Year ago	$5,193

Ford Motor Co.

Dec. 11—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass.; Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 12—Southwest Auto Auction, Phoenix, and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 17—South Seattle Auto Auction, Kent, Wash.

Dec. 18—Golden Gate Auto Auction, Fremont, Calif.

Dec. 19—Arena Auto Auction, Chicago; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

Dec. 10—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Dec. 11—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12—Nashville Auto Auction, Nashville, and Aptco Auto Auction, Taylor, Mich.

Dec. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Dec. 18—Northstar Auto Auction, Shakopee, Minn.; Brasher's Southern California Auto Auction, Fontana, Calif.; Clanton's Auto Auction, Darlington, S.C.; Metro Auto Auction of Kansas City, Kansas City, and Indianapolis Auto Auction, Indianapolis.

Import deliveries set a record

Domestic sales dip in November

Continued from Page 2

percent, down slightly from 13.61 percent.

AMC's share dwindled to 1.50 percent from 2.48 percent. VW improved its position to 1.19 percent from 0.69 percent. Honda had 2.18 percent, up from 2.00 percent, and Nissan earned 1.16 percent of this year's November market.

VW, Pontiac, Chevrolet and Lincoln all increased year-to-year sales in November, with their competitors lagging behind 1984 as much as 56.70 percent. VW was up 47.43 percent, Pontiac was up 3.87 percent, Chevrolet managed a 0.71-percent gain and Lincoln was up 0.51 percent.

Plymouth was off 23.78 percent, Chrysler was down 9.43 percent and Dodge was down 16.12 percent. Ford dropped 20.72 percent, Mercury plunged 36.71 percent, Buick was off 35.40 percent, Cadillac was down 20.49 percent and Oldsmobile dropped 9.11 percent. AMC was off 56.70 percent and Renault was down 46.50 percent November to November.

With 25 selling days in the month each year, the domestic daily rate dropped 14.13 percent, to 20,632 from 24,028.

Domestic sales January through November were up 3.46 percent from the comparable year-ago period: 7,646,242 vs. 7,390,695.

The imports' sales romp included several notable increases and the usual smattering of monthly records. Audi, BMW, Mazda, Saab, Subaru and Volvo reached November sales highs.

Makes with sizeable gains were BMW, up 26.76 percent; Dodge Colt, up 32.65 percent; Honda, up 17.45 percent; Isuzu, up 36.25 percent; Mazda, up 76.19 percent; Mitsubishi, up 22.39 percent; Plymouth Colt, up 20.67 percent; Porsche, up 63.16 percent; Saab, up 24.49 percent; Subaru, up 32.25 percent, and VW, up 34.93 percent.

Import sales January through November were up 15.20 percent, to 2,582,109 from 2,241,431. With one month to go, they already have surpassed their former full-year record of 2,441,713 set in 1984.

Imports were the show-stoppers in the November market-class breakdown with their 32.43-percent share of the total. Domestic intermediates were a distant second at 23.93 percent, followed by compacts at 14.97 percent, Subcompacts at 13.78 percent, luxury models at 7.92 percent and standards at 6.97 percent.

A year earlier, the market-class spectrum read as follows: Imports at 25.17 percent, intermediates at 24.54 percent, compacts at 17.79 percent, subcompacts at 14.08 percent, standards at 9.72 percent and luxuries at 8.70 percent.

Third-period domestic sales narrowly missed the year-ago mark, dipping 1.19 percent to 184,506 from 186,721. The daily rate averaged 23,063, down 1.19 percent from 23,340.

GM was up 4.25 percent for the period, Ford dropped 6.55 percent, Chrysler was down 10.56 percent, AMC plunged 47.59 percent, VW was up 22.39 percent and Honda was down 12.42 percent.

The market-shares breakout found GM at 56.39 percent, Ford at 23.77 percent, Chrysler at 13.16 percent, AMC at 1.71 percent, VW at 1.46 percent, Honda at 2.20 percent and Nissan at 1.31 percent.

Where auto market was, November, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	105,185	13.78%
COMPACT	114,290	14.97%
INTERMEDIATE	182,697	23.93%
STANDARD	53,221	6.97%
LUXURY	60,409	7.92%
IMPORT	247,580	32.43%
TOTAL	763,382	100.00%

IMPORTED CAR SALES

	November, 1985	November, 1984	11 Mos., 1985	11 Mos., 1984
Alfa Romeo	319	312	4,320	3,400
Audi	6,111	5,432	67,718	65,426
BMW	6,381	5,034	80,182	62,762
Chevrolet Spectrum	5,606	712	26,018	712
Chevrolet Sprint	5,981	1,135	49,419	9,657
Dodge Colt	4,835	3,645	34,543	33,259
Dodge Conquest	227	242	2,465	3,530
Dodge Vista	1,313	777	10,633	7,132
Honda	37,565	31,985	365,547	347,983
Isuzu	1,913	1,404	25,035	16,041
Jaguar	1,530	1,719	17,414	15,905
Maserati	80	100	1,290	1,933
Mazda	22,802	12,942	185,625	156,204
Mercedes-Benz	7,311	8,669	76,784	70,136
Merkur	815		8,086	
Mitsubishi	4,018	3,283	46,133	36,152
Nissan	43,690	38,390	496,102	447,478
Peugeot	827	1,795	14,666	18,067
Plymouth Colt	4,331	3,589	31,374	29,668
Plymouth Conquest	250	210	2,415	3,142
Plymouth Vista	1,252	716	10,277	6,775
Porsche	2,542	1,558	22,822	18,542
Renault	486	978	6,810	11,366
Saab	3,426	2,752	35,819	30,572
Subaru	15,526	11,740	161,929	144,623
Toyota	49,187	47,346	566,302	510,914
Volkswagen	10,530	7,804	130,230	94,705
Volvo	7,800	7,405	99,946	95,347
Yugo	926		2,197	
TOTAL	247,580	201,674	2,582,109	2,241,431

U.S. CAR SALES BY MARKETING UNITS

	November, 1985	November, 1984	11 Mos., 1985	11 Mos., 1984
Chevrolet	118,586	108,093	1,557,247	1,473,663
Ford	83,695	105,575	1,288,822	1,199,969
Oldsmobile	66,169	72,801	1,004,156	983,652
Pontiac	54,495	52,464	742,295	654,130
Buick	46,806	72,450	794,241	876,043
Toyota	49,187	47,346	566,302	510,914
Nissan	49,701	38,390	530,143	447,478
Mercury	27,233	41,744	493,195	491,096
Honda	48,805	44,015	502,727	472,472
Dodge	32,078	35,306	453,716	385,511
Chrysler	24,023	26,523	352,003	304,102
Plymouth	24,606	29,093	351,904	307,658
Cadillac	19,415	24,417	274,294	296,203
VWoA	22,761	17,387	269,649	244,706
Mazda	22,802	12,942	185,625	156,204
Subaru	15,526	11,740	161,929	144,623
Lincoln	12,228	12,166	151,112	138,142
AMC-Renault	8,233	15,883	122,672	191,352
Volvo	7,800	7,405	99,946	95,347
BMW	6,381	5,034	80,182	62,762
Mercedes	7,311	8,669	76,784	70,136
Mitsubishi	4,018	3,283	46,133	36,152
Saab	3,426	2,752	35,819	30,572
Isuzu	1,913	1,404	25,035	16,041
Porsche	2,542	1,558	22,822	4,043
Peugeot	827	1,795	14,666	18,067
Jaguar	1,530	1,719	17,414	15,905
Alfa Romeo	319	312	4,320	3,400
Maserati Biturbo	80	100	1,298	1,933
Yugo	926		2,197	
TOTAL	763,382	802,366	10,228,351	9,632,126

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

Toyota chooses Kentucky; new subsidiary likely

Continued from Page 1

the UAW at Fremont, so the Kentucky plant will be the first test for the management of Toyota Motor Corp. in American labor relations. And the UAW, coming off its successful strike against Chrysler, may take a harder line against the largest importer in the U.S.

Another related issue is how the new manufacturing venture will affect Toyota Motor Mfg. in Long Beach, a facility that produces pickup truck beds. While it seems logical that it may become part of the new manufacturing enterprise, there is some speculation that the operation is less critical to Toyota now that the Kentucky plant is there to blunt any trade criticism aimed at the Japanese company.

That facility was set up at a time when adding the beds to the pickups in the U.S. allowed Toyota to import its trucks as components, thereby qualifying them for a 4 percent duty. If they had been brought in fully assembled, they would have been classified as trucks and subjected to a 25-percent duty.

The law was subsequently reinterpreted, subjecting them to the higher duty rate. The U.S.-produced beds add cost to Toyota's pickups in a market that is increasingly cost competitive.

obituaries

Joseph A. Anderson

FLINT.—Joseph A. Anderson, 85, retired General Motors vice president and general manager of AC Spark Plug Division, died Nov. 25. He joined AC in 1924 as a foreman and became general manager in 1953. As a GM vice president, he was also an assistant group executive. He retired in 1964. He was a moving force in Flint community activities for 50 years and was a long-time trustee of the C.S. Mott Foundation.

Bard Young

DETROIT.—Bard Young, 69, retired UAW international representative and director of the union's Region 1E in Detroit, died Dec. 2. In addition to his work in the UAW which dated to the union's organizing in the 1930s, he was active in the civil rights movement and political campaigns.

Halsey Davidson

DETROIT.—Halsey Davidson, 83, former vice president of Campbell-Ewald Co., died Nov. 27. While vice president and creative coordinator on the Chevrolet business, he received numerous professional merit citations.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1985	Same Period, 1984	November, 1985	Same Month, 1984	Jan. 1 to Nov. 30, 1985	Same Period, 1984
Alliance	0	0	5,379	7,478	66,931	95,446
Encore	0	0	1,402	5,196	37,230	65,546
Total Renault	0	0	6,781	12,674	104,161	160,992
Eagle	0	0	966	2,231	11,701	18,994
Total AMC	0	0	966	2,231	11,701	18,994
AMERICAN MOTORS	3,147	6,005	7,747	14,905	115,862	179,986
Horizon	1,622	2,469	4,606	7,020	79,609	72,543
Turismo	968	1,276	2,621	3,538	49,847	44,268
Reliant	3,022	3,084	8,047	9,721	127,879	129,282
Caravelle	1,037	836	2,808	3,116	33,516	6,377
Plymouth	216	501	651	1,183	16,987	15,603
Total Plymouth	6,865	8,166	18,733	24,578	307,838	268,073
Laser	747	1,057	2,041	3,826	48,121	49,864
LeBaron K	2,069	2,636	5,427	7,320	81,881	92,378
LeBaron GTS	2,576	309	6,708	651	65,645	706
Cordoba	0	0	0	0	0	136
Fifth Avenue	1,502	2,700	5,172	9,071	103,166	86,187
E-Class	0	0	0	0	0	35,528
New Yorker	1,658	1,792	4,675	5,655	52,893	39,303
Total Chrysler	8,552	8,494	24,023	26,523	351,706	304,102
Omni	1,356	1,965	3,864	5,698	66,787	63,138
Charger	1,067	1,329	2,808	3,749	53,907	48,868
Daytona	860	1,107	2,357	3,700	46,336	41,887
Aries	2,366	2,925	6,815	9,113	107,485	104,056
Lancer	1,606	241	4,194	520	46,398	557
Dodge 400-600	0	0	0	0	0	18,953
Diplomat	468	1,065	1,815	2,567	33,454	25,459
Mirada	0	0	0	0	0	282
Dodge 600	1,139	1,855	3,850	5,295	51,708	38,390
Total Dodge	8,862	10,487	25,703	30,642	406,075	341,590
CHRYSLER CORP.	24,279	27,147	68,459	81,743	1,065,619	913,765
EXP	32	956	76	3,061	17,531	28,495
Escort	10,882	9,637	31,688	31,304	383,038	326,654
Mustang	4,472	3,451	11,513	11,995	147,219	126,060
Tempo	6,425	6,149	16,809	20,415	263,334	235,172
Thunderbird	3,376	3,456	8,050	12,155	146,813	141,435
LTD	2,511	4,617	7,161	14,331	177,489	184,288
Crown Victoria	2,875	3,765	8,398	12,314	153,398	157,865
Total Ford Division	30,573	32,031	83,695	105,575	1,288,822	1,199,969
Lynx	2,111	1,597	5,575	6,275	78,803	62,886
Topaz	1,105	1,674	3,870	6,072	68,970	68,701
Cougar	2,118	2,914	5,940	9,959	105,249	112,125
Capri	249	362	827	1,346	14,493	16,331
Marquis	959	2,414	3,179	8,697	84,781	98,129
Grand Marquis	2,411	2,791	7,027	9,395	126,993	132,924
Total Mercury	8,953	11,752	26,418	41,744	485,109	491,096
Continental	540	683	1,741	1,995	25,672	28,638
Lincoln	3,345	2,235	9,108	8,450	107,141	81,681
Mark VII	446	328	1,379	1,721	18,299	27,823
Total Lincoln	4,331	3,146	12,228	12,166	151,112	138,142
Total L-M Division	13,284	14,898	38,646	53,910	636,221	629,238
FORD MOTOR COMPANY	43,857	46,929	122,341	159,485	1,925,043	1,829,207
Skyhawk	1,732	3,019	4,899	8,732	78,995	115,752
Skylark	525	2,879	752	7,104	54,362	97,023
Somerset Regal	1,960	1,521	6,326	4,648	88,275	9,032
Century	4,969	6,916	14,657	17,265	217,818	200,750
Regal	1,712	3,999	5,718	10,754	106,976	173,320
LeSabre	1,502	4,696	4,149	13,309	110,980	152,267
Electra	2,712	2,680	7,787	5,807	89,788	78,603
Riviera	703	1,852	2,518	4,831	47,047	49,296
Total Buick	15,815	27,562	46,806	72,450	794,241	876,043
Cimarron	511	348	1,253	1,129	21,398	17,026
Seville	607	968	1,911	3,229	27,422	32,420
Cadillac	5,174	4,553	12,930	13,648	169,525	180,797
Eldorado	940	1,798	3,281	6,411	55,949	65,061
Total Cadillac	7,232	7,667	19,415	24,417	274,294	295,304
Chevette	2,932	3,051	7,754	9,422	122,604	154,989
Nova	2,018	0	5,873	0	27,801	0
Cavalier	9,413	7,289	25,863	26,720	391,847	351,211
Citation	130	1,423	399	5,085	43,284	87,149
Camaro	3,717	4,481	11,741	15,661	189,650	188,941
Celebrity	8,878	7,156	26,994	23,118	338,623	300,153
Malibu	0	0	0	0	0	881
Monte Carlo	2,802	1,470	8,563	5,977	105,399	110,170
Chevrolet	5,779	5,007	16,842	16,709	227,807	242,446
Corvette	1,000	978	2,970	3,554	34,795	27,354
Total Chevrolet	36,669	30,855	106,999	106,246	1,481,810	1,463,294
Firenza	1,037	1,125	3,116	4,567	45,886	58,487
Omega	0	373	0	920	0	34,103
Calais	2,844	1,673	8,097	5,418	116,883	8,736
Cutlass Ciera	7,367	3,961	21,829	16,182	313,185	224,844
Cutlass Supreme	4,002	4,808	12,020	18,552	205,663	285,614
Olds 88	3,291	4,342	9,495	16,002	178,711	241,355
Olds 98	4,556	2,123	9,985	7,663	112,798	91,911
Toronado	424	831	1,627	3,497	31,019	38,602
Total Oldsmobile	23,521	19,236	66,169	72,801	1,004,156	983,652
Fiero	1,411	1,104	4,377	4,521	86,281	90,136
1000	479	620	1,393	2,075	21,010	25,698
Sunbird	2,441	2,456	6,647	9,592	108,205	119,058
Phoenix	0	91	0	483	896	12,931
Firebird	2,431	2,080	6,457	8,151	94,864	94,915
Grand Am	5,382	1,604	13,305	5,905	109,537	10,756
6000	4,623	2,995	12,126	8,715	153,582	115,395
Bonneville	988	987	2,677	3,584	49,566	61,250
Grand Prix	1,131	1,018	2,669	3,831	54,167	67,430
Parisienne	1,923	1,533	4,844	5,607	64,187	56,561
Total Pontiac	20,809	14,488	54,495	52,464	742,295	654,130
GENERAL MOTORS	104,046	99,808	293,884	328,378	4,296,796	4,272,423
VOLKSWAGEN	2,695	2,202	6,120	4,151	71,701	70,076
HONDA	4,055	4,630	11,240	12,030	137,180	124,489
NISSAN	2,427	0	6,011	0	34,041	0
DOMESTIC TOTAL	184,506	186,721	515,802	600,692	7,646,242	7,390,695
IMPORT TOTAL			247,580	201,674	2,582,109	2,241,431
INDUSTRY TOTAL			763,382	802,366	10,228,351	9,632,126

Year closing with a bang again: 189,795 built

Auto production at 12-month high

By Kathy Boyer
Detroit Reporter

With 16 plants working overtime Saturday (Dec. 7), U.S. car makers' estimated production of 189,795 units last week was the highest since the week ended Dec. 15, 1984, when 189,998 cars were assembled.

The scheduled build last week was 91.80 percent more than the previous week's 98,954 (reflecting the Thanksgiving holiday) and 4.54 percent more than the year-ago week's 181,558.

Production for November—670,693 units—dipped 11.86 percent from October's 760,917 and was 1.21 percent below the 678,927 cars built in November, 1984.

So far this year, 7,835,690 cars have been assembled, 4.88 percent more than the 7,471,294 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 59.58 percent; Ford Motor Co., 18.60 percent; Chrysler Corp., 16.83 percent; Honda of America Mfg. Co., 1.77 percent; Nissan Motor Mfg. Co., USA, 1.23 percent; New United Motor Mfg., Co., 1.00 percent, and Volkswagen of America, 0.99.

American Motors' Kenosha plant remained closed last week for inventory adjustment. Production is expected to resume today (Dec. 9).

GM will add a second shift at the Detroit—Hamtramck assembly plant today, increasing employment by 2,000.

GM's Wentzville (Mo.) plant resumed production Monday (Dec. 2) after being closed for paint conversion for the front-wheel-drive Oldsmobile 88.

Chrysler's Sterling Heights (Mich.) assembly plant is closed this week as the first step in preparing for production of the Plymouth Sundance and Dodge Shadow.

Production of the LeBaron GTS and Lancer is scheduled to resume at that plant Jan. 2.

The following GM plants were scheduled for overtime on Saturday (Dec. 7): Doraville, Ga.; Framingham, Mass.; Lakewood, Ga.; Oklahoma City; Tarrytown, N.Y.; Flint; Janesville, Wis.; Leeds, Mo.; Lordstown, O.; Orion Township, Mich.; Willow Run, Mich.; Lansing (Nos. 1 and 2), and Detroit—Hamtramck.

Ford has slated daily overtime this week (Dec. 9) at these plants: Lorain, O.; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler's Belvidere, Ill.; Newark, Del., and St. Louis (Nos. 1 and 2) plants were scheduled for overtime Saturday (Dec. 7).

Daily overtime is slated at those plants this week.

Two sites in Toronto area lead Toyota guessing game

TORONTO.—Speculation on the site of Toyota Motor Corp.'s planned Canadian assembly and stamping plant is now centering on two cities in the Toronto area.

Canadian wire service reports last week quoted sources at the Ontario provincial legislature who said the $300 million (Canadian) plant will be built in either Pickering or Markham, which are located northeast of Toronto.

Reports have also circulated that the facility may be situated in Trenton or Belleville, located about midway between Toronto and the national capital of Ottawa on the Bay of Quinte along the northern shore of Lake Ontario.

Sources at Markham municipal offices told Automotive News last week that city officials have been "engaged in talks with Toyota," but said there has been no confirmation of the company's plans. The mayor and town manager in Pickering were unavailable for comment late last week.

Toyota announced last summer that it will construct two new assembly plants in North America, a U.S. plant that will turn out 200,000 passenger cars annually and a Canadian facility with annual capacity of 50,000 units. Both plants are expected to begin production in late 1988.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
AMERICAN MOTORS	0	610	410	861	21,738	10,493
FORD MOTOR	9,245	10,046	9,223	44,075	424,033	466,638
GENERAL MOTORS	14,400	8,386	14,654	58,060	534,203	539,110
VOLVO	225	225	225	897	9,900	9,580
Total Cars, Canada	23,870	19,267	24,512	103,893	989,874	1,025,821

U.S. TRUCK PRODUCTION☆

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
CHEVROLET	28,142	22,864	14,336	90,357	933,243	1,059,170
DODGE	5,400	5,438	2,786	20,251	202,513	202,133
FORD	30,117	24,701	16,575	109,397	1,132,811	1,099,466
GMC	8,192	7,217	4,196	26,355	306,234	329,410
INTERNATIONAL	1,493	1,555	905	5,681	71,657	68,159
JEEP	5,800	3,824	3,427	22,561	175,741	205,394
NISSAN	2,892	2,866	1,294	8,234	94,713	99,762
AM GENERAL	50	50	50	210	2,460	2,280
MISCELLANEOUS	2,000	1,000	2,000	8,400	49,000	86,553
Total Trucks, U.S.	84,086	69,515	45,569	291,446	2,968,372	3,152,327

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
CHRYSLER	9,080	8,669	9,328	38,187	348,373	361,811
FORD	3,960	3,616	3,557	14,986	148,565	150,806
GENERAL MOTORS	6,336	5,941	5,923	26,189	263,900	259,486
INTERNATIONAL	200	86	204	840	7,724	9,444
Total Trucks, Canada	19,576	18,312	19,012	80,202	768,562	781,547
N. American Trucks	103,662	87,827	64,581	371,648	3,736,934	3,933,874

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production down last month from 6-year high

Domestic truck makers' November output of 291,446 units fell 14.59 percent from October's 341,249.

October's output was the highest production of any month since March, 1979.

November's build also dropped 1.16 percent from the year-ago month's 294,861.

Last week's estimated production of 84,086 trucks was 84.52 percent more than the previous week's 45,569 (which reflected the Thanksgiving holiday) and 20.96 percent more than the year-ago week's 69,515.

So far this year, 3,152,327 units have been assembled, 6.20 percent more than the 2,968,372 completed last year at this point.

General Motors scheduled Saturday (Dec. 7) overtime at the following plants: Flint (Nos. 1 and 2); Baltimore; Pontiac West; Janesville, Wis.; St. Louis; Lordstown, O., and Lorain, O.

Ford Motor Co. has slated daily overtime this week (Dec. 9) at Wayne, Mich.; Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Saturday (Dec. 14) overtime is scheduled at Ford's Twin Cities, Lorain, Louisville and St. Louis plants.

Chrysler Corp.'s Warren (Mich.) plant was slated for overtime Saturday (Dec. 7) and for daily overtime this week.

November output of Canadian cars dips to 103,893

Canadian auto makers reported production of 103,893 units for November, down 3.71 percent from October's 107,891 and also 9.99 percent below the year-ago month's 115,428.

Last week's estimated production of 23,870 cars was 2.62 percent below the previous week's 24,512, but was 23.89 percent more than the year-ago week's 19,267.

So far this year, 1,025,821 cars have been assembled, 3.63 percent more than the 989,874 completed last year at this point.

Production of 80,202 trucks for November was 19.65 percent more than October's 67,031 and 5.25 percent above last November's 76,198.

The estimated build of 19,576 trucks last week was 2.97 percent more than the previous week's 19,012 and 6.90 percent more than the year-ago week's 18,312.

Year-to-date, 781,547 trucks have been completed, 1.69 percent more than the 768,562 assembled last year at this time.

American Motors' Brampton (Ont.) plant remained closed last week for inventory adjustment.

Production at that plant is scheduled to resume today (Dec. 9).

U.S. CAR PRODUCTION

	Week Ended Dec. 7, 1985	Week Ended Dec. 8, 1984	Week Ended Nov. 30, 1985	Nov. Total	Jan. 1 to Dec. 8, 1984	Jan. 1 to Dec. 7, 1985
AMERICAN MOTORS	0	5,060	0	8,496	182,133	105,625
Renault Total	0	5,060	0	0	182,133	105,625
Alliance	0	3,008	0	6,704	104,607	69,724
Encore	0	2,052	0	1,792	77,526	35,901
CHRYSLER CORP.	31,950	27,750	16,561	108,068	1,192,582	1,212,142
Plymouth Total	9,250	8,177	4,656	32,712	363,205	351,938
Horizon	3,700	2,801	1,847	13,187	153,728	135,587
Reliant	3,900	3,581	1,935	14,014	166,108	155,237
Caravelle	1,300	1,400	749	5,323	22,689	46,432
Gran Fury	350	395	125	188	20,680	14,682
Chrysler Total	11,000	9,482	5,522	32,684	384,272	397,171
LeBaron	2,900	2,418	1,653	10,707	111,113	90,972
LeBaron GTS	2,500	1,477	1,562	10,916	7,491	95,145
Laser	1,100	1,183	669	4,382	67,520	50,083
New Yorker/E-Class	1,500	1,511	799	5,377	86,816	61,723
Fifth Avenue	3,000	2,893	839	1,302	111,332	99,248
Dodge Total	11,700	10,091	6,383	42,672	445,105	463,033
Omni	3,100	2,768	1,719	12,309	140,610	130,087
Aries	3,100	2,679	1,783	11,648	136,450	129,113
Daytona	1,100	1,037	675	4,355	51,021	45,528
Dodge 600	1,700	1,538	874	6,680	71,433	63,156
Lancer	1,900	1,098	1,104	7,328	5,941	65,214
Diplomat	800	971	228	352	39,650	29,935
FORD MOTOR	35,293	40,339	18,624	128,983	1,702,016	1,567,838
Ford Division	23,982	26,168	12,083	84,791	1,099,774	1,052,580
Escort	8,836	6,238	4,444	30,446	329,182	329,369
Mustang	4,499	3,657	2,276	16,071	133,257	177,218
LTD	0	5,171	0	4,274	215,873	184,449
Taurus	2,632	0	968	4,777	0	8,401
Thunderbird	3,091	3,236	1,602	11,301	140,707	162,754
Crown Victoria	0	2,508	0	0	82,086	7,122
EXP	0	1,096	0	0	40,696	3,863
Tempo	4,924	4,262	2,793	17,922	157,973	179,404
L-M Division	11,311	14,171	6,541	44,192	602,242	515,258
Mercury Total	7,645	10,566	4,351	29,768	441,269	359,541
Lynx	745	2,096	1,155	7,934	66,363	70,295
Capri	823	330	458	1,881	17,389	18,865
Marquis	0	2,693	0	1,275	115,380	84,073
Sable	869	0	277	2,036	0	3,472
Cougar	3,873	2,869	2,017	13,553	111,724	125,421
Grand Marquis	0	1,690	0	0	86,767	7,915
Topaz	1,335	888	444	3,089	43,646	49,500
Lincoln Total	3,666	3,605	2,190	14,424	160,973	155,717
Continental	511	659	305	2,012	34,684	24,245
Lincoln	2,752	2,553	1,644	10,819	101,548	114,264
Mark VI/VII	403	393	241	1,593	24,741	17,208
GENERAL MOTORS	113,080	103,544	57,734	389,768	4,192,582	4,626,239
Buick Total	23,196	22,740	12,679	81,107	946,859	964,770
Skylark	0	2,798	0	0	104,510	40,953
Skyhawk	3,802	1,673	1,824	8,318	123,896	106,360
Somerset	1,510	1,800	833	10,014	24,799	114,162
Century	7,923	5,732	4,928	30,431	219,355	286,059
Regal	2,883	3,014	1,725	10,152	168,819	130,492
LeSabre/Electra (rwd)	235	4,183	142	2,034	197,368	96,115
LeSabre (fwd)	2,271	0	594	3,675	0	8,461
Riviera	585	1,203	170	802	50,480	47,509
Electra (fwd)	3,987	2,337	2,463	15,681	57,632	134,659
Cadillac Total	7,545	8,250	3,537	23,613	313,818	314,910
Cimarron	610	154	331	2,551	14,912	26,154
Seville	430	774	113	629	36,790	28,936
Eldorado	625	1,557	184	844	72,567	54,163
Cadillac (rwd)	1,440	2,023	511	3,220	106,351	38,727
DeVille (fwd)	4,440	3,742	2,398	16,369	83,198	166,930
Chevrolet Total	36,997	36,531	19,136	135,926	1,408,045	1,555,759
Chevette	3,246	3,613	1,414	13,424	167,338	146,760
Cavalier	11,481	8,708	5,087	38,700	381,785	470,814
Celebrity	5,663	6,158	2,693	21,601	269,583	253,053
Camaro	4,985	5,083	2,939	18,773	217,539	204,883
Citation	0	1,785	0	0	99,254	28,697
Malibu/El Camino	0	444	0	0	23,026	1,199
Monte Carlo	2,860	2,588	1,566	9,778	94,315	132,012
Chevrolet	7,762	7,141	4,858	29,882	121,660	274,023
Corvette	1,000	1,011	579	3,768	33,545	44,318
Oldsmobile Total	26,827	24,498	11,735	84,074	1,019,663	1,115,824
Omega	0	0	0	0	29,289	0
Firenza	1,479	1,502	761	4,730	65,063	60,084
Cutlass Supreme	4,698	4,284	3,009	19,800	243,692	223,944
Cutlass Ciera	8,931	5,501	4,185	27,537	237,289	339,539
88/98 (rwd)	1,060	6,118	442	2,506	298,135	167,223
88 (fwd)	3,456	0	0	6,176	0	16,407
Olds 98	3,508	3,367	1,536	11,096	76,256	137,930
Calais	3,260	2,828	1,732	11,647	27,521	142,486
Toronado	415	998	110	582	42,418	28,751
Pontiac Total	18,515	11,525	10,647	65,048	504,197	674,976
Acadian**	0	187	435	3,103	13,617	17,676
2000 Sunbird	3,022	2,043	1,633	12,204	131,957	135,434
1000	1,057	937	741	2,580	37,596	33,938
Firebird	2,635	2,649	1,601	10,046	102,903	108,955
Phoenix	0	0	0	0	14,116	0
6000	2,496	0	890	6,101	0	54,626
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,655	1,936	1,671	10,305	46,769	85,611
Fiero	2,400	1,942	1,388	6,726	109,122	104,293
Grand Am	4,250	1,831	2,288	13,983	18,384	134,443
HONDA	3,350	3,091	1,598	10,807	130,775	137,751
NISSAN	2,342	0	1,133	6,198	0	40,046
NUMMI*	1,900	0	1,900	9,698	0	53,749
VOLKSWAGEN	1,880	1,774	1,404	8,675	71,206	92,300
Total Cars, U.S.	189,795	181,558	98,954	670,693	7,471,294	7,835,690
Total Cars, Canada	23,870	19,267	24,512	103,893	989,874	1,025,821
N. American Cars	213,665	200,825	123,466	774,586	8,461,168	8,861,511
N. American Trucks	103,662	87,827	64,581	371,648	3,736,934	3,933,874
North American Cars and Trucks	317,327	288,652	188,047	1,146,234	12,198,102	12,795,385

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Freight Rover to use fiberglass-resin spring

SOLIHULL, England.—The fiberglass-resin reinforced composite spring developed by GKN is to be used on Freight Rover's Sherpa vans.

It will be a world first in production. The spring is 65 percent lighter than a conventional steel spring, meaning a 55-pound increase in Sherpa's payload.

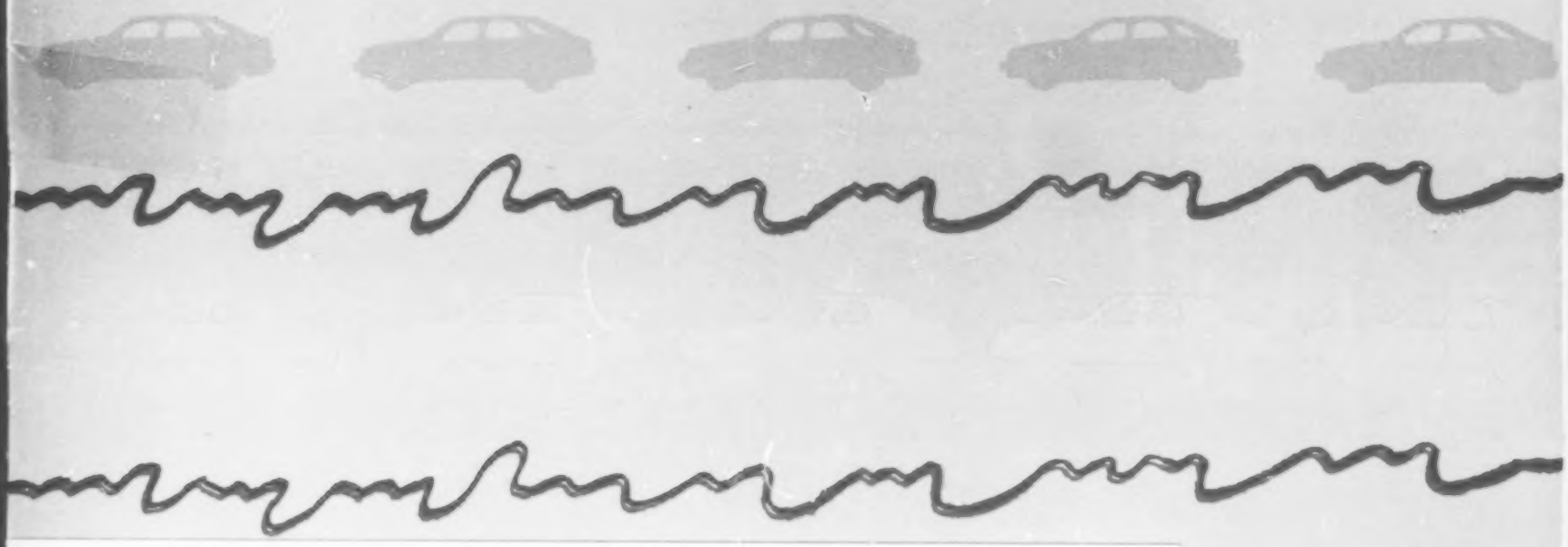
C2700-1

Automotive News

December 16, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy



Making Waves in Communications

********************5-DIGIT 20814
ACQUEACQUE AN 85S099 99 MAZ
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE800
BETHESDA MD 20814

Automotive News

December 16, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

Satellite era dawns at U.S. auto makers

By Richard Johnson
Detroit Reporter

Whether it is marching orders or walking papers, U.S. auto companies can get the word out to employes faster and farther these days by bouncing it off an orbiting satellite.

At the very least, satellite networks appear to be revolutionizing employe communications at the far-flung operations of General Motors, Ford Motor Co. and Chrysler Corp.

Auto makers have, through seperate aerospace operations over the decades, helped develop the satellite technology which will eventually link them not only with internal operations, but also dealers.

Just last week, for instance, Ford signed a $276 million contract with the U.S. Government for three weather-forecasting satellites.

For now, though, the satellite bank-shot enables executives in Detroit to sit "across-the-table" with field staffs when, in fact, they are across the country. Instantaneous hookups with distant offices are often as serviceable as face-to-face meetings, without the travel time.

And the companies say there is no better way to rally the troops than to put before them a top executive, a proven communicator, a Lee Iacocca.

Besides teleconferencing, the companies are transmitting a wide variety of information, including corporate news, program introductions, distribution instructions, training sessions and product features. And the auto makers are in varying stages of offering

Please turn to Page 32, Col. 1

Range Rover moves toward sales in U.S.

By Richard Feast
European Editor

SOLIHULL, England.—The manufacturer of the luxury Range Rover station wagon has established a wholly owned subsidiary in the U.S. in preparation for the vehicle's launch within the next 12 months.

Range Rover of North America, Inc., operating initially out of offices in Saddle Brook, N.J., is about to start a dealer recruitment campaign by inviting selected retailers of prestige European imports to apply for a franchise.

Range Rover plans to be picky in its selection of dealers. In the early stages it wants only around 60, located in major metropolitan and snowbelt regions. It is also understood to be modest in its initial sales aims—up to around 4,000 units in the first year.

The vehicle is a permanent four-wheel-drive built by Land Rover here in the Midlands of En-

Please turn to Page 51, Col. 5

Joe Wissens

Choctaw Indians assemble components for U.S auto makers

Choctaws give Big 3 parts source in U.S

By Michelle Krebs
Financial Editor

PHILADELPHIA, Miss.—East central Mississippi is the poorest part of the poorest state in the U.S. Yet it is here—on an Indian reservation—that the Big Three auto makers have discovered an alternative to sourcing auto parts in Southeast Asia and Mexico.

In the past six years, the Mississippi Band of Choctaw Indians has built two wire harness plants—one for General Motors and a second for Ford Motor Co. The plants employ 550 workers. Annual sales total $17 million, and annual payroll exceeds $5 million.

This fall, Chicago-based Oxford Speaker Co. opened an assembly plant for radio speakers used in Chrysler automobiles. GM's Buick-Oldsmobile-Cadillac Group also has awarded Oxford Speaker a contract for radio speakers, to be produced by the Indians beginning in June or July. Nearly all of GM's radio speakers are foreign sourced.

Oxford Speaker was being pressured by its auto company customers to find an offshore partner to bring costs down.

Company officials visited Japan and later South Korea. They were determined to exhaust every domestic alternative before they sourced in Southeast Asia. That's when they found the Choctaw reservation.

Labor rates at the Indian reservation are not as low as in South Korea and Mexico, but they are lower than other places in the U.S. South Koreans make about $8 a day; Mexicans are paid about 80 cents per hour. An average assembler on the Choctaw reservation makes about $5 an hour with benefits.

However, the reservation and the government provide other benefits. Health care is provided. Housing is built by the reservation and the cost is repaid, based on an individual's income. Also, Indians pay no federal taxes, only state taxes.

Please turn to Page 21, Col. 3

Renault officer named chairman in AMC shuffle

By Richard Johnson
and Richard Feast
Automotive News Staff

Renault's number two man, Pierre Semerena, has been elected chairman of American Motors, but Jose Dedeurwaerder retains control of the company—at least until he is recalled to France early next year for a promotion to Renault's top sales post.

The executive shakeup at AMC also gives added responsibility to Joseph E. Cappy, promoted from executive vice president to chief operating officer.

J. Paul Tippett, who stepped down as full-time chairman of AMC in April, will remain on the AMC board. He stepped aside as chairman of the directors' executive committee; Dedeurwaerder takes over that role.

Semerena will have more day-to-day involvement with AMC than Tippett had at the end of his term as AMC chairman. Semerena has resigned his Renault post to become full-time AMC chairman, responsible for relations with directors.

But the move is seen as a step down for Semerena, 60, who had been tapped as chief executive officer of Renault's automobile division by Bernard Hanon, who was ousted as Renault chief early this year.

Semerena is one of a string of Renault executives who have left or have been shuffled into new posts by the new chairman, Georges Besse.

Under Hanon, Semerena had been promoted above Pierre Tiberghien, Renault's former chief of auto operations and now inspector general of quality. The AMC executive shuffle takes Tiberghien off the AMC board.

He is being replaced by Allan Chapin (no relation to AMC's former chairman Roy Chapin), partner in the New York law firm of Sullivan and Cromwell. It is the law firm that represents Renault in the U.S.

Automotive News has learned from inside sources that Dedeurwaerder will be leaving the U.S. in the first half of 1986 to take a major post at Renault. He is expected to be in charge of all of Renault's marketing and sales operations; in addition, he will likely have responsibility for Renault manufacturing outside

Please turn to Page 51, Col. 1

Japan won't renew curbs on exports

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Japanese Government said again last week that it will not extend its self-imposed limits on shipments of Japanese cars to the U.S. when current restrictions expire next March 31.

Speaking to reporters at a weekly press conference, Keijiro Murata, head of the Ministry of International Trade and Industry, said Japan "will not consider another extension of the voluntary restraints" which have been in place for the past five years.

Another extension of the restraints would be "out of the question, unless there is some exceptional," justification, he said.

The restraints on car exports were adopted by Japan in 1981 for a three-year period to give the U.S. auto industry a chance to rebuild in the wake of the 1980 recession. The limit set initially was 1.68 million cars. In 1984, the number was increased to 1.85 million, and last spring was boosted again to 2.3 million.

At that time, however, MITI made a point of noting that this would be the last year of the voluntary export quotas.

"The pronouncement made by MITI last week should be seen as an affirmation of its previously stated commitment," a source close to the Japanese Government said.

Japanese auto makers already control about 20 percent of the U.S. auto market even with export restraints in place.

The major makers also have opened, or are planning, manufacturing facilities in the U.S. capable of producing as many as 1.2 million units annually.

Industry analysts generally concede that even if import restraints were to remain in effect, the Japanese would continue to gain market share, perhaps to as much as 30 percent to 35 percent.

The Japanese auto makers have been adamantly opposed to their government's export restraints ever since they were initiated.

Sales of Japanese cars in the U.S. this year are expected to total about 2.2 million, up from 1.9 million in 1984.

Domestic stockpile hits 3-year high

By Kathleen Hamilton
Managing Editor

December opened with a 78-day supply of domestic cars—the highest level in more than three years.

The culprit clearly was sluggish sales, because the actual unit count, while a bit puffy, was nowhere near a three-year high. The 1,605,832-car stockpile was only a six-month high; there were slightly more cars in stock in May (1,615,026), but at that time sales were so strong that the stockpile was good for only 52 days.

No one was exempt this time—not even the Japanese-based U.S. operations. Each of the six U.S. auto makers saw an increase in their days' supplies as well as in their unit counts. American Motors and Ford Motor Co. had only marginal unit increases; the unit counts for the other four makers increased substantially.

Ford was the only maker with stocks at a healthy level (62 days), making it understandably reluctant to join in the latest round of industrywide incentive programs. But join it did, and then added dealer incentives for its only two high-volume models with heavy stocks, Thunderbird and Cougar. (Its high totals for EXP, LTD and Marquis are because these lines have gone out of production.)

It should also be noted that Ford's corporate days' supply was increased by 10,000 units as it began stockpiling Taurus and Sable in preparation for the

Please turn to Page 50, Col. 3

France, Australia to build Ford sports cars for U.S.

By Richard Johnson
Detroit Reporter

Ford Motor Co. has finally given a green light to its premium high-performance two-seat sports car, which will be assembled in France. Ford also has announced plans for a small, sporty car for North America that will be developed and produced in Australia.

Both cars will debut in the U.S. in the late 1980s and fit into specialty-car niches, rather than replace any existing models, such as the Mustang.

The two-seater program will be supervised by Ford Special Vehicle Operations. Input will come from several outside firms, including Chausson S.A., of Courbevois, France, which will assemble the vehicle and serve as the principal engineering contractor.

Ford is turning to ItalDesign in Turin for engineering design and developmental work on the Australian-built small, sporty car.

Louis Ross, Ford executive vice president—North American Automotive Operations, said the market for a premium, high-performance sports car "is a small but important one that reaches an influential group of buyers."

"We've been following this particular segment for some time, and we think the timing is right for Ford to have an entry in this market," he said.

Ford declined to spell out details of the two-seater program last week, but sources have identified it as the in-house-designed, mid-engined "GN34," which was apparently considered for the project along with ItalDesign's Maya, the Giugiaro-designed coupe shown at the 1985 Turin Motor Show. Ford consumer-tested both models and the GN34 reportedly emerged as the winner.

In recent months, Ford Chairman Donald Petersen and President Harold Poling have repeatedly expressed their enthusiasm for an SVO sports-car program. The 32-man motorsport, performance-parts and specialty-car operation was formed five years ago and is responsible for the high-tech, turbocharged SVO Mustang.

Ross last week called the high-performance sports car "exactly the kind of project we had in mind when we created SVO five years ago."

The GN34, which is expected to sell for about $25,000, will reportedly be powered by a 4-valve, naturally aspirated, 3.0-liter V-6 engine that will debut in mid-1987 on some Taurus/Sable and Lincoln models with capability of 200-250 HP.

The premium sports-car programs will put Ford four-square into a growing legion of upscale two-seaters from domestic auto makers, including the Chrysler/Maserati and General Motors' Cadillac Allante and Buick's GM33 two-seater project.

The small, sporty car will be developed and produced for North America and other markets by Ford Motor Co. of Australia, Ltd., according to Ross.

"Ford Australia's accomplishments with the Australian-designed and engineered Ford Falcon and its derivatives are proof positive of its capabilities as the leader in one of the world's most competitive markets," said Ross.

A Ford spokesman put the size of the Australian car "in the Fiero kind of range."

Pricing of the cars was not discussed by Ford last week. A spokesman said it has not been determined whether the cars will be distributed through both the Ford and Lincoln-Mercury dealer networks.

Ford has not announced expected volume figures, but they are expected to be low—probably in the 15,000-20,000 range for the premium sports car. Ross stressed that neither vehicle will replace the current Mustang or future Mustang-like vehicles. He said both cars are aimed at very specialized markets in which Ford currently has no North American entries.

The projects are reminiscent of Ford's approach to the Merkur XR4Ti, an upscale model built in Germany and marketed in the U.S. through L-M dealerships. That is, low-volume cars sourced and built overseas, but clearly intended for the North American market.

"It is just a matter of a different place, a different outfit doing it," said the Ford representative. "We have considerable experience in the areas of international design, assembly and shipping. The world is getting smaller every day."

Fastback fever

Chevrolet will offer a new sloped rear backlight option on the Monte Carlo SS. The fastback model will be available after Jan. 1, and the traditional Super Sport with formal glass treatment will continue to be offered.

Honda asked to recall 500,000 for belt flaw

WASHINGTON.—NHTSA has asked Honda to recall about 500,000 1979-81 Accords and Civics for failure of front seat-belt retractors. The problem was first identified in April, 1982.

American Honda said it is discussing the situation with NHTSA and so far has not agreed to recall the cars.

The Center for Auto Safety said Honda reported more than 140 complaints and told NHTSA it has covered 1,800 warranty claims about such malfunctions. NHTSA said there are 40 complaints.

But American Honda denied CAS charges that it has conducted a "secret warranty" program to reimburse those who complain but not those who do not. CAS likened that to an earlier problem Honda had when it shortened belts for a safety payoff but then had to provide longer belts when some could not be fastened around winter coats.

NHTSA has also sent a recall request to Neoplan USA Corp., asking for action on sudden rear-brake lockup. Neoplan is talking to the safety agency.

NHTSA also has upgraded three investigations to the engineering analysis stage. One involves more than six million General Motors 1978-81 A-cars—Chevrolet Malibu and Monte Carlo, Pontiac LeMans and Grand Prix, Buick Century and Regal and Oldsmobile Cutlass Supreme—for alleged loss of rear braking from rust on the rear backing plate. (The 1978-81 A-cars now are G-cars in GM's lexicon.)

CAS said that NHTSA began

Please turn to Page 46, Col. 5

Site of $800 million plant announced, amid hoopla

Toyota joins hands with Kentucky

By Jake Kelderman
Washington Reporter

LEXINGTON, Ky.—It's getting to be a familiar scene in the American hinterland: A horde of journalists, politicians and assorted capitalists descends on a small town for the long-awaited announcement of the site of a new assembly plant.

Recently, the Japanese auto makers have stolen the show. Last week it was Toyota Motor Corp.'s turn, and the location was Georgetown, Ky. (population about 11,000), 12 miles north of Lexington—in a region famous for its thoroughbred horses.

The cast in Georgetown, undaunted by Kentucky's December rain and mud, included Toyota Chairman Eiji Toyoda and President Shoichiro Toyoda, Kentucky Governor Martha Layne Collins, State Senators Wendell Ford (Democrat) and Mitch McConnell (Republican), Kentucky Republican Congressman Larry Hopkins and a host of lesser state and local officials.

Chairman Toyoda said the Georgetown site was chosen after a painstaking search and that he looked forward to a rewarding partnership with the people of the region and the state.

President Toyoda said he was especially proud to make the announcement because it was a way for the company to "return the warmth and loyalty that Toyota has always enjoyed in the U.S."

One day after the Kentucky announcement, Toyota officials traveled to Cambridge, Ont., southwest of Toronto, to announce the company will start construction on a $400 million (Canadian) assembly plant that will ultimately produce 50,000 Corolla-class cars and employ 1,000 persons.

Canadian production is scheduled to begin in 1988. The goal is to increase local content above 60 percent and to export cars immediately from Canada to the U.S. so

Please turn to Page 49, Col. 2

Takes first 4 places in Power's Initial Quality Study

Toyota tops in trouble-free survey

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Imports top the list of trouble-free new cars, according to J.D. Power & Associates' study of new-car quality.

Called the Initial Quality Study (IQS), the survey asked consumers to list the number of problems they encountered with their new 1985 cars within the first 2½ to three months of ownership.

Toyota dominated the list of trouble-free new cars, taking the first four positions with the Camry, Cressida, Tercel and Corolla. Honda took the next two spots with Civic and Accord, and Mercedes-Benz achieved the highest non-Japanese rating—seventh—with its 380 model.

Toyota placed six cars in the top 20, Honda had three, Mercedes three, Nissan two and Mazda one.

Chevrolet placed three cars in the top 20 with the Sprint, Citation II and Spectrum in 17th through 19th positions. Ford's Crown Victoria placed 16th, and the Dodge Colt placed 20th.

Since Sprint, Spectrum and Colt are built by Japanese car companies, only two domestically produced vehicles finished in the top 20. And Chevrolet has dropped the Citation.

J. David Power III said the study was undertaken as an outgrowth of his company's Consumer Satisfaction Index (CSI).

"We started getting questions about the CSI—that it tracks at the end of 12 months of ownership and is more dealer-oriented," he said. "The reason for the IQS is to get as early a reading from the buyer as possible."

The survey quantifies the number of problems encountered by the new-car buyer and gauges the effectiveness of the manufacturers' Pre-Delivery Inspection (PDI) systems and the car makers' ability to deliver problem-free cars.

Approximately 65,000 questionnaires were sent out and 30,000 were returned for a 45 percent response rate. Buyers were asked to check off whether they have had problems in 10 categories ranging from electrical/accessories to wind noise. Eighty items were rated.

The industry average for the average number of problems per 100 vehicles is 247, according to the IQS. The Japanese are well below that number with an average of 169 problems per 100 vehicles, while the European and domestic makes average 267 and 268, respectively, per 100 units. For the top 20 lines, the number of problems per 100 vehicles ranged from 109 for the Cressida to 184 for the Colt.

Asked why Toyota dominates the list, Power responded, "Toyota has always done well on tracking in the CSI. The product shows up

Please turn to Page 49, Col. 1

Bieber makes pitch for UAW at Toyota

DETROIT.—UAW President Owen Bieber has issued a statement lauding Toyota's decision to build an assembly plant in the U.S.

Bieber also made a pitch for union representation: "We know Toyota management has been very positively impressed by the UAW workforce employed by NUMMI in California. Based on that foundation, we look forward to developing a productive ongoing relationship as Toyota establishes additional manufacturing sites."

Buick considers building 'hybrid' wagon-minivan

FLINT.—A vehicle between a station wagon and a minivan appears to be in the future for Buick.

"We're trying to sort out what has happened in the van and all-wheel-drive Blazer markets," said Buick General Manager Donald Hackworth. "We believe there is a vacuum being created behind those segments."

Buick has a proposal to make a luxury station wagon positioned as an alternative to a minivan.

"That's one of the niches we've put as a very high priority," Hackworth said.

He said the vehicle would be a seven-to-nine-passenger wagon with all of the seats facing forward. The wagon would have load-carrying and trailer-hauling capacity, but with a luxury interior.

It is likely the vehicle will contain components from existing rear-wheel-drive Buick models. The engine would probably be a 5-liter V-8.

Oldsmobile is considering a similar station wagon and the two divisions would probably work together on the project.

index

Advertising news	22
Auction reports	37
Classified advertising	38-46
Editorial page	10
Obituaries	50
Production by makes	52
Truck highlights	14-15

60th year—No. 5105

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD.
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside
Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD.
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 10:30 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon. Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim. 207-657-2000.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Dec. 18—DEALER RECOGNITION DAY Giant Truck & 4x4 Sale
Dec. 19—Thurs., 5 PM, Semi-monthly Fleet & Lease Sale. Complimentary Buffet, 4:30
Dec. 27—Friday, 10 A.M.—Christmas Sale. Regular Consignments.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction. 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

For REALLY BIG RESULTS be sure and advertise in this section

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

factories list auction dates

American Motors

Dec. 17—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Dec. 18—Metro Milwaukee Auto Auction, Caldonia, Wis.; Mid States Auto Auction, South Bend; Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, O.

Dec. 19—Bel Air Auto Auction, Bel Air, Md.; Fredricksburg Auto Auction, Fredricksburg, Va.; Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton, N.Y.; Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 20—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Dec. 24—Arena Auto Auction, Chicago.

Dec. 30—D-A Auto Auction, New Stanton, Pa.

Used Car Sales
Auction Averages

Dec. to date	$4,589
Month ago	$4,648
Year ago	$5,192

Model Breakdown
Auction Averages

	DEC. 1985	NOV. 1985	OCT. 1985
1985	$9,321	$9,989	$9,706
1984	$6,599	$6,690	$6,891
1983	$5,682	$5,820	$6,047
1982	$4,644	$4,752	$4,870
1981	$3,481	$3,543	$3,591
1980	$2,706	$2,738	$2,896
1979	$2,193	$2,254	$2,404
1978	$1,671	$1,696	$1,765
Overall Average	$4,589	$4,714	$4,759

Chrysler Corp.

Dec. 17—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 18—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Dec. 19—Fredricksburg Auto Auction, Fredricksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Dec. 20—St. Louis Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Dec. 17—South Seattle Auto Auction, Kent, Wash.

Dec. 18—Golden Gate Auto Auction, Fremont, Calif.

Dec. 19—Arena Auto Auction, Chicago; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

Dec. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Dec. 18—Northstar Auto Auction, Shakopee, Minn.; Brasher's Southern California Auto Auction, Fontana, Calif.; Clanton's Auto Auction, Darlington, S.C.; Metro Auto Auction of Kansas City, Kansas City, and Indianapolis Auto Auction, Indianapolis.

Colorado Auto Auction is purchased by Cox

ATLANTA.—Cox Communications, Inc., owner of Manheim Auctions, has acquired the Colorado Auto Auction in Denver from Van Mankwitz, who will remain to head the operation.

The Colorado Auto Auction has been in opertion since 1953.

Computer-generated car ads cut costs, C-E exec says

By Edward Lapham
Marketing Editor

The growing use of computer-generated automotive commercials can help reduce creative and production costs, according to Jim Nicoll, Campbell-Ewald vice president and special projects producer.

Once a vehicle's dimensions and specifications are programmed into the computer, reusing the computer-generated image is inexpensive, Nicoll told the Detroit Auto Writers Group.

"As long as the basic size and shape doesn't change and we only have to reload trim other other little detail things, it is inexpensive to reuse," Nicoll said.

Nicoll used last spring's Chevrolet Astro introduction campaign as an example.

He said the "parent" 60-second spot, which included the cost to load the vehicle into the computer, took 10 weeks and cost $800,000. A teaser ad, made before the parent spot was complete, used the "loaded" vehicle program and therefore took only 10 days and cost just $82,000.

Computer-generated images and special effects are best used to "grab your attention," Nicoll told DAWG.

Although special effects have worked well, Nicoll said most car makers are still predisposed to "jingle" advertising.

However, "media clutter" resulting from the number of breakaway advertising pods during TV programming and the profusion of 15-second spots will make special-effect advertising more popular because it can grab the viewer's attention through the use of "kinetic one-liners and explosions."

He said he believes that Chevrolet "will ultimately be the first" GM division to use stereo TV commercials because it traditionally has pioneered.

The current C-E creative approach on the Chevrolet account is avoidance of meaningless themelines.

"We're trying to define an attitude about Chevy rather than a set of words," Nicoll said.

"I think 'Today's Chevrolet' says that no matter which Chevrolet car or truck you drive, it will be up-to-date; no matter what you buy, it will be *au courant*."

Takes first 4 places in Power's Initial Quality Study

Toyota tops in trouble-free survey

Continued from Page 5

with the fewest problems." That fact also contributes to Toyota's high CSI rating.

"Every time we do one of these surveys, Toyota has the fewest number of people who have gone back with problems," Power said. "That's the best satisfaction there is—not having to take your car back in."

Power surmised that the two domestic cars that broke into the top 20 are there for different reasons. "They're older vehicles, more established cars. They've learned how to build them," he said, noting that the Citation II is no longer offered by Chevrolet. "Both cars popped up well in the CSI. They're also purchased by older buyers who are most likely to be less critical."

But why do the Japanese dominate? "I think there is a problem in making cross-comparisons," Power said of the relative performance of domestic versus Japanese cars.

"You can generally conclude that the Japanese have been making improvements in design and production and have cut down the number of initial quality problems. While the domestics are working hard at improving, the Japanese are a moving target—making more improvements. The problem for the domestics is to leapfrog the Japanese. The Japanese are turning cars around faster and introducing new technology at a faster rate."

So while the domestic manufacturers are improving quality tremendously, the Japanese are keeping pace.

Power sees danger in overemphasizing improvements in domestic cars through advertising. "Every time you see ads for quality, we as an industry are raising customer expectations even more," he said.

Those expectations have already been raised to the point that customers no longer want to be part of the PDI (pre-delivery inspection) loop. "That philosophy is still out there and the warranty policy contributes to it," Power said.

"The salesman tells the owner when he picks up the car that there may be some minor problems and to make a list and bring the car in at 3,000 miles and they'll be taken care of. That kind of philosophy breeds dissatisfaction in today's market."

Power sees more manufacturers taking over PDI for uniform quality control. "Some dealers can take care of it (proper PDI) and some don't," he said.

The IQS revealed that about 60 percent of the problems reported had been taken to the dealership at the time of the survey. The remaining 40 percent were either small enough that the owner waited for the next scheduled maintenance or took them elsewhere.

Of the problems taken to the dealerships, domestic and European dealerships scored higher (45 and 46 percent, respectively) in the percentage of problems that were entirely corrected. Dealerships handling Japanese imports corrected 42 percent of those problems.

"What you have to do is look at the net unfixed problems," Power said of those percentages. "Factory prep and port-of-entry prep are so good that the problems easily correctable are caught. If you can cut down on the number of (those) problems . . . chances are that the problem the dealer ends up taking in is something he can't correct."

In other words, paint or a piece of trim can be fixed easily and should be taken care of before the car is released, while wind noise or a driveability problem—one relating to basic vehicle design—is virtually impossible for a dealer to correct.

Engine/driveability difficulties were the problems respondents cited most often in the IQS study. Seventeen percent of the respondents reported such problems at delivery or afterward. That category was followed by electrical/accesories at 15 percent and exterior paint/moldings, interior trim and squeaks/rattles at 11 percent each.

Japanese cars led—with 17—in the fewest engine problems per 100 cars, followed by the European makes with 37 and domestic cars with 47 per 100.

The individual power plant that recorded the most engine-related problems per 100 cars was the Jaguar V-12, with 76 per 100 vehicles, while the lowest was the Mazda rotary with 11. By model, the Toyota Cressida—with seven—had the fewest engine-related problems per 100 vehicles, and Ford's Tempo/Topaz had the highest number: 103.

By engine type, 4-cylinder engines had the highest number of engine-related problems (43 per 100), while V-6 and V-8 powerplants recorded slightly lower rates. By manufacturer, Toyota reported the fewest engine problems per 100 cars—14; Chrysler, with 66, had the highest number, the study said.

In exterior paint and trim, the Japanese outscored European and domestic makes by recording only 21 problems per 100 cars, while the other two logged 25 and 32 problems per 100, respectively.

Power said the value of the study goes beyond identifying major problem areas in that "it allows the manufacturers to discover any latent or submarginal items that may give a problem—things that the buyer won't take into the dealer immediately. It's coming to a point where the manufacturers have to respond quickly" to those types of problems.

New-Car Problems

Model	Total problems per 100 vehicles
Toyota Camry	109
Toyota Cressida	122
Toyota Tercel	127
Toyota Corolla	133
Honda Civic	137
Honda Accord	143
Mercedes-Benz 380	144
Toyota Celica	150
Mercedes-Benz 500	151
Toyota Supra	156
Nissan Sentra	157
Mercedes-Benz 300	159
Honda Civic CRX	165
Mazda RX-7	165
Nissan 200-SX	170
Ford Crown Victoria	171
Chevrolet Sprint	172
Chevrolet Citation II	173
Chevrolet Spectrum	184
Dodge Colt	184

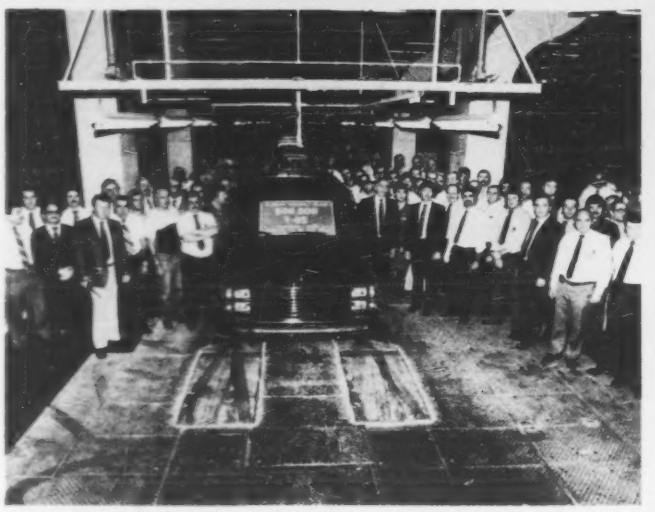
Source: 1985 New-Car Initial Quality Survey, J.D. Power

In Japan, AMC goes with Kinki

TOKYO.—Kinki Shibaura Auto Service Co. has reached an agreement with American Motors to market AMC's vehicles in Japan.

Kinki Shibaura—which is owned equally by Kinki Motors Co. and Kinki Nippon Railway Co.—has targeted sales of 200 AMC vehicles annually: 50 percent Jeeps, 40 percent multipurpose cars and 10 percent larger passenger cars.

AMC is considering phasing out Jeep Japan, Ltd., its wholly owned subsidiary which has been selling AMC vehicles in Japan since 1982.



Minivan milestone

Chrysler Corp. has produced its 500,000th minivan—a dark red 1986 Plymouth Voyager LE destined for a Chrysler dealership in Salem, Ill. Minivans have been built at Chrysler's Windsor (Ont.) assembly plant since October, 1983. More than 1,000 minivans are built at the Windsor plant each day.

She wanted to talk to Toyota

Land owner wouldn't sign

The life of Georgetown (Ky.) resident Marilyn Singer has not exactly been disrupted by Toyota's announcement that it will build an assembly plant in her town. But things began to get unpleasant for her a couple of weeks ago.

She was at work one day when John Cooper, whom Singer describes as "involved in real estate in Scott County and an aide to Joe Prather, president pro tem of the state senate," came in and asked if he could drive her to the bank.

Her signature was needed, she was told, so the state could acquire a 136-acre parcel of the 1,500 acres Toyota wanted for its facility.

The parcel is a cattle farm owned by Singer's mother-in-law and managed under contract by Singer's husband.

"Cooper offered to drive me to the bank, but I told him I preferred to take my own car," Singer said.

Waiting for her at the bank were members of the Kentucky Economic Development Corp.—a former sheriff who now has a state job, a bank officer, Kentucky's commerce secretary, a lawyer for the State of Kentucky and her husband—"all men," Singer noted, "and I really felt abused as a woman when they began to put the pressure on me."

"They told me they absolutely had to have my signature then and there," for the plant to be built in Georgetown.

"I'm not a women's libber by any means, but nobody should have to make a decision under that kind of pressure," she said.

Singer didn't sign that day, and she still hasn't signed.

"Now they've decided they don't need my signature after all," she said. "It's a very complicated matter—but when my husband's contract comes up for renewal in March, his mother just won't renew it." The land will then be sold to the state, at $6,000 an acre.

"If they had handled it better, they'd have had my signature," Singer said. "But they insisted that they needed it that very day.

"I wanted to take my time. I wanted to talk to Toyota to get some assurance that if they came in here and changed everything, changed people's lives, they'd stay," Singer said.

"But I was told it was a federal law that foreign companies can't negotiate directly with the people," she said.

"Well it doesn't matter now, does it? They don't need my signature after all."

Informed that there was a picture of downtown Georgetown in a Detroit newspaper and that her hometown looks nice, Singer replied, with a smile in her voice, "It is!"

—Louise Kertez

Site of $800 million plant announced, amid hoopla

Toyota joins hands with Kentucky

Continued from Page 5

Toyota's North American operations conform to the U.S.-Canada auto pact requirements, Toyota said. That would allow Toyota to bring cars across the border duty-free in both countries.

Toyota will build as many as 200,000 units a year of a version of the Toyota Camry at the Kentucky plant when it comes on stream in mid-1988. President Toyoda said the company hoped to bring together at the plant the best that Japan and the U.S. have to offer as well as the best of worldwide advanced technology.

"Whether the UAW is part of that effort will have to be decided by the workers," he said when he was asked if the company will invite the union in, as Mazda has at its facility in Flat Rock, Mich.

President Toyoda also said that the decision to build a plant in the U.S. was simply a logical step in Toyota's evolution and a recognition of the fact that the U.S. is its biggest market.

"Voluntary import restraints played no part in this decision," he said.

Toyota hopes to reach sales of one million units in this country by the end of the decade; it does not have the production capacity in Japan to achieve that goal.

The new plant will be located on a 1,500-acre site in the rolling farmlands adjacent to Interstate 75. In addition to an assembly line, the complex will house a stamping plant and other facilities as yet unspecified.

Toyota will import engines and drivetrains for the cars, but company officials said local sourcing and U.S. labor would result in a vehicle with 50 percent domestic content.

Toyota, the biggest of the Japanese auto makers, received offers from 30 states to locate within their borders. S. Tamura, head of Toyota's site-selection committee, said that all the states made very attractive offers but that in the end, it was an ephemeral sense of "rightness" that won the day for Kentucky.

Collins would not say how much the state provided in incentives to Toyota, but the amount is believed to be in line with inducements that Illinois and Michigan extended to Mitsubishi Motors Corp. and Mazda Motor Corp.—about $150 million to $250 million.

A local official who wished not to be identified suggested that to get the Toyota plant, Kentucky "gave away the store."

Whatever the case, Toyota now becomes the fifth Japanese auto maker with assembly facilities in the U.S. By 1989, when they are all on line, those plants will be capable of producing some 1.1 million cars and trucks a year.

Toyota joins Nissan, Honda, Mitsubishi and Mazda as a U.S. producer. The Nissan plant in Smyrna, Tenn., and the Honda facility in Marysville, O., are already in operation. Mazda is building a plant in Flat Rock, Mich., and Mitsubishi will construct one in Bloomington-Normal, Ill., in a joint venture with Chrysler Corp.

Toyota and General Motors also are engaged in a joint venture in Fremont, Calif., that builds the Chevrolet Nova.

Ford Scorpio named Car of Year in Europe

LONDON.—The Ford Scorpio has won the latest European Car of the Year award.

It scored 337 points in a competition involving 56 auto writers from 17 European countries. The U.S. version of the Scorpio will be sold by L-M dealers next fall.

Austin Rover names XX

LONDON.—Austin Rover confirmed it will call its Project XX car Sterling in the U.S. and 800 in Europe. Austin Rover's version of the vehicle, developed with Honda, is to be launched in Europe this summer and in the U.S. early in 1987.

Method of figuring carryforward credits challenged

EPA sued on CAFE adjustment

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A suit against EPA challenging the legality of seven years of retroactive adjustment of CAFE levels as well as the appropriateness of the relief has been filed by the Center for Auto Safety, Public Citizen, Environmental Policy Institute, and the Union of Concerned Scientists.

The Automobile Importers of America, Ford Motor Co. and General Motors are intervenors in support of EPA.

The suit—like others filed by the same groups—may affect the size of carryforward credits that auto companies have used to offset CAFE shortfalls. However, it may be a year or more before a settlement is reached.

The decision could affect the amount of the fine assessed against Jaguar for missing the 1983-84 standard (Automotive News, Dec. 9).

The suit, filed in the U.S. Court of Appeals for the District of Columbia Circuit, stems from the 1975 CAFE law. That law required EPA to rule on the effect on measured CAFE of changes in the test procedures from those used for 1975 models. Thus, auto makers were given some allowance in meeting CAFE.

In mid-1979, Ford and GM petitioned EPA to upgrade CAFE ratings starting with 1980 models. EPA eventually ruled that it would make both retroactive and prospective allowances, but would not offset those to account for other changes which had boosted auto makers' CAFEs over the 1975 level.

The suit was filed by the same consumer groups that have challenged the NHTSA CAFE rollback for 1986 passenger cars and 1985 and 1986 light trucks. The groups have also challenged NHTSA's failure to issue CAFE standards for light trucks for the 1987 and 1988 model years to accord with the law's timetable.

The suit says EPA should not have given retroactive allowances stretching back to the 1980 model year.

According to the plaintiffs, the law requires that any CAFE adjustment be set by regulation at least one year before the start of the pertinent model year.

The lawsuit says, "As to four of the adjustments made here, the manufacturers did not petition for an adjustment until it was too late to issue a rule affecting the 1980 or 198. model years; the other three were not sought until 1984 and were not adopted until June, 1985, thus making any adjustment improper until the start of the 1987 model year."

The second part of the suit says that "if EPA is legally entitled to make such retroactive adjustments, and if the agency decides to adjust mileage ratings to make the results 'comparable' to the results attainable under the 1975 model-year procedures, then 'comparable' means 'comparable.'"

In other words, "EPA's decision to adjust reported mileage ratings in one direction, but not the other, gives manufacturers an undeserved windfall, contrary to the conservation goals of Congress."

The suit—on behalf of consumers interested in owning and using the most fuel-efficient cars possible—claims injury because the adjustment gives credits estimated to be worth $540 million to GM and $245 million to Ford. In addition, says the suit, such valuable credits diminish the auto makers' incentives to market a spectrum of fuel-efficient vehicles.

In July, 1979, when GM and Ford initially asked EPA for adjustments for four changes in test procedures, EPA refused because it said no changes were needed. But the Sixth Circuit Court of Appeals disagreed and ordered EPA to start rulemaking. The consumer groups concede that some retroactive adjustment may be allowed —but not so far back as the 1980 model year.

Another issue of concern to the plaintiffs is that the auto makers take their lumps for boosted CAFE levels as well as enjoy the benefits of revised levels. In other words, EPA must be "neutral" in taking into account all "legitimate changes" that affect fuel-economy levels. The two highly technical matters involved here are use of "coastdown techniques" and mileage accumulation limits.

That issue was not addressed in the 1979 petition or the 1980 EPA rule; in fact, say the plaintiffs, it did not "formally arise" in the context of fuel economy until the 1983 proposed rule. Thus, if plaintiffs read the law correctly, EPA acted properly in making CAFE adjustments prospective only.

"If petitioners do not prevail on that issue, however, and if upward adjustments to manufacturer CAFE ratings are permitted retroactively, then an appropriate offsetting adjustment should be made to take these negative adjustments also," the suit says.

Rapido Merkur XR4Ti

Rapido Group, Palentia, Calif., offers an intercooler for the Merkur XR4Ti. The standard Merkur engine produces 175 HP at 5,000 RPM. Rapido says its stainless-steel, free-flow exhaust system and the turbocharged intercooler boost HP to 190.

FTC grants Wisconsin another stay of U.C. rule

WASHINGTON.-Wisconsin has been granted another stay of the effective date of the FTC's used-car rule.

The extra 180 days, due to expire June 3, 1986, continue a stay that expired Dec. 5.

During the extension, FTC will continue reviewing Wisconsin's petition for an exemption from the federal rule.

Last October, Wisconsin's Department of Transportation informed FTC it will consider changing its regulation to conform more closely with the FTC rule, which was effective last May 9.

The FTC rule requires a window sticker with warranty information and other data, including the suggestion that consumers ask about getting an independent examination and appraisal before purchase and a warning not to rely on oral promises from salesmen.

However, it does not include a list of "known" defects—the major bone of contention in the convoluted and litigious story of the FTC used-car rule.

Wisconsin's DOT has sent a letter to FTC, agreeing to consider a number of changes. They include adding to its existing window sticker the FTC provisions on spoken promises, pre-purchase inspection and specific warranty data; the FTC type size for "warranty" and "as is" data, and a statement that the auto inspection provisions on the sticker are not part of the dealer-consumer contract.

Since the Wisconsin regulation already in effect does require dealers to inspect cars and check off a window sticker list, FTC said the extra extension is not likely to hurt used-car buyers and may avoid unnecessary expense to the state's dealers.

The vote to extend the stay was 2 to 1, with Commissioner Patricia P. Bailey dissenting.

Nissan minivan slated for U.S. 'soon,' Kume says

Continued from Page 4

However, he said, Nissan is not at this time considering establishing a separate sales channel to handle such a new market entry. But he noted that in order to approach such a new-car segment, a move to a separate sales network may be a future consideration.

Kume said Nissan also would like to build a larger car with a larger engine for both domestic sales and exports. He also said the company is preparing to redesign its large President model, which is currently sold only in Japan.

Kume said Nissan may export the next President model because "the domestic market would not be large enough to justify the investment."

Kume said that if the yen continues to grow stronger against the dollar, "we may have to reflect the change in the regional prices of the cars." He did not rule out further price hikes to accompany its recent 4-percent boost on cars.

Kume said he envisions stiff competition in the small-car segment in the U.S. because of the strong yen.

"We are at a disadvantage because of the strong yen," he said. "One thing we may have to do is increase the local content of the vehicles we produce in Smyrna, Tenn."

obituaries

Matthew M. Moriarty Sr.

MANCHESTER, Conn.—Matthew M. Moriarty Sr., 82, founder and board chairman of Moriarty Bros. (Lincoln-Mercury-Mazda), died Dec. 1. Mr. Moriarty was a past president of the Lincoln-Mercury Dealers Council of New England and the Connecticut Automotive Trades Assn.

Irving J. Demarest

WESTWOOD, N.J.—Irving J. Demarest, 98, died Dec. 1. Mr. Demarest founded I.J. Demarest, Inc. (Chevrolet), in 1914. When he retired in 1982, he was Chevrolet's senior dealer. The dealership is now under the direction of Mr. Demarest's grandson, Roger T. Demarest.

Domestic-car stockpile moves up to 3-year high

Continued from Page 3

models' first sales day, Dec. 26. Those models added two days to the Ford corporate supply level.

For comparison purposes, this month's domesticdays-supply figure of 78 days was well above the 65-day level of a month earlier and 58 days a year earlier. The domestic industry considers 65 days' worth of cars on the high side of the ideal range.

The Dec. 1 unit count of 1,605,832 compares with 1,433,567 one month earlier and 1,405.417 one year earlier.

This month's inventory shares: General Motors, 62.69 percent; Ford, 19.00 percent; Chrysler Corp., 14.04 percent; AMC, 2.60 percent; Volkswagen, 1.18 percent; Nissan, 0.26 percent, and Honda, 0.23 percent. (All figures for VW, Nissan and Honda in this story are for U.S. auto production only.)

One month ago the shares were: GM, 61.59 percent; Ford, 20.28 percent; Chrysler, 13.63 percent; AMC, 2.86 percent; VW, 1.18 percent; Nissan, 0.27 percent, and Honda, 0.19 percent.

By size class, the Dec. 1 inventory was split this way: Subcompact, 16.54 percent; compact, 22.04 percent; intermediate, 39.47 percent; standard, 11.02 percent, and luxury, 10.93 percent.

One month earlier the split was: Subcompact, 17.09 percent; compact, 21.54 percent; intermediate, 37.91 percent; standard, 11.36 percent, and luxury, 12.10 percent.

Domestic models by size class and days' supplies on Dec. 1:

Subcompact—Encore, 244; EXP, 164; Laser, 134; Fiero, 133; Nova, 115; Pontiac 1000, 109; Alliance, 108; Daytona, 98; Turismo, 92; Charger, 91; Omni, 89; Horizon, 83; Golf, 77; Chevette, 59; Lynx, 54; Escort, 36, Sentra, 18, and Honda, 8.

Compacts—Capri, 127; Eagle, 122; Skyhawk, 111; Firenza, 110; Cimarron, 108; LeBaron, 91; Sunbird, 86; Aries, 85; Camaro, 85; Cavalier, 83; Reliant, 79; Mustang, 68; Firebird, 66; Tempo, 47, and Topaz, 45.

Intermediate—Regal, 154; Grand Prix, 148; Somerset Regal, 136; Bonneville, 125; LTD, 110; Marquis, 108; Century, 107; Cutlass Supreme, 104; Citation, 102; Cougar, 100; Lancer, 99; Thunderbird, 93; Dodge 600, 90; Monte Carlo, 90; Calais, 87; LeBaron GTS, 82; Pontiac 6000, 75; New Yorker, 73; Caravelle, 72; Cutlass Ciera, 68; Celebrity, 61; Grand Am, 32, and Skylark, 5.

Standard—Parisienne, 126; Chevrolet, 100; Plymouth, 89; LeSabre, 82; Crown Victoria, 72; Grand Marquis, 65; Diplomat, 64, and Olds 88, 59.

Luxury—Electra, 137; Corvette, 115; Cadillac, 81; Olds 98, 67; Seville, 65; Toronado, 61; Continental, 59; Mark VII, 58; Riviera, 57; Eldorado, 53; Lincoln, 41, and Fifth Avenue, 34.

NEW-CAR STOCKS

	Dec. 1, 1985	Nov. 1, 1985	Dec. 1, 1984
Alliance	108	101	54
Encore	244	141	84
Total Renault	137	113	84
Eagle	122	103	73
Total AMC	122	103	73
AMERICAN MOTORS	135	112	82
Horizon	83	54	88
Turismo	92	69	87
Reliant	79	42	82
Caravelle	72	39	48
Plymouth	89	72	107
Total Plymouth	81	48	81
Laser	134	85	114
LeBaron K	91	54	69
LeBaron GTS	82	88	150
Fifth Avenue	34	20	60
New Yorker	73	67	70
Total Chrysler	76	50	75
Omni	89	64	80
Charger	91	69	87
Daytona	98	73	94
Aries	85	46	78
Lancer	99	90	167
Diplomat	64	58	113
Dodge 600	90	59	65
Total Dodge	89	61	84
CHRYSLER CORP.	82	53	80
EXP	164	96	114
Escort	36	40	65
Mustang	68	61	48
Tempo	47	49	70
Thunderbird	93	83	64
LTD	110	75	66
Crown Victoria	72	61	99
Total Ford Division	58	56	70
Lynx	54	45	64
Topaz	45	51	58
Cougar	100	77	55
Capri	127	114	93
Marquis	108	68	65
Grand Marquis	65	55	104
Total Mercury	75	61	72
Continental	59	66	88
Lincoln	41	41	50
Mark VII	58	55	87
Total Lincoln	45	46	62
Total L-M Division	65	57	70
FORD MOTOR	60	56	70
Skyhawk	111	85	41
Skylark	5	56	61
Somerset Regal	136	111	67
Century	107	71	39
Regal	154	109	43
LeSabre	82	77	56
Electra	137	109	31
Riviera	57	47	39
Total Buick	115	87	46
Cimarron	108	92	61
Seville	65	73	42
Cadillac	81	71	34
Eldorado	53	53	46
Total Cadillac	76	69	39
Chevette	59	60	64
Nova	115	112	0
Cavalier	83	87	44
Citation	102	84	107
Camaro	85	73	68
Celebrity	61	57	41
Monte Carlo	90	75	42
Chevrolet	100	93	70
Corvette	115	96	49
Total Chevrolet	82	77	56
Firenza	110	101	61
Calais	87	65	64
Cutlass Ciera	68	52	27
Cutlass Supreme	104	70	34
Olds 88	59	72	51
Olds 98	67	71	39
Toronado	61	50	58
Total Oldsmobile	77	65	41
Fiero	133	102	71
1000	109	70	67
Sunbird	86	71	47
Firebird	66	57	47
Grand Am	32	32	28
6000	75	56	35
Bonneville	125	87	61
Grand Prix	148	96	66
Parisienne	126	107	86
Total Pontiac	81	65	52
GENERAL MOTORS	86	73	49
VOLKSWAGEN	77	72	56
HONDA	8	7	4
NISSAN	18	15	0
DOMESTIC TOTAL	77	65	58
Subcompact	63	56	68
Compact	77	65	59
Intermediate	85	67	50
Standard	83	77	76
Luxury	73	60	46

First time since 1979

Makers build 8-millionth car

By Kathy Boyer
Detroit Reporter

U.S. makers produced their eight-millionth car of the year last Friday (Dec. 13). It is the first year since 1979 that the manufacturers have reached that mark.

The auto makers built 8,418,369 cars in 1979.

So far this year, 8,018,075 units have been assembled, 4.83 percent more than the 7,648,379 cars completed last year at this point.

Last week's estimated output of 183,112 units was 3.15 percent below the previous week's 189,068, when 16 plants worked Saturday (Dec. 7) overtime.

The prior week's build was the highest since the week ended Dec. 15, 1984, when 189,998 cars were assembled.

The scheduled production for last week dipped 3.62 percent from the year-ago week's total of 189,998, which was the highest week's build of 1984.

Companies shared last week's estimated production as follows: General Motors, 60.12 percent; Ford Motor Co., 17.69 percent; Chrysler Corp., 15.25 percent; Honda of America Mfg. Co., 2.01 percent; American Motors, 1.50 percent; Volkswagen of America, 1.28 percent; Nissan Motor Mfg. Co., U.S.A., 1.11 percent, and New United Motor Mfg. Co., 1.04 percent.

AMC's Kenosha plant resumed production last week after being closed for two weeks for inventory adjustment.

GM scheduled Saturday (Dec. 14) overtime at the following plants: Janesville, Wis.; Leeds, Mo.; Lordstown, O.; Orion Township, Mich.; Willow Run, Mich.; Doraville, Ga.; Framingham, Mass., and Oklahoma City.

Ford has scheduled daily overtime this week (Dec. 16) at these plants: Lorain, O.; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Overtime was slated for three Chrysler plants last Saturday (Dec. 14): Belvidere, Ill.; Newark, and St. Louis (No. 2).

Those plants are scheduled for daily overtime this week.

Saab to pay for repainting 1976-78 cars from Belgium

By Jake Kelderman
Washington Reporter

WASHINGTON.—Under a proposed consent agreement reached between the FTC and Saab-Scania of America, owners of 1976 through 1978 Saab cars whose paint has peeled will be reimbursed for any paint-related repairs made on their cars

About 1,100 cars might be affected.

According to a complaint filed by the commission, the cars in question were produced in Saab's plant in Malines, Belgium, and were improperly prepped before being painted. Saab closed the Malines plant in 1978.

The FTC said Saab "knew or should have known about the paint problem by Dec. 31, 1977, but failed to disclose the existence of the problem or possible repair costs to prospective purchasers."

Under the terms of the consent agreement, Saab will offer to repair or make reimbursements to original buyers of Belgian-made Saabs who purchased the cars after Dec. 31, 1977, and to subsequent owners who bought the vehicles within 36 months of the original purchase.

Paint problems must have occurred within the first 36 months of original ownership and, in the case of a reimbursement request, the original repairs must have been paid for within the first 42 months of ownership.

According to the FTC's Boston regional office, the needed repairs run from $800 to $2,000. Under the consent agreement, Saab will pay up to $2,000.

The agreement between Saab and the FTC does not include cars sold in Massachusetts, where the state attorney general previously reached an agreement with the company.

Nor will Saab notify owners in Vermont and Maine of its agreement with the FTC; the company had settled the matter earlier in those states as well.

A Saab spokesman said the company had agreed to the consent order at least a year ago because it "had a continuing interest in the quality of its cars and the satisfaction of its customers."

Meanwhile, FTC sources indicated the commission is also in the final stages of completing a consent agreement with Volkswagen U.S., Inc., regarding valve stem seal and oil consumption problems in early-model VW Rabbits, Dashers and Audi Fox vehicles.

The alleged problem is considered to be responsible for engine seizures and damage in those vehicles. In its original complaint against Volkswagen, the FTC charged that the company knew or should have known about the problem as early as 1976.

Truck production climbs to 83,121, best since 1978

Domestic truck makers' estimated production of 83,121 units last week was the highest since the week ended Oct. 20, 1978, when 84,623 trucks were assembled.

The scheduled build was 2.96 percent more than the previous week's 80,731.

Last week's scheduled production was 20.10 percent more than the year-ago week's 69,207.

So far this year, 3,232,093 trucks have been assembled, 6.28 percent more than the 3,038,136 completed last year at this point.

General Motors scheduled overtime Saturday (Dec. 14) at the following plants: Baltimore; Janesville, Wis.; Lordstown, O.; Lorain, O.; Pontiac West (No. 2); St. Louis, and Shreveport, La.

Ford Motor Co. has slated daily overtime this week (Dec. 16) at Wayne, Mich.; Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Chrysler's Warren (Mich.) plant was scheduled for Saturday (Dec. 14) overtime and for daily overtime this week.

Canadian trucks pass 800,000 eight days early

Canadian truck makers built their 800,000th truck last Friday (Dec. 13), eight days ahead of 1984's pace.

Year-to-date, 800,424 trucks have been assembled, 1.72 percent more than the 786,874 completed last year at this point.

Estimated production of 19,197 trucks last week was down 0.31 percent from the previous week's 19,256 but was 10.88 percent more than the year-ago week's 17,313.

Canadian auto makers scheduled production of 26,564 cars last week. If the total matched the expectation, it was the highest since the week ended May 14, 1983, when 27,994 cars were assembled.

Last week's targeted build was 2.77 percent more than the previous week's 25,847—the highest actual production of any week since the week ended May 14, 1983.

Last week's total was 29.42 percent more than the year-ago week's 20,525.

So far this year, 1,054,362 cars have been assembled, 4.45 percent more than the 1,009,438 completed last year at this point.

U.S. CAR PRODUCTION

	Week Ended Dec. 14, 1985	Week Ended Dec. 15, 1984	Week Ended Dec. 7, 1985	Dec. to Date	Jan. 1 to Dec. 15, 1984	Jan. 1 to Dec. 14, 1985
AMERICAN MOTORS	2,750	4,779	0	2,750	187,193	108,375
Renault Total	2,750	4,779	0	2,750	187,193	108,375
Alliance	2,000	2,920	0	2,000	107,615	71,724
Encore	750	1,859	0	750	79,578	36,651
CHRYSLER CORP.	27,900	27,353	33,675	61,575	1,220,632	1,241,767
Plymouth Total	9,050	7,438	9,316	18,366	370,382	361,054
Horizon	3,800	2,768	3,798	7,598	156,429	139,485
Reliant	4,100	3,114	3,844	7,944	168,989	159,281
Caravelle	1,000	1,322	1,307	2,307	24,089	47,439
Gran Fury	150	234	367	517	20,875	14,849
Chrysler Total	9,300	9,507	11,882	21,182	394,354	407,353
LeBaron	3,200	2,643	3,111	6,311	113,831	94,383
LeBaron GTS	0	1,514	2,615	2,615	9,268	95,260
Laser	1,200	1,281	1,141	2,341	68,903	51,324
New Yorker/E-Class	1,300	1,456	1,642	2,942	88,127	63,165
Fifth Avenue	3,600	2,613	3,373	6,973	114,225	103,221
Dodge Total	9,550	10,408	12,477	22,027	455,806	473,360
Omni	3,300	2,832	3,388	6,688	143,478	133,675
Aries	3,100	3,073	3,510	6,610	139,629	132,623
Daytona	1,200	931	1,221	2,421	51,958	46,849
Dodge 600	1,700	1,569	1,744	3,444	73,171	64,900
Lancer	0	1,179	1,866	1,866	7,239	65,180
Diplomat	250	824	748	998	40,421	30,193
FORD MOTOR	32,400	40,417	35,987	68,387	1,742,359	1,600,932
Ford Division	21,572	25,214	23,468	45,040	1,125,053	1,073,638
Escort	7,660	6,042	8,812	16,472	335,387	337,005
Mustang	3,809	3,634	4,502	8,311	136,880	181,030
LTD	0	5,246	0	0	221,006	184,449
Taurus	2,211	0	2,125	4,336	0	10,105
Thunderbird	3,753	3,297	3,143	6,896	144,029	166,559
Crown Victoria	0	2,182	0	0	84,253	7,122
EXP	0	1,104	0	0	41,807	3,863
Tempo	4,139	3,709	4,886	9,025	161,691	183,505
L-M Division	10,828	15,203	12,519	23,347	617,306	527,294
Mercury Total	7,162	11,013	8,869	16,031	452,150	367,927
Lynx	1,763	2,314	2,066	3,829	68,512	73,379
Capri	763	444	825	1,588	17,781	19,630
Marquis	0	2,598	0	0	118,085	84,073
Sable	1,159	0	700	1,859	0	4,462
Cougar	2,292	2,782	3,943	6,235	114,462	127,783
Grand Marquis	0	1,441	0	0	88,222	7,915
Topaz	1,185	1,434	1,335	2,520	45,088	50,685
Lincoln Total	3,666	4,190	3,650	7,316	165,156	159,367
Continental	508	760	509	1,017	35,444	24,751
Lincoln	2,751	2,969	2,737	5,488	104,511	117,000
Mark VI/VII	407	461	404	811	25,201	17,616
GENERAL MOTORS	110,087	112,503	110,197	220,284	4,291,449	4,733,443
Buick Total	21,602	22,787	21,552	43,154	968,233	984,728
Skylark	0	3,379	0	0	107,797	40,953
Skyhawk	3,832	2,000	3,760	7,592	125,064	110,150
Somerset	1,482	2,120	1,541	3,023	26,558	115,675
Century	7,239	4,575	7,370	14,609	223,868	292,745
Regal	2,883	3,115	3,092	5,975	171,836	133,584
LeSabre/Electra (rwd)	235	4,256	230	465	201,578	96,345
LeSabre (fwd)	1,500	0	1,206	2,706	0	8,896
Riviera	443	1,442	343	786	51,900	47,710
Electra (fwd)	3,988	1,900	4,010	7,998	59,632	138,670
Cadillac Total	7,279	8,071	6,819	14,098	322,212	321,463
Cimarron	618	61	648	1,266	14,791	26,810
Seville	337	927	229	566	37,705	29,072
Eldorado	476	1,861	366	842	74,405	54,380
Cadillac (rwd)	1,415	1,974	1,126	2,541	108,374	39,828
DeVille (fwd)	4,433	3,248	4,450	8,883	86,937	171,373
Chevrolet Total	36,050	39,488	36,580	72,630	1,439,554	1,591,392
Chevette	2,777	3,465	3,237	6,014	170,130	149,528
Cavalier	11,357	10,908	11,125	22,482	389,886	481,815
Celebrity	5,854	5,273	5,822	11,676	274,796	259,066
Camaro	4,985	5,406	4,879	9,864	222,154	209,762
Citation	0	2,011	0	0	101,350	28,697
Malibu/El Camino	0	301	0	0	23,419	1,199
Monte Carlo	2,860	2,575	2,825	5,685	97,503	134,837
Chevrolet	7,217	8,544	7,698	14,915	125,760	281,176
Corvette	1,000	1,005	994	1,994	34,556	45,312
Oldsmobile Total	27,190	25,601	26,309	53,499	1,045,454	1,142,496
Omega	0	0	0	0	29,289	0
Firenza	1,452	1,787	1,507	2,959	66,274	61,564
Cutlass Supreme	4,698	4,011	4,506	9,204	247,975	228,450
Cutlass Ciera	8,753	7,128	9,025	17,778	244,062	348,386
88/98 (rwd)	1,080	5,716	773	1,853	304,253	167,996
88 (fwd)	4,056	0	3,138	7,194	0	20,145
Olds 98	3,573	2,895	3,524	7,097	79,421	141,519
Calais	3,260	2,995	3,587	6,847	30,703	146,073
Toronado	318	1,069	249	567	43,477	28,903
Pontiac Total	17,966	16,556	18,937	36,903	515,996	693,364
Acadian**	0	275	377	377	13,804	18,053
2000 Sunbird	3,024	3,197	2,989	6,013	133,322	138,425
1000	890	1,088	1,048	1,938	38,528	34,819
Firebird	2,635	3,661	2,580	5,215	105,775	111,535
Phoenix	0	0	0	0	14,116	0
6000	2,112	0	2,142	4,254	0	56,384
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,655	2,602	2,647	5,302	48,738	88,258
Fiero	2,400	2,854	2,407	4,807	111,550	106,700
Grand Am	4,250	2,879	4,747	8,997	20,430	139,190
HONDA	3,685	2,965	3,238	6,923	133,866	141,324
NISSAN	2,040	0	2,257	4,297	0	42,001
NUMMI*	1,900	0	1,900	3,800	0	55,649
VOLKSWAGEN	2,350	1,981	1,814	4,164	72,880	94,584
Total Cars, U.S.	183,112	189,998	189,068	372,180	7,648,379	8,018,075
Total Cars, Canada	26,564	20,525	25,847	52,411	1,009,438	1,054,362
N. American Cars	209,676	210,523	214,915	424,591	8,657,817	9,072,437
N. American Trucks	102,318	86,520	99,987	202,305	3,825,010	4,032,517
North American Cars and Trucks	311,994	297,043	314,902	626,896	12,482,827	13,104,954

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 14, 1985	Week Ended Dec. 15, 1984	Week Ended Dec. 7, 1985	Dec. to Date	Jan. 1 to Dec. 15, 1984	Jan. 1 to Dec. 14, 1985
AMERICAN MOTORS	400	610	0	400	22,348	10,893
FORD MOTOR	11,539	11,129	11,233	22,772	434,079	480,165
GENERAL MOTORS	14,400	8,561	14,389	28,789	542,886	553,499
VOLVO	225	225	225	450	10,125	9,805
Total Cars, Canada	26,564	20,525	25,847	52,411	1,009,438	1,054,362

U.S. TRUCK PRODUCTION☆

	Week Ended Dec. 14, 1985	Week Ended Dec. 15, 1984	Week Ended Dec. 7, 1985	Dec. to Date	Jan. 1 to Dec. 15, 1984	Jan. 1 to Dec. 14, 1985
CHEVROLET	26,028	21,869	26,046	52,074	955,579	1,083,102
DODGE	5,400	4,591	5,600	11,000	207,251	207,733
FORD	31,022	25,081	29,437	60,459	1,157,566	1,129,808
GMC	8,816	8,573	7,287	16,103	314,869	337,321
INTERNATIONAL	1,495	1,580	1,488	2,983	73,217	69,649
JEEP	5,800	3,950	5,915	11,715	179,565	211,309
NISSAN	2,510	2,513	2,908	5,418	97,579	102,288
AM GENERAL	50	50	50	100	2,510	2,330
MISCELLANEOUS	2,000	1,000	2,000	4,000	50,000	88,553
Total Trucks, U.S.	83,121	69,207	80,731	163,852	3,038,136	3,232,093

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 14, 1985	Week Ended Dec. 15, 1984	Week Ended Dec. 7, 1985	Dec. to Date	Jan. 1 to Dec. 15, 1984	Jan. 1 to Dec. 14, 1985
CHRYSLER	9,080	8,671	9,312	18,392	357,042	371,123
FORD	3,581	3,652	3,624	7,205	152,181	154,051
GENERAL MOTORS	6,336	4,761	6,117	12,453	269,841	265,603
INTERNATIONAL	200	229	203	403	7,810	9,647
Total Trucks, Canada	19,197	17,313	19,256	38,453	786,874	800,424
N. American Trucks	102,318	86,520	99,987	202,305	3,825,010	4,032,517

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

December 23, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

Christmas on the assembly line

Joe Wilssens

Yuletide spirit takes over in industry

Production has halted at the Fiero plant in Pontiac and a Christmas tree dominates the assemby line. All domestic auto plants closed for the holidays last Friday (Dec. 20). Fiero workers will have a longer holiday. The plant will be closed until Jan. 20 to prepare for the new Fiero GT and also for inventory adjustment.

A Christmas Fantasy

Or, Season's Grittings from Detroit, as before

'Twas the night before Christmas and all 'round the world,
All the competitive flags were unfurled.
In Europe, six makers were ranked neck and neck
And others were coming on fiercely, by heck.
New nations were starting to build their own cars
With their feet in the mud but their heads in the stars.

In Detroit itself, the year's No. 1 problem:
The Japanese makers and how we might hobble 'em.
When VRA died and the import tide gained,
It was all for our welfare, as Reagan explained.
The Japanese makers invaded with bricks—
Planned putting up factories way out in the sticks.

GM talked up Saturn and set off a race
By most of the states to find it a place.
In the end, it came down to a farm at Spring Hill;
In a right-to-work state, it just fit the bill.
The whole Saturn affair was a press agent's dream,
But when it appears, will it still have its steam?

The year was a year of big acquisitions
As auto firms vied to enhance their positions.
GM put up billions, got Hughes on its terms,
While Chrysler bought Gulfstream and two credit firms.
Ford got First Nationwide and New Holland, too,
The Big Three may sweat when the payments come due.

New-model debuts got screwed up at Ford,
And original dates were largely ignored.
The BOC debut left GM quite miffed;
There were not enough cars—some dealers got stiffed.
Some import showrooms ran close to clear dry
While supplemental stickers were rising sky-high.

Then Santa hit town, with a mid-engine sleigh,
His eight tiny reindeer couldn't make the CAFE.
Then I heard him mutter to mid-winter breezes,
"Daihatsu, Suzuki—I thought they were sneezes."
I saw him turn then with his fat little tummy
And head out of town, in the direction of NUMMI.
But I heard him exclaim as he faded from sight,
"Merry Christmas to all, may your New Year be bright."

—Robert M. Lienert

DETMESOA MO 20814
4520 EAST-WEST HWY STE800
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
ACQEDACQQE AN 855199 99 AS2
♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦5-DIGIT 20814♦

Buick mulls wider export of 2-seater

By Michelle Krebs
Financial Editor

FLINT.—Buick may export not only its upcoming two-seater but also the manufacturing process to produce the car.

The yet-to-be-named car will be introduced in the U.S. as a 1987½ model with 25,000 units expected for the first year.

In an interview with Automotive News, Buick General Manager Donald Hackworth said that the manufacturing process for the two-seater is a "turnkey" operation. That means a system can be set up as a stand-alone operation and, once installed, can be run by the buyer of the system.

Code-named GM33 or Reatta, the car was designed by General Motors and will be produced at the Buick-Oldsmobile-Cadillac plant in Lansing.

GM went to London to figure out a way to manufacture the car.

The British firm, Hawtal-Whiting, worked on the engineering

Please turn to Page 25, Col. 1

Japan's threat to end quotas is trial balloon

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Although the president of Toyota advocated the lifting of the voluntary restraints on auto exports to the U.S., Japanese Government officials have been adamant in their declarations that no decision has been made to end the export quota.

The latest auto-quota controversy hit the fan when an unidentified official at the Ministry of International Trade and Industry (MITI) was quoted by some of the Japanese press as saying that voluntary restraints on auto exports, measures originally taken in 1981 to give the U.S. auto industry time to recover, will end in 1986 "unless there is some exceptional" justification.

When queried on the statement, MITI had no official comment, but later said no decision has been made.

Automotive News sources said the statement about ending the quotas was made by Keijiro Murata, head of MITI, during a briefing with the Japanese press.

A few days later, Japanese and U.S. officials also said Japan has not decided whether it will extend voluntary restraints on car shipments to the U.S. when the current ceiling on export expires next March.

Prime Minister Yasuhiro Nakasone told Howard Baker, former U.S. Senate majority leader, who was visiting Japan, that no decision has been reached yet on whether Japan will continue the restraints in the next fiscal year, which starts next April.

Nakasone made the comment after Baker expressed apprehension about the probable harmful effects on the bilateral economy if Japanese auto makers are permitted to export without quotas.

Masao Omichi, deputy director of MITI's Automobile Division, said he informed a diplomat from the U.S. Embassy here that "nothing has been decided. Japan is watching the situation. It is not the time to decide anything."

Another official of MITI's Automobile Division, Naoki Kuroda, also was quoted as denying that any decision has been made about the quota system.

"We are observing the situation," he said. "But there has been no review and no decision on the part of MITI."

Kuroda said that whatever initial remarks were made by MITI about the voluntary restraints only reflect the fact that the restraint program is scheduled to expire automatically on April 1.

"It is nothing more than that," he said.

A U.S. embassy spokesman was quoted as saying that the embassy had contacted officials at MITI and "they told us what their official position has always been—that no decision has been made yet."

The spokesman did not give further details, but he said that "no further discussions on the issue" were planned.

The only Japanese automotive executive who officially commented on the controversy was Shoichiro Toyoda, president of Toyota Motor Corp., and those

Please turn to Page 27, Col. 3

1985 auto production is highest since 1979

Domestic auto production in 1985 is the highest in six years, according to preliminary figures.

The year's output of 8,182,084 is the best since 1979's 8,418,369. The 1984 total was 7,777,721.

The estimated 1985 truck production of 3,305,397 is the best since 1978's 3,676,747. Truck production totaled 3,146,356 in 1984.

Production details are on Page 31.

Counting cars: A task simplified

By Louise Kertesz
Detroit Reporter

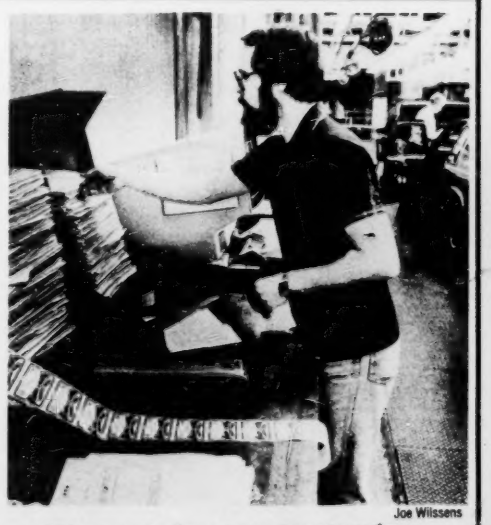
In the 1970s, a plant in Lordstown, O., was making as many as 100 an hour. The most popular model this year is assembled at the rate of about 10,000 per week. During the U.S. industry's best years, the annual total climbed to almost 13 million.

Every week, people in public relations pass the figures on to the press: How many cars and trucks were made last week, how many are scheduled to be built this week.

Reporters and analysts crunch the numbers in calculators and PCs. The results are printed, sent over newswires, displayed on electronic signs along Detroit freeways and otherwise broadcast to the world.

In recent years, auto makers have seemed happy

Please turn to Page 12, Col. 1



Joe Wilssens

Documents for computer scanning

Tally is highest in nearly three years

Import stockpile surges

By Kathleen Hamilton
Managing Editor

The stockpile of imported cars in the U.S. rose to the highest in nearly threeyears as December opened.

If that report sounds familiar, it is: It's nearly a repeat of the domestic-car summary for this month. Nearly. But in one vital respect, the imports' situation is a world apart from the domestics'.

Not since March, 1983, when 316,745 units represented a 41-day supply, had the import stockpile been so large.The imports' high inventory—304,079 cars—would last only 31 selling days at the rate they were going last month.

In sharp contrast, the domestics' unit count wasn't very much higher than the rest of this year, but their selling rate was so low that the units would last for 78 selling days—about three months. It was that 78-day supply that was the highest in more than three years.

Stocks were just dandy for import trucks this month, too. Both the unit count (103,138) and the days' supply (41) were the highest in 10 months. But 41 days is right there in the "ideal" supply range, generally considered to be 35 to 70 days' worth for importers.

The import-car count of 304,079 compared with a month-earlier total of 276,006 and a year-earlier figure of 232,152. The latest days-supply figure for cars (31 days) compared with 28 days on Nov. 1 and 27 days on Dec. 1, 1984. And it was well within the range where it has hovered all this year.

There was only a handful of import lines with big month-to-month changes: BMW's and Merkur's big jumps in days' supply were due almost solely to increased shipments; their daily selling rates remained stable. Mercedes-Benz cut its days-supply figure solely through increased sales; its unit inventory was steady. And the increase for Peugeot was due to a combination of lower sales and increased inventories.

Import-car inventories were split this way on Dec. 1: Japan, 63.59 percent; Germany, 26.06 percent, and other countries, 10.35 percent.

One month earlier, the shares were Japan, 65.25 percent; Germany, 23.87 percent, and other countries, 10.88 percent.

All inventory figures in this story refer to landed inventory: At ports, enroute to dealerships and at dealerships.

With the exception of Nissan truck figures—which include the Tennessee-built units—the figures do not include foreign-based makers' U.S.-built vehicles. The figures for the domestically built Hondas, Nissan Sentras, Volkswagens and Renaults are recorded separately (Automotive News, Dec. 16).

The latest truck count (103,138)

Please turn to Page 28, Col. 1

Teamwork triumphs

Volkswagen, Pennsylvania and the UAW teamed together to make VW's plant in Westmoreland, Pa., a reality in 1978, and now the trio is celebrating the completion of the one-millionth VW built in the U.S. From left are Owen Bieber, UAW president; Donn Viola, VW Westmoreland plant manager, and Pennsylvania Gov. Richard Thornburgh.

Drug-abuse statistics for plants challenged

By Jake Kelderman
Washington Reporter

WASHINGTON.—Contrary to reports published elsewhere, there has been no U.S. Government study on the use of drugs and alcohol by U.S. auto workers.

Stories in at least two Detroit-based publications reported that at least 30 percent of those applying for jobs at auto plants are alcohol and drug abusers, that as many as 35 percent of workers use drugs or alcohol on the job and that such abuse is adding at least $175 to the price of the average American car.

Automotive News interviews with experts in workplace drug use and with auto and union executives paint an entirely different picture, however.

"There's no doubt we have a drug problem in this union but it is no more than reflective of this society at large," said Reg McGhee, of the UAW.

"Where these kinds of numbers come from is beyond me," he said, adding to the apparently erroneous stories.

The numbers were also challenged by Dr. Michael Walsh, chief of the National Institute of Health's Clinical and Behavoral Pharmacology Research Center in Washington. NIH allegedly developed the figures quoted.

"There really is no hard data at all on workplace drug and alcohol abuse," he said. "These percentages are not based on fact and have been around since the early '70s. They don't mean anything.

"We suspect that any abuse that might be occurring would be similar in pattern and scope to society at large, but that is only an educated guess," he said. "We're only just now thinking of funding a study on what is going on in the workplace.

Walsh recently testified on Capitol Hill that approximately 20 percent of the population abuses alcohol and drugs, but he admits that the definition of "abuse" is a slippery one. Abuse can be a one-time thing or it can be a constant, he said.

Those rates were derived from the limited pre-employment drug screening that has been done.

Walsh cautioned that such screening only "indicates something was used at some time past, and no inference of impaired performance can be drawn from such test results."

Indeed, the test itself is a controversial one; many experts say it is inaccurate.

No U.S. auto maker even performs pre-employment drug screening.

"We just don't keep those kinds of statistics and don't know where they ginned up numbers like that," a General Motors spokesman said. "One in three is just not the way it is."

A Ford Motor Co. spokesman said his company keeps no figures on alleged drug abuse and suggested that a figure as high as $175 per vehicle is "way out of line."

"Our total health-care cost per vehicle is about $275," he said. "Even if we accept the abuse numbers being bandied around—which we don't—that would still only bring the cost to about $85, and we think that number is way out of line."

Service Index charts a good year for shops

Service and parts business at new-car dealerships in October was up over the same month a year ago, and business for the year is running well ahead of the 1984 pace.

According to the Automotive News Service Index, shop business at dealerships in October amounted to 106.5 percent of the volume recorded in the same month in 1984.

The rate of growth is down from that of the previous month. In September, shop volume was up 10.4 percent over last year.

For the first 10 months of 1985, service and parts volume showed a jump of 8.3 percent over the like period a year ago.

Most indicators in October showed strong gains over the previous year. Repair orders written, the biggest gainer, were up 12.9 percent over the 1984 month.

Total labor sales, customer-paid and warranty, were up 10.4 percent over a year ago. Gross profit on all labor and parts and accessories sales during the month registered a gain of 6.8 percent. Sales of all parts and accessories were ahead 1.9 percent, and October sales of shop parts—customer and warranty—were up 0.3 percent.

Through October, the top gainer for 1985 was total labor sales, which were 11.2 percent higher than in 1984. The number of repair orders written in the first 10 months was up 9.3 percent, and gross profit on all labor, parts and accessory sales in the January-Oc-

Please turn to Page 25, Col. 5

KIAZ to become first minitrucks in Soviet Union

MOSCOW—Work crews have started construction of an assembly plant near Kirovabad in Soviet Azerbaijan.

The plant, to be completed in 1990, will build KIAZ—the first Soviet minitrucks.

The basic KIAZ is a diesel van with a 1.5-ton capacity.

Designed mainly for urban and short-distance transportation of consumer goods and food products, KIAZ trucks reportedly get 20 MPG.

Other versions of the KIAZ truck will be modified into small service vehicles and minibuses for 14 to 18 passengers.

The only auto maker to back President Reagan

GM on 'right side' in tax reform

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—While accolades are going to President Reagan for his rescue of House tax-reform legislation, the bill's passage is also cause for considerable congratulations within the ranks of General Motors.

GM took on most of industrial America—including Ford Motor Co. and Chrysler Corp.—by backing the President's tax-reform initiative.

GM Chairman Roger Smith came out early in favor of tax reform. Even when the House bill moved away from provisions deemed essential to GM's North American car production, the company still expressed optimism and said the legislative process should continue.

While most analysts agree that even the President's tax-reform proposal would almost certainly have immediate negative effects for some manufacturers, Smith stuck to his assertion that a simpler and fairer tax code will produce a far more efficient and dynamic economy.

It is better to base investment decisions on productivity rather than on tax avoidance, he said.

After the reform bill passed last week—by an unusual voice vote in the House—a GM spokesman said, "We are certainly encouraged by the House of Representatives' approval of tax reform . . . While the House bill is not perfect, it is an improvement over current tax law and further improvements should be made in the Senate."

Ford actively opposed the House tax-reform measure and Chrysler, while keeping quiet on its lobbying efforts, was nevertheless clearly understood to be against the Democrats' bill, according to congressional staffers.

The UAW and most other industrial unions supported the reform legislation.

Once the bill had cleared the House, Ford issued a statement saying, "Basically, we have been supportive of tax simplification and reform, but we continue to have serious problems with the legislation."

The company said, "The proposed elimination of the investment tax credit and reduction in depreciation, for example, will have an adverse effect on capital formation (and) the creation of new jobs in the industrial sector, and thus worsen our nation's already deteriorating position in the international trade arena. Although tax reform may not be the answer to our severe trade imbalance, it should not worsen that situation."

Elaborating on that statement, a Ford spokesman said the bill passed by the House would have "a negative long-term impact on investment."

He added that "looking backward, it is questionable whether we could have done Taurus and Sable" given conditions similar to those in the tax-reform measure.

As for GM's successful support of the bill, the Ford spokesman said that GM was also unhappy with much of the House bill but "had painted itself into a corner" by supporting the President's tax-reform initiative early on.

Senate leaders promised fast action on the tax-reform front when they return after the holidays. Senate Finance Committee Chairman Bob Packwood, Oregon Re-

Please turn to Page 30, Col. 4

VW Group leads European sales as year closes

LONDON.—It seems practically certain that the Volkswagen Group will emerge as Europe's leading auto retailer in 1985. Unofficial estimates for 11 months give it sales of 1.29 million for a market share of 12.9 percent.

The rest of the year-end finishing order looks like it will stay as it has been most of this year. At the end of November the estimate was: Fiat Auto, 12.3 percent (1.23 million); Ford, 11.8 percent (1.18 million); General Motors' Opel-Vauxhall and the Peugeot-Citroen group, 11.4 percent (around 1.13 million), and Renault, 10.6 percent (1.06 million).

The combined Japanese companies were at a record 10.9 percent, with sales of more than 1.08 million.

Demand in Western Europe was up around 4.1 percent to 9.99 million for 11 months, which means annual volume could be as much as 10.6 million. However, the returns are strictly provisional, and a clearer picture will not emerge until late January.

If the above results are confirmed, it will represent share increases for VW-Audi, GM and the Japanese. Peugeot will have maintained its 1984 share, but Ford, Fiat and Renault will have lost.

The latest forecast by DRI Europe predicts that VW will maintain European market leadership in 1986 as well. That will be due to a strong upturn in West Germany, where the company is the clear market leader.

—RICHARD FEAST

Cadillac retailer seeks to buy 51 pct.

Rescue of Excalibur may come from dealer

By Richard Johnson
Detroit Reporter

Excalibur Automobile Corp. may be rescued by one of its dealers.

Excalibur is the financially strapped Milwaukee-area neoclassic maker that is seeking protection from creditors in bankruptcy court.

R.V. Robinson, a Cadillac dealer in Atlanta since 1974, is working on a deal to buy 51 percent of Excalibur, which is petitioning for reorganization under Chapter 11 of federal bankruptcy laws.

Robinson said last week he is "confident" that arrangements can be worked out with the current owners, but he declined to discuss details of the proposal. He said there has been no agreement on purchase price and other key terms of the acquisition.

"I'm trying to put together a package so we could do this," said Robinson, who was scheduled to continue negotiations with company officials at a meeting late last week.

According to William C. Stevens, Excalibur executive vice president and co-owner with his brother, David, company president, the deal would allow the Stevens brothers to retain the remainder of the company and continue to run the business.

Excalibur has maintained operations since petitioning for reorganization in late October. Court papers filed by the firm show liabilities of about $4.4 million and assets totaling approximately $6.5 million, including property, machines, equipment, supplies and inventory.

In seeking protection under Chapter 11, the company cited cash-flow problems. Company officials have blamed difficulties on

Please turn to Page 25, Col. 4

Effort to outlaw CAFE 'double-dip' dies in Senate

WASHINGTON.—When Congress adjourned, a Senate move died that would have stopped auto makers from corraling CAFE carryforward/carryback credits from a NHTSA-lowered standard.

The attempt by Senator Daniel J. Evans, Washington Republican, to disallow the "double-dip" would have hurt General Motors (with some $500 million liability for the 1984 and 1985 model years) and Ford Motor Co. (with some $55 million liability for 1985 models and as much as $20 million for 1986 models)—as well as the European luxury car makers.

Although the makers would have benefited from the 26 MPG CAFE requirement for 1986 models (lowered from 27.5 MPG), they would not have been able to generate credits they could carry backward or forward.

The amendment had been hung on to the Senate money bill for the Transportation Department, which opposed the idea.

The Evans amendment was supported by Chrysler, a company as surprised by the unexpected move as were GM and Ford. However, the Evans move died because of Congress' delay and procedures—not because of opposition from companies or even lawmakers.

Cunningham recovering from heart attack

DETROIT.—Alexander A. Cunningham, the General Motors executive vice president who directs the company's North American car and worldwide truck and bus operations, is recovering at home after suffering a mild heart attack.

Cunningham, 59, has headed North American Automotive Operations since January, 1984. Last August, GM's Truck and Bus Operations were added to his responsibilities.

Joe Wilsamis

AMC leaders look ahead

Jose Dedeurwaerder, right, American Motors president and chief executive, expects the company's "erratic" performance to continue in 1986, but he looks for brighter days in 1987 when new products arrive. At left is Joseph E. Cappy, executive vice president and newly appointed chief operating officer.

AMC studying import of price-leader auto

By Richard Johnson
Detroit Reporter

American Motors is "looking at" importing a small, price-leader car to the U.S., possibly from an Asian source, according to Peter Guptill, American Motors' new vice president—North American sales and marketing.

In an interview with Automotive News last week, Guptill said that while the U.S. small-car market is a highly competitive segment under attack from numerous low-cost sources around the world, it represents large volume and is an important link to entry-level customers.

Guptill also said the Alpine sports car from Renault probably won't be introduced until late summer 1987, several months after the high-performance specialty model had been expected to arrive. He deemed prospects for importing the Matra-built Renault minivan to be remote.

Guptill predicted that incentives will continue to play an important role in the subcompact market in 1986. He said there is a "high probability" of some followup to AMC's current cash rebate on Alliance/Encore, which is due to expire Jan. 10.

Calling AMC "the Marines of the industry," he said the company will tough it out in 1986, when the firm must persevere without additions to its passenger-car lineup.

Rumors of an AMC linkup with an Asian auto maker for the purpose of importing a low-cost small car have been rife in recent weeks. AMC dealers are said to be interested in a model to combat a bevy of low-cost minicars destined for the U.S. from such low-cost sources as Korea, Taiwan, Brazil and Yugoslavia.

Guptill said last week that he would also like something to go up against the minicar entries in the new market.

"That's a tough end of the market, but it's a volume end," he said. "You need those kinds of entry-level cars to establish a relationship with your customers.

"It's so difficult to make any money on those cars," he said. "But we're looking at some way to bring those vehicles in and do it at a profit."

Asked whether such cars would come from an Asian source, Guptill said "it doesn't take a rocket scientist" to understand that Asian countries, with their low-cost labor base, are potential sources for such vehicles.

Conceivably, a new AMC small-car entry could get lost in the shuffle of new Renault vehicles being primed for the U.S. market in 1987. They include a new intermediate to be built in Bramalea, Ont., the R-21 compact due from France and the low-volume Alpine.

Asked where a small car would fall in, Guptill said there is always a danger of "introducing too much, too soon."

"If another product were added

Please turn to Page 28, Col. 4

Penske buys Longo, top Toyota deal

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Toyota's top retail outlet, Longo Toyota in El Monte, has been acquired by Roger Penske. Terms of the purchase were not disclosed.

Penske, who heads three Cadillac dealerships in California in addition to his racing and truck-leasing interests, said he bought the Toyota operation because "this fits nicely into our retail automotive business."

Dominic Longo, the owner of the dealership, died Oct. 10. He formed the company in 1967 and built it into one of the largest single-point dealerships in the U.S. In 1984, Longo retailed 15,605 new vehicles.

Penske said the Longo name will be retained as will most of the management. "You don't want to ruin a good thing," Penske said.

This is Penske's first Japanese import dealership and his first import store in recent years. Penske held an interest in a Porsche-Audi outlet in Allentown, Pa., some years ago.

Not much is expected to change in the way the cars are sold at Longo, Penske said.

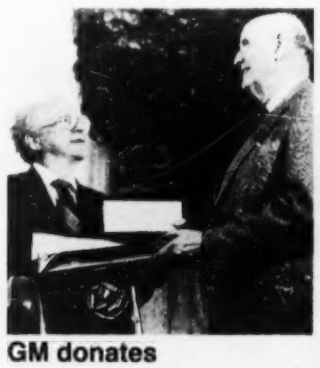
Dominic Longo prided himself in the open way he conducted his business. Instead of closing rooms and cars on the showroom floor, Longo's sales force operated from desks on the open showroom floor and sold cars at sticker with no additional dealer markup. Penske said his Downey Cadillac franchise is operated the same way.

"We're excited about it," Penske said of the acquisition. He added that he plans to expand parts and service and will offer innovative finance and leasing programs.

Penske said he sees doubling the size of the parts department and establishing what he calls a Toyota Automotive Parts Center at the dealership.

While not disclosing the price paid for the dealership, Penske said "we were very happy with the purchase price, it was very fair."

Asked about speculation that the store was on the market for $18 million, he said, "We don't disclose the financial arrangements, so any number you hear is wrong."



GM donates

General Motors Chairman Roger Smith, left, presents a check representing the first installment of GM's $1 million pledge to the Kennedy Center's National Performing Arts Fund to Roger Stevens, Kenedy Center chairman. The center is embarking on its first major fund-raising drive since the 1960s, when funds were raised for its construction.

Union charges unfair practices; company calls it phoney

UAW vote at Honda is delayed

By Mary Connelly
Detroit Reporter

A vote on UAW representation at Honda of America Mfg. Co. plants has been delayed "indefinitely" following union charges that the company engaged in unfair labor practices.

A vote by more than 2,500 Honda employes at three plants had been scheduled for Thursday, Dec. 19.

Honda has automobile and motorcycle assembly plants in Marysville, O., and a motorcycle engine plant in nearby Anna. The Marysville plant produces the Honda Accord and will begin producing the Civic in 1986.

Honda claimed the UAW "manufactured" the charges because it lacked the votes needed to win the election.

The UAW filed charges with the National Labor Relations Board in Cleveland, claiming that Honda had illegally questioned employes about union preferences, illegally increased benefits with an election pending and supported an "employer-dominated labor organization" opposed to the representation.

The rescheduling of the vote depends on the NLRB investigation. If the case is dismissed due to insufficient evidence, a vote could be scheduled within months, the company said. However, the delay may reach a year if evidence determines the need for a full hearing before an administrative law judge.

"I look forward to the day there can be an election at Honda in a truly neutral and legal atmosphere," said Joseph Tomasi, director of UAW Region 2B in Toledo.

Honda claimed that company actions in October, which are the basis of two of the charges, were not criticized by the UAW on Nov. 8 when it agreed to the December vote.

"Both of these charges concern events which took place before UAW international representative Hugh Smith and Honda signed a consent agreement setting the election for Dec. 19," said Shige Yoshida, Honda of America executive vice president. "We can only conclude that the UAW has taken this step because it knew it didn't have the votes to win."

The UAW charged that on Oct. 29, Honda attempted to "chill" UAW activity by "interogating" employes about the union.

The company said a poll was taken following receipt of the union's request for recognition to determine if employes wanted Honda to automatically accept the UAW as a bargaining agent or schedule an election.

The UAW also charged that on

Please turn to Page 28, Col. 2

index

Auction reports	15
Classified advertising	17-23
Editorial page	10
Obituaries	30
Production by makes	31
Sales, truck	14, 24
Service highlights	16
Truck highlights	14

60th year—No. 5106

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Distributors cite threat of OE dealers

PROVIDENCE.—OE dealer competition is the biggest challenge facing heavy-duty distributors, according to a survey by the Allied Aftermarket Division of Allied Automotive.

Most distributors describe 1985 as a "stable" year.

Allied supplies Fram, Autolite and Bendix Brake products to the heavy-duty market. It queried 400 members of the Automotive Service Industry Assn.—Heavy-Duty Division and the Council of Fleet Specialists, regarding profits, customers, suppliers and product lines.

All of those surveyed held influential positions in their firms.

Some 10 percent called business poor; 11 percent called it superlative. About 22 percent considered the market stable/mature and 57 percent characterized it with "a steady stream of orders."

Distributors attributed the lack of growth to too many heavy-duty distributors, stiffer price competition, heavy-duty chains and multi-store locations and offshore suppliers.

However, they viewed OE parts dealers as their biggest threat, pointing to dealers' sales of parts at close margins, their brand awareness and marketing budgets.

More than 47 percent of the distributors said "obtaining better support from suppliers, such as discounts, terms, technical information and training" was their best bet for increasing profits.

Other potential profit boosters include broadening their customer base and using more-aggressive sales approaches.

Distributors generally sought "competitive pricing/frequent and simple programs" in a supplier.

Many chose quality products over price, while technical support and training were rated third most important.

Distributors felt customers looked first for good prices, though product quality and recognizable brand names were often considered more important than price.

Most distributors also felt they could still make a profit by controlling overhead, finding new markets, honing sales techniques and choosing the right suppliers.

Panoramic view

Cars & Concepts, Brighton, Mich., is offering the S/T-10 Chevrolet ship-through program, giving dealers a Skylite Electric Sunroof and Teak Woody Package. It has also teamed with Delco Electronics to offer an upgraded sound system that is available with the Skylite and/or Woody package.

November truck sales continue record string

By Joseph Bohn
Truck Editor

New-truck sales boomed in November, continuing the unbroken string of monthly records that began last January.

The light-duty segment shows no signs of a letup, though sales of mediums and heavies are definitely softening.

Overall, the industry retailed 358,494 trucks in November, topping last year's previous monthly record of 338,715 by 5.8 percent.

Light-duty sales set a November record with 338,727, up 7.1 percent from last year's previous high of 316,333, according to manufacturers' reports.

Most companies had solid increases, though Chrysler, GMC and Nissan were off for the month.

The Chrysler and Nissan declines were due largely to product shortages, and GMC's decline was due mainly to softer demand for its full-sized pickups.

Chrysler sales dropped to 37,097 from 43,372 a year earlier. Nissan dropped to 13,749 from 17,211 a year ago. GMC's 22,681 light duty sales were slightly below 22,892 last year.

GMC retailed 24,901 trucks in the month, off from 26,115 in like 1984.

The new Comanche boosted Jeep sales, propelling its total above 20,000 for the first time in any month.

Jeep retailed 22,834 trucks in November, up 53.6 percent from 14,870 a year ago.

Ford, aided by strengthening availability of Aerostar, recaptured the top spot from Chevrolet for the month, though Chevy still holds a commanding year-to-date lead.

Please turn to Page 24, Col. 3

New chairman for Mack has plant strategy

ALLENTOWN, Pa.—John B. Curcio, president and chief executive officer of Mack Trucks, has been elected chairman of the board.

He succeeded Alfred W. Pelletier who retired as chairman Dec. 11, after 35 years with the firm.

Curcio became president in 1980, and chief executive officer in 1983.

Mack will locate its new assembly plant outside Pennsylvania unless, prior to Jan. 17, it and the UAW can agree on cost reductions equal to those Mack could get outstate.

Curcio recommended one final try be made to keep the new plant in the Lehigh Valley area. Other issues such as environmental problems also must be resolved.

In other appointments at Mack, J. Anthony Donaldson, assistant general counsel since 1977, was elected vice president, general counsel and corporate secretary, succeeding Donald S. Bowie Jr., who retired after 30 years' service.

Walter C. Meck was named executive vice president and chief financial officer, replacing Guy D. Coffelt who is taking early retirement, effective Dec. 31.

Fred J. Kerber, executive vice president—manufacturing since 1979, was elected to the new position of senior executive vice president—resource management.

John J. Costa, general manager of the Hagerstown (Md.) powertrain operations since July, 1980, was elected vice president—manufacturing.

He assumes full responsibility for day-to-day operation of all Mack's manufacturing activities.

Century club qualifiers

Chevrolet recognized several dealers in its Charleston (W.Va.) zone for selling more than 100 trucks in one month. Dealers and officials at a special ceremony included, from left, Brent Galyean, Tag Galyean Chevrolet, Charleston, W.Va.; Ed Schoener, sales promotion manager, Charleston zone; Jim Love, C & O Motors, St. Albans, W.Va.; David Walsh, zone manager, and Matt Miller, Dutch Miller Chevrolet, Huntington, W.Va.

truck industry news

VW and PACCAR detail program for Class 6-7 venture

By Joseph Bohn
Truck Editor

PACCAR, Inc., Bellevue, Wash., and Volkswagen do Brasil officially announced the signing of a distribution agreement which will give PACCAR Class 6 and 7 trucks to sell in the North American market for the first time.

(Automotive News first reported the deal Nov. 4.)

William Gross, executive vice president of PACCAR, said a 29,500-pound GVW Class 7 truck will begin offered through Peterbilt and Kenworth dealers in October or November, 1986. A Class 6 truck will be offered about one year later.

And, in the third phase, a Class 7 tractor will be made available.

Gross said the cautious timetable was adopted to allow PACCAR to maintain its strong quality image.

Both Kenworth and Peterbilt dealers will receive identical models, and they'll be priced identically, Gross said.

The company is planning a separate franchise agreement for dealers interested in the new vehicles and doesn't know yet in what volumes it will import the vehicles.

That will depend on dealer interest, as well as the marketplace.

However, PACCAR's long-term goal is to get a 5 to 10 percent share of the North American market, Gross added.

The company doesn't have overall projections for Class 6 and 7 demand, but it expects demand to continue strong. Class 8, by contrast, is expected to decline, beginning this year, according to various industry forecasts.

PACCAR also expects to add more VW Brazilian-built models to its lineup in future years. It has an exclusive distribution agreement to sell Brazilian VW trucks in the U.S.

Its trucks will be priced in the premium ends of the market, Gross said. They will be sold on a value-for-the money basis, rather than a low-price, entry-level basis, he added.

The vehicles, although manufactured by Volkswagen do Brasil, will combine VW's truck technology with premium U.S.-designed powertrain components.

The trucks will be spec'ed out by PACCAR for the North American market. Thus they will not be a strict VW product in the way some imported medium duties are.

For example, the Class 7 truck being brought in first will feature a Cummins 6CT8 engine delivering 210 HP at 2,200 RPM; a Fuller 5106 6-speed transmission; a Rockwell/Braseixos RS20-145, 20,000-pound rear axle; Goodyear G124 or G186 11R22.5 14 ply tires and 7.5x22.5 steel-disk wheels; a single rectangular steel fuel tank with 40 or 80 gallon-capacity, and dark-gray frame, bumper and wheel arches. The body will be available in four colors.

Gross added that a 5-speed

Please turn to Page 24, Col. 4

Perkins reaches diesel milestone with 10 million

WAYNE, Mich.—Perkins Engines, Inc., built its 10-millionth diesel engine recently, becoming the first diesel manufacturer to reach that milestone, according to P.G. Barger, vice president of OEM sales.

The Wayne-based supplier of diesel engines to North America is part of the Perkins Engines Worldwide Group, Peterborough, England.

The 10-millionth engine was built in Peterborough.

Perkins has also presented top distributor awards to Southeast Diesel Corp., Miami, for U.S. sales and Concord Diesel, Ltd., Mississauga, Ont., for Canadian sales.

truck personnel

Toyota names Limon to fleet, truck post

John J. Limon has been named field fleet manager in the fleet and truck department at Toyota Motor Sales, U.S.A.

Limon replaces **Larry Boland**, who was appointed purchasing and contracts administration manager at Toyota. Limon reports to **Donald V. Esmond**, national fleet and truck manager.

John J. Limon

Vixen names Hollis to engineering post

Vixen Motor Co., Pontiac, has named **Lyn C. Hollis** vice president—engineering.

Hollis handles all engineering, testing and development of body, chassis and interior systems for the Vixen 21 motor home.

For the last five years, he has been a design manager at Michelin Tire Corp. in South Carolina.

Lyn C. Hollis

Iveco names Wottring to top fleet position

Iveco Trucks has named **Paul Wottring** senior director of national fleet sales. Wottring, with Iveco since 1982, previouly worked for Fiat in the U.S. and for General Motors.

George Radenkovich was named senior director of parts for Iveco. He joined the firm from Fiat.

service management

Saab parts begin trip to U.S.

A shipment of replacement parts leaves the Saab Car Division's central parts warehouse in Sweden on the first leg of a journey by air to distribution points in the U.S. Saab says it will increase airfreight of parts to the U.S. in 1986 to 80 percent of total volume, compared with the current 53 percent.

AAA diagnostic center a hit in Massachusetts

ROCKLAND, Mass.—American Automobile Assn. Massachusetts reported that members and the public are "flocking" to its Auto Diagnostic Center, which opened earlier this year in Rockland, about 20 miles south of Boston.

More than 1,000 owners have had their vehicles checked at the center, the first AAA-owned facility in the nation to conduct diagnostic analyses, according to Stewart W. Hall, director of automotive services for AAA Massachusetts.

He said no repair work is done at the center. Customers have needed repairs made at a facility of their choice, he added, although they are advised of AAA's nationwide network of Approved Auto Repair dealerships and garages.

The decision to establish an Auto Diagnostic Center resulted from a "careful evaluation" of the automotive service industry, Hall explained.

"With the increasing prominence of self-service gas stations, the car owner has more responsibility than ever," he said. "We can now help meet that responsibility."

Also, Hall noted, the center often provides prospective used-car buyers with an opinion of the vehicle's condition, or it can detect previous repairs that were done improperly.

"Auto travelers also enjoy the peace of mind of a complete diag-

Please turn to Page 23, Col. 3

Goal is improved quality, profits in U.S. dealerships

Volvo, Saab boost shop support

By Jack Walsh
Service Editor

MALMO, Sweden.—Sweden's two industrial giants, Volvo and Saab-Scania, are taking steps to improve the quality and profitability of service in U.S. dealerships handling their automotive products.

Volvo is planning a pilot collision-repair shop at the Rockleigh (N.J.) headquarters of its U.S. subsidiary, Volvo of America Corp., hopefully within a year, according to Hans Gustavsson, service director, Volvo Car Corp. Sales & Marketing Division, in Gothenberg, Sweden.

Objectives of the pilot operation, he said, are to establish another profit center for Volvo dealers who now farm out collision work, and to develop a training program for dealership personnel in use of state-of-the-art equipment and repair techniques.

"Collision repair is a profitable business and our North American dealers should be getting their share," sadi Gustavsson. "Also, the quality of body work done on Volvo cars would be improved with dealer technicians using repair techniques and shop equipment evaluated by Volvo in the pilot program."

The Saab Car Division has no plans for such a program for its dealers in North America, most of whom also send damaged cars to outside collision shops, but it is stepping up air shipment of replacement parts to speed up dealers' service work and improve customer satisfaction.

Currently, about 53 percent of Saab parts shipped to the U.S. are moved by airfreight, according to Bo Bjorkman, the division's parts general manager. In 1986, he said, airfreight shipments will be increased to 80 percent.

Saab parts and accessories are shipped to worldwide distribution points from the division's 570,000-square-foot, fully automated high-storage central warehouse in Nykoping, about 100 miles south of Stockholm. About 33,000 different parts and accessories are warehoused in the facility.

"Our deliveries to the U.S. go to three import warehouses—in New York, Chicago and Los Angeles—which handle distribution to our dealers in the U.S. and Canada," Bjorkman said.

Order handling, he noted, reflects varying degrees of urgency: VOR, supplementary and stock orders. The importer or dealer determine the degree of urgency when the order is placed.

"VOR orders are shipped from Sweden the same day if the order is received before 2 p.m.," he ex-

Please turn to Page 24, Col. 1

Sweden's top insurer is big in service, too

VAXJO, Sweden.—The biggest insurer of motor vehicles in Sweden, the Folksam Group, also plays an important role in the research, development and evaluation of service equipment and repair techniques.

The company, which has approximately one million clients, established Folksam Auto AB, a subsidiary specializing in automotive service and collision repair, in 1964 at a time when repairs costs and insurance premiums were soaring.

Klas Back, president, Folksam Insurance Co., recalled that "many repair shops then reacted angrily. They refused to consider it reasonable that we wanted to have an insight into the trade, to the very existence of which we at that time contributed millions. They were even less inclined to realize that it was our duty as an insurance company owned by its policyholders to acquire this insight."

Today, however, the majority of Sweden's repair shops regard Folksam activities in a different light, Back noted.

"They know that it is not our intention to impoverish car-repair shops or reduce the income of their employes," he explained. "Many working methods and items of equipment that saw the light of day in Vaxjo are now standard in many repair shops. They make for more efficiency, higher quality, better job satisfaction and lower staff turnover."

While Folksam Auto has provided the parent company with a good return on its investment, Back emphasized that money isn't "of the most importance here. What is important is the knowledge of the car and the car-repair trade, of the importance of the working environment to shop personnel and of the reasons for accidents that hurt people and damage vehicles."

This knowledge, he added, eventually benefits policyholders in the form of improved insurance coverage and a higher degree of safety in their cars—and outside them—at the lowest possible cost.

Folksam Auto's current shop, opened in 1979, was "built around the workmen," according to Kurt Johansson, president. "They represented a fund of knowledge, experience and skill that was quite unique. They knew how to do the job, what was important for good results, where improvements were needed, and what was possible."

He noted that service shops—especially those for repairing damage—traditionally have been "tucked away out of sight in murky surroundings. We endeavored to reverse this state of affairs and put people first and foremost."

Johansson said Folksam Auto employs the newest equipment, tools and ideas to increase repair quality, and works with manufacturers in the development and evaluation of their products.

The shop is laid out in the shape of an E, with the "stem" containing all supply facilities: Departments for preparing the car—washing, inspection and evaluation, planning repairs and parts storage. In the "arms" are shops

Please turn to Page 23, Col. 2

Foreign markets vital to automotive firms

Swedes eye U.S. for sales gains

By Jack Walsh
Service Editor

MALMO, Sweden.—Sweden's population of only about eight million inhabitants forces many companies to pursue outside markets to assure survival.

The U.S. is a major market, second in many instances only to Europe, and a number of Swedish automotive parts and equipment manufacturers are looking to the U.S. to expand export business.

For example, AB Ph. Nederman & Co. exports 80 percent of its line of products designed to reduce health and safety hazards in the workplace, according to Nils-Axel Nyberg, marketing vice president.

He said Nederman entered the U.S. market about five years ago and that sales "have grown dramatically each year. And we see a great potential for expansion in the future in both the U.S. and Canada."

AB Samefa, which manufactures and distributes the Car-O-Liner bench system for unit-body collision repairs worldwide, exports about 88 percent of its production, according to Leif Chressman, marketing manager.

"Sales of Car-O-Liner equipment in the U.S. have grown substantially every year since the system was introduced there in 1979," he noted. "About 40 percent of the 1,400 units produced annually are shipped to the U.S. We are the leader in unit-body bench sales there, accounting for about 33 percent of the market."

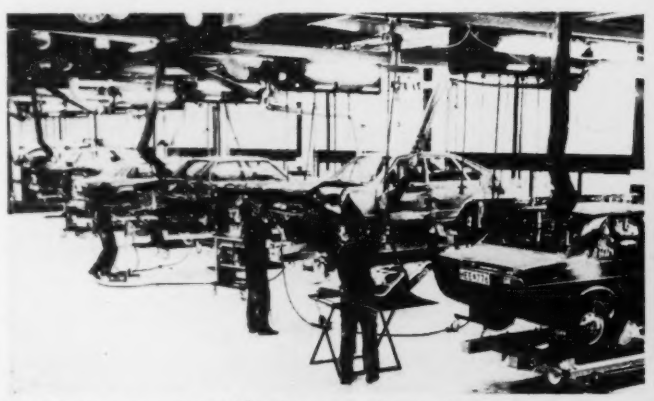
Drester AB, headquartered near Malmo, also exports about 80 percent of its collision-repair equipment, mainly to Europe, the Middle East, South Africa and Australia. Its products were introduced on the West Coast of the U.S. recently, and Sten Drennow, managing director, said Drester is planning to widen its distribution to other areas of the U.S. in the next year.

Nederman's Nyberg said his firm's products include all types of emissions-control equipment to provide "free, pure breathing zones" in auto-repair shops, overhead lines for hoses, cables and tools that result in safer and un-

Please turn to Page 23, Col. 2

Extracting fumes the uncluttered way

An overhead exhaust-extraction system by AB Ph Nederman & Co. of Sweden keeps hoses off the floor, preventing risk of accidents, and reduces wear and damage to them. An overhead system also is easily moved as shop requirements change, the company said.



Vehicles repaired in ultra-modern shop

Workmen in the ultra-modern shop operated by Folksam Auto AB in Sweden use state-of-the-art equipment and tools, as well as innovative repair methods, to fix damaged vehicles.

Goal is improved quality, profits in U.S. dealerships

Volvo, Saab boost shop support

Continued from Page 16

plained. "Otherwise they go the following morning. Supplementary orders move within 48 hours and stock orders within five working days."

Bjorkman said Saab is working continuously to achieve "perfect performance" in shipment scheduling and lead times.

In the future, he added, "the time required in the distribution links between manufacturer and dealer will be shortened by using fewer intermediate warehouses and speeding the flow of goods.

"Transfer loading and unloading time will be cut or eliminated, customs clearance will occur in connection with reception of a shipment, transport times will be reduced and more shipments will be made directly from the central warehouse to dealers."

Also, Bjorkman said, Saab will have fewer parts and accessories suppliers, but its relations will be closer in terms of controlling the scheduling, frequency and speed of shipments.

"The distribution systems of tomorrow will have to be better adapted to market requirements, and will demand more frequent shipments, improved scheduling and shorter lead times," he explained.

"All this will be possible through the information systems that are gradually being expanded, and that—within the next 10 years—will be worldwide in scope and an integral part of world trade."

Bjorkman said the development of airfreight and information systems will make it possible to move both parts and information from the central warehouse to dealers with "very short" lead times.

"This will reduce the amount of capital tied up in the business and will improve the service to customers," he added.

Both Volvo and Saab are placing increasing emphasis on service training at all levels to keep their customers happy.

Volvo's Gustavsson noted that today's more complicated vehicles "mean that the service technician will have to operate more like an engineer than a mechanic only."

Volvo operates 10 service-training centers in the U.S. and three in the U.S., he said, and has about 110 factory service representatives in the North American market.

Of the 1,900 service technicians in the approximately 405 U.S. dealerships and 85 in Canada, Gustavsson noted, 1,600 are certified in VISTA (Volvo International Service Training Assn.), an elite group open to the most qualified technicians in dealer shops.

Arne Hoglund, Saab service general manager, said good car-repair work requires more than repair manuals and tools. "Whoever does the work must also have the knowledge and motivation to do it right, right from the beginning," he added. "Such knowledge is obtained through education and hands-on training."

For several years, Hoglund said, the company has been conducting the Saab Master Technician program, whose goal is to "assure the technical know-how of our dealers, and increase the mechanics' sense of responsibility to the customer, the dealership and Saab.

This goal, he added, is achieved by increasing the mechanics' interest in training, giving the right mechanics the right training, strengthening their loyalties to the dealerships and Saab and providing recognition for the mechanics.

To offset some owner-dealer contact lost because of longer maintenance intervals, Hoglund said, Saab has established what it calls Long-Term Usage followup. Here's how it works:

After a buyer signs an order for a new car, he or she is asked whether they'd like to participate in the project. Those who do receive a contract which commits them to keep a journal describing their experiences with the car, and to report regularly to the factory.

The Saab owner also agrees that all maintenance and repairs are to be done at authorized Saab workshops, which submit to the factory reports on the work done on the LU cars.

"Results from the LU program, together with warranty statistics and other technical followups, provide the basis for the specification requirements we present to our technical development department," Hoglund said. "LU data also gives us a very good picture of what Saab car ownership actually costs the consumer."

As an incentive to get owners to participate, he said, Saab offers a 40 percent discount on labor costs and parts used in the repair and maintenance of the vehicles during the three-year followup period.

Award for Trader Bud

Bud (Trader Bud) Hatfield, right, Trader Bud's Westside Dodge, Columbus, O., receives an award as the No. 1 volume dealer in the zone for calendar 1984 from Dave Krumboltz, Chrysler Corp.'s Cinncinnati zone manager.

MAJOR MANUFACTURERS BY SEGMENT

	November		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	103,576	95,895	1,118,004	1,038,283
Medium-Duty	3,617	3,225	42,211	36,978
Heavy-Duty	934	890	13,852	11,055
Ford Total	**108,127**	**100,010**	**1,174,067**	**1,086,316**
Light-Duty	95,004	84,047	1,174,067	1,013,716
Medium-Duty	1,708	1,856	19,322	18,472
Chevrolet Total	**96,712**	**85,903**	**1,193,547**	**1,032,233**
Light-Duty	22,681	22,892	287,197	260,179
Medium-Duty	1,461	2,238	26,570	26,209
Heavy-Duty	759	985	10,036	13,628
GMC Total	**24,901**	**26,115**	**323,803**	**300,016**

LIGHT-DUTY NOVEMBER, YEAR-TO-DATE SALES

	November		Year-to-Date	
	1985	1984	1985	1984
Vans	13,453	15,556	169,457	162,677
Aerostar	8,481	0	22,408	0
Club Wagon	2,442	2,983	29,449	29,784
Ranger	24,882	18,670	227,528	206,220
Bronco	4,839	4,585	47,663	43,212
Bronco II	12,493	8,266	97,675	91,651
Pickups	36,986	45,835	523,824	504,739
Ford	**103,576**	**95,895**	**1,118,004**	**1,038,283**
Vans	10,814	10,179	139,338	146,520
Sportsvan	1,275	1,094	19,455	20,580
Astro	9,257	224	95,701	244
S-10	16,361	14,123	195,620	175,949
S-10 Blazer	19,554	12,224	170,742	130,727
El Camino	1,760	1,533	19,231	21,570
Blazer	4,068	3,549	41,866	43,461
Suburban	4,422	4,095	53,842	47,165
Pickups	27,493	37,026	438,430	427,565
Chevrolet	**95,004**	**84,047**	**1,174,225**	**1,013,761**
Vans	3,749	5,019	59,123	66,130
Ram Wagon	2,389	2,904	37,047	37,032
Voyager	7,277	7,117	96,783	75,295
Caravan	7,504	7,577	102,919	78,385
Mini Ram Van	1,015	2,561	21,028	19,506
Ram 50	5,458	4,184	64,585	47,306
Other Plymouth Trucks	0	0	0	378
Ramcharger	977	2,607	27,949	25,848
Rampage	0	417	0	9,260
Pickups	8,728	10,986	151,023	122,781
Chrysler	**37,097**	**43,372**	**560,457**	**481,921**
Vans	2,544	3,558	37,272	43,380
Safari	1,894	17	22,486	17
S-15	3,711	3,440	43,926	40,971
S-15 Jimmy	4,326	3,164	38,776	31,736
Jimmy	841	736	8,149	7,910
Caballero	204	177	2,355	2,508
Suburban	1,276	1,214	16,468	15,013
Pickups	7,597	10,019	111,557	113,068
P Model	277	567	6,197	5,576
W-4	11	0	11	0
GMC	**22,681**	**22,892**	**287,197**	**260,179**
CJ	3,466	3,655	35,440	39,429
Wagoneer	1,658	1,802	12,325	18,312
Cherokee	12,867	7,259	88,924	61,495
Grand Wagoneer	1,419	1,886	15,595	17,190
Comanche	3,205	0	6,671	0
Pickups	179	268	1,791	3,189
Jeep	**22,834**	**14,870**	**160,746**	**139,615**
Toyota	26,510	23,237	297,046	238,866
Nissan	13,749	17,211	240,051	187,288
Mazda	8,6907	8,637	105,339	109,284
Isuzu	5,564	4,351	70,172	39,966
Mitsubishi	3,022	1,821	24,833	15,507
Imports	**57,535**	**55,257**	**737,441**	**590,911**
Industry Total	**338,727**	**316,333**	**4,038,070**	**3,524,670**

*Nissan includes domestically-built units in Tennessee.

November truck deliveries continue string of records

Continued from Page 14

Ford retailed 103,576 light duties, up from 95,895 a year earlier.

Ford retailed a total of 108,127 trucks in the month, up from 100,-010 last year.

Chevrolet retailed 95,004 light duties, up from 84,047 last year.

Chevrolet retailed 96,712 trucks in the month, up from 85,903 last year.

For 11 months, the industry retailed 4,295,582 trucks, up 13.7 percent from 1984's 3,777,816.

Chevrolet's 1,174,225 year-to-date light-duty total was up 15.8 percent over a year ago.

Chevrolet's total sales of 1,193,-547 were up from 1,032,233 in like 1984.

The cushion is strong enough to give Chevrolet calendar-year, as well as model-year, truck sales leadership in 1985.

Ford retailed 1,118,004 light duties during the 11 months, up 7.8 percent from a year earlier.

Ford retailed a total of 1,174,067 trucks, up from 1,086,316 in like 1984.

Chrysler retailed 560,457 light duties, up 16.3 percent from last year's 11-month total.

GMC retailed 287,197 light duties, up 10.4 percent from a year earlier.

GMC retailed a total of 323,803 trucks, up from 300,016 last year.

Jeep retailed 160,746 trucks, up 15.1 percent.

The imports retailed 737,441 trucks, up 24.8 percent from a year earlier.

Medium and heavy sales of 19,-767 were off from 22,382 during November, according to preliminary MVMA reports.

For 11 months, mediums and heavies totaled 257,512, up slightly over 253,146 in like 1984.

Medium-duty sales of 3,807 in November were off from 5,542 last year.

Year-to-date, mediums totaled 48,772, off from 55,910 in like 1984.

Within the medium segment, there were no Class 4 sales reported this year, according to MVMA.

Class 5 sales of 175 were off 74.1 percent for November. Year-to-date, Class 5 sales of 5,018 were up 4.5 percent from last year.

Class 6 sales of 3,632 were off 25.4 percent in November. Year-to-date, their 43,754-unit total was off 14.4 percent from last year.

Heavy-duty sales of 15,960 in November were off from 16,840 last year. Year-to-date, their 208,-740-unit total was slightly ahead of 197,240 in like 1984.

Within the heavy segment, Class 7 sales of 7,068 were up 16.3 percent for the month. Year-to-date, Class 7 sales of 88,118 were up 22.3 percent from last year, MVMA reported.

Meanwhile, Class 8 sales of 8,-892 were off 17.4 percent for November. For 11 months, Class 8's total of 120,622 was off 3.7 percent from like 1984.

VW, PACCAR detail plans for Class 6-7 distribution

Continued from Page 14

transmission option, also provided by Fuller, may be made available during the first year.

Although the vehicles will offer normal kinds of accessories like air conditioning and radios, the option list will be limited since this will be a "functional truck," Gross said.

The trucks will bear the Peterbilt and Kenworth nameplates.

As PACCAR expands its model range in Class 6 and 7, different kinds of GVW units in different configurations will be added.

As previously reported, VW do Brasil has been very successful in its home market, going from 2.8 percent penetration in 1979 to 22.7 percent of Classes 3, 6, 7 and part of 8 in which it competes.

Donald Dancey, executive vice president of VW do Brasil, previously told Automotive News that his firm was building 60 trucks a day—about 14,400 on an annualized basis of 240 work days.

It has the capacity, with proper investment, to get up to a maximum of 130-140 trucks a day.

VW do Brasil had an order for 1,000 trucks for China, and officials there indicated a desire for more, Dancey added.

In the U.S., PACCAR has had an off year in 1985. Market penetration for Peterbilt in Classes 7-8 was off 0.76 percentage points for 10 months, according to R.L. Polk, and penetration by Kenworth was off 1.69 percent points.

Industry analysts attribute Kenworth's steep slide to a sharp slowdown in demand among smaller owners-operators where a high percentage of its sales have traditionally been concentrated.

That segment appears to have softened more than the fleet side of the business which is also off.

PACCAR is among the last of the domestic heavy-truck firms to forge a marketing agreement with an overseas firm.

Earlier this year, International Harvester reached an agreement to market Nissan trucks. GMC and Chevrolet market Isuzu trucks, and Ford is selling a Brazilian-built Cargo line.

Mack markets Renault trucks. Freightliner and Mercedes-Benz are owned by West Germany's Daimler-Benz.

Buick eyes '88 for 'distinction'

By Michelle Krebs
Financial Editor

FLINT.—Buick will appear more distinct from other General Motors car divisions beginning in the 1988 model year, its general manager said.

The "new" Buick will emphasize technology and performance in product as well as non-product areas, Donald Hackworth said in an interview with Automotive News.

The massive reorganization of GM, which began two years ago, found that Buick was part of the corporation's strength, Hackworth said.

"That's the good news," he said. "The bad news is that our products look alike, they feel alike and they drive alike. And we've got to have some distinction."

Hackworth said distinction is now being established in the design studios. The 1987½ two-seater —known as the GM33—and Buick's 1988 models will reflect Buick's first move toward product differentiation.

"It's probably going to be more difficult to design a four-division program that will sell 1.5 million units a year—like the A-car program," Hackworth said.

The GM divisions, he said, will have to look for distinction in styling, pricing, powertrains and the demographics they go after when they create a four-division car.

Each GM division will look for more niche markets. Hackworth said GM33 and its subsequent derivatives represent a major niche market for Buick. "It's an image halo product for Buick," he said. "It's a statement about tomorrow."

In addition, Buick is considering a large station wagon as an alternative to a minivan to compete in that market.

Hackworth said Buick will participate heavily in motorsports to show off its performance-technology image, one that is designed to lower the average age of the Buick buyer, who is now 50 years old.

"Our image centers around technology and the transfer of technology from motorsports to production vehicles," said Hackworth. "It centers around our powertrain and our V-6 engine."

Hackworth said Buick's concept car, the Wildcat (Automotive News, Oct. 28), is a good example of Buick's new image.

"It's a little bit different from other concept cars," Hackworth said. "We didn't focus on aerodynamics and we didn't focus on speed . . . any one of the features you may see in future cars.

Donald E. Hackworth

Joe Wilssens

"We did focus on the V-6 engine," Hackworth said. "In fact, we set it up on a pedestal and designed the concept car around it, which is kind of unusual."

He added, "You will see the silhouet of that car in future models. The car is a statement of where we're going."

In addition, Buick will focus on performance packages that depict "more go and less show" than in the past, said Hackworth.

Buick also has gone high-tech in customer service. That part of the business is moving closer to becoming just as important as the product strategy, Hackworth said.

Computer systems are being installed in dealerships to help with technical problems in the repair shop. Systems also allow a customer to do comparative shopping.

Hackworth said Buick is "on the leading edge" of domestic divisions when it comes to customer satisfaction.

Said Hackworth: "If Roger Smith says he's getting ready for the 21st Century, then we're getting ready for the 21st Century as well."

By exporting manufacturing process as well as the car

Buick may expand 2-seater plan

Continued from Page 1

and production systems. Another British firm, Lamb-Sceptre, Ltd., supplied manufacturing equipment, and the Japanese company, Ogihara, made the dies.

Hackworth said the production system is set up in London. The first prototype car produced there is now in the U.S. for testing.

The manufacturing operation will be taken apart piece by piece and moved to Lansing.

Hackworth said the manufacturing operation could be duplicated and set up anywhere in the world.

"There is no firm plan to do that," Hackworth said, "but we have certainly taken a cursory look at it. It's a car that the Europeans could identify with. I would suspect that there is an opportunity."

Buick is exploring export opportunities, Hackworth said.

"We have a group of people who have said if we're going to be a total business, a total company in tomorrow's world, we're going to have to compete on an international basis," he said. "To do that, you have to have products designed to have appeal on a worldwide basis."

He said Buick is evaluating its strengths and looking at what parts of the world would be suitable for its products. He suggested the two-seater and the Electra Park Avenue as possibilities for export.

"I do not think we're going to develop all of our products for markets all over the world," Hackworth said. "But when we design products, we have to design them with the engineering capability to be either left-hand drive or right-hand drive and consider those markets.

"What the general manager of Buick has to do is be more aware than in the past that when we're conceiving a car in our studios and we're thinking about our future, our image will be enhanced if we make products more viable in an international marketplace."

Hackworth said Buick chose a two-seater because its forecasts show that market segment will explode, even though the market will become more competitive in the next year or two.

Hackworth divides the two-seater market into sporty and luxury. The Pontiac Fiero is the low-price sporty while the Chevrolet Corvette is the high-price sporty.

Cadillac's Allante, to be introduced as a 1987 model, will be GM's ultra-luxury two-seater while Buick's two-seater will be GM's near-luxury two seater. Though GM is not talking about price yet, Buick's two-seater is expected to be priced between $20,000 and $30,000.

"Our observations are that there will be more growth in the luxury end of it than in the sporty end of it," Hackworth said.

He said Buick's two-seater is important for more reasons than sales and profitability.

"It's an image halo product for Buick," he said. "It's a statement about tomorrow. It's a product that allows us to make a statement about where Buick is going."

Hackworth noted that the two-seater will be one of the first all-new GM products since the auto company's massive reorganization.

In the meantime, Buick must decide on a name for the two-seater. A decision will be made in the first quarter of 1986, Hackworth said.

The choices have been narrowed to three: Wildcat, a former Buick model and the name for its newest concept car; Questor, the name of a Buick show car, and Reatta (pronounced ray-ATT-a), which Buick officials say is a manufactured word but also is a Spanish-American word for lariat.

Cadillac retailer seeks to buy 51 pct.

Rescue of Excalibur may come from dealer

Continued from Page 3

development costs and downtime associated with introduction of new models, expansion of the distribution system and heavy sales of other new cars during the incentive period late last summer. They said the incentives made dealers less inclined to solicit Excalibur business.

William Stevens said Robinson, who holds an Excalibur franchise, is one of 23 parties who expressed interest in acquiring either a majority or a share of the company and were subsequently sent investment packages. But he characterized the Atlanta Cadillac dealer as the most promising prospect.

"I would say so," said Stevens. "He has a lot of connections with General Motors because of who he is and his stature. He is probably the most viable (potential buyer). He brings the most to the party in terms of ability and knowledge and so forth."

Stevens said his goal is to conclude a deal before the end of the year. But even if an agreement is reached that soon, he said, the transaction would take 40 to 60 days to clear bankruptcy court.

"We'd have to go back to the creditors and work out a deal with them," he said. "But I have an idea on how to solve their problems."

Relations between Excalibur and creditors have been relatively cordial since the Chapter 11 petition was filed. Creditors last month did not block a $500,000 line of credit negotiated by the company with a local bank that enabled the company to continue manufacturing.

To finance the buyout, Robinson is pursuing a number of courses, including an application for a low-interest, $3.8-million loan from the Wisconsin Housing and Economic Development Authority.

The program is designed to make low-cost loans available for retaining or expanding employment in Wisconsin and is funded by issuance of tax-exempt industrial revenue bonds, according to Executive Director Edward Jackamonis.

The authority, which gave preliminary approval to Robinson's application on Dec. 13, could assist the project in one of two ways, Jackamonis said.

One procedure is to find a bank to underwrite the loan and buy the bonds from the authority. The loan is then assigned to the bank as payment for the bonds and the bank collects the loan and uses the proceeds to pay off the bonds.

The second procedure is to sell bonds on the public market to disinterested parties, he said.

One complicating factor, according to Jackamonis, is that program law limits such low-interest-loan deals to organizations with annual sales of less than $35 million. The authority was informed that the dealership had achieved sales of $32 million annually during the past two years and the addition of Excalibur assets could put Robinson over the technical limit.

Jackamonis said the state Department of Development will issue a ruling on the issue before the panel meets again in January.

Meanwhile, Robinson is investigating other means of acquiring funds to help close the deal, according to Stevens.

"R.V. told me he has three bases to get the financing and this is one of them," Stevens said. "He is also working on a federal program."

Robinson said the Wisconsin Housing and Economic Development Authority application "is not the best shot." But he declined to detail other avenues he is pursuing.

Excalibur produces the Series V Phaeton and Roadster models and is making plans to offer a two-door sedan, a four-door sedan and a limousine next year. The vehicles sell for approximately $60,000.

The company currently employs about 40 persons at its 95,000-square-foot facility in West Allis, Wis., and employs about 110 at the full production level of some 240 cars per year.

New Zaporozhets tested; production slated for 1987

MOSCOW.—The front-wheel-drive ZAZ-1102 car, which will go into serial production in 1987 as the base model for a new generation of Zaporozhets cars, is undergoing development tests, according to a Soviet report.

The new car, designed by the AvtoZAZ production association in Zaporozhye (Ukraine), has a top speed of 85 MPH, the report said.

The Soviets claim the pilot model uses 30 percent less fuel than the older model, getting about 50 MPG at 55 MPH. Fuel consumption is expected to be reduced further in the development process, the Soviet report said.

The new Zaporozhets has off-road capability, the Soviet report said.

Service Index charts good year

Continued from Page 2

tober period showed an 8.0-percent gain.

Shop parts sales, customer and warranty, increased 7.3 percent over the corresponding period of 1984. Sales of all parts and accessories during the first 10 months of the year were up 5.5 percent over 1984.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
106.5★

	Oct. '85 vs. Oct. '84	10 mos. '85 vs. 10 mos. '84
Gross Profit on All Labor and P&A Sales	+6.8%	+8.0%
Repair Orders Written	+12.9%	+9.3%
Total Labor Sales (Customer & Warranty)	+10.4%	+11.2%
Shop Parts Sales (Customer & Warranty)	+0.3%	+7.3%
Sales of All P&A	+1.9%	+5.5%

★—Survey by Automotive News shows that dealers' service and parts business in October, 1985, was 106.5 percent of business in October, 1984. Service business in the first ten months of 1985 was 108.3 percent of business in the corresponding period in 1984.

Despite output by two new companies

'85 model run declines slightly

By Kathy Boyer
Detroit Reporter

Although two new companies contributed 45,311 units to the 1985 model run, total production was down slightly from the previous model year.

Nissan Motor Mfg. Co., U.S.A., began production of the Sentra late last March at its plant in Smyrna, Tenn., and New United Motor Mfg., Inc., Fremont, Calif., started assembling the Chevrolet Nova in late December, 1984.

But auto production during the 1985 model run dipped 1.57 percent from 1984.

Car makers assembled 7,975,390 units in the 1985 model year, compared with 8,102,269 in 1984, which was the highest model-run production since 1979.

For the 1985 model year, all the domestic makers except Honda of America Mfg. Co. and Chrysler Corp. reported decreases.

A high demand for the Honda Accord brought total model run production to 155,102 cars, 32.34 percent more than the 117,200 completed in the 1984 model run.

Chrysler posted an increase of 11.83 percent during the model year—to 1,315,326 units, up from 1984's 1,176,144.

The company introduced two new models for 1985, the Chrysler LeBaron GTS and the Dodge Lancer.

General Motors' production of 4,490,883 cars during the 1985 model year was down 4.09 percent from 1984's 4,682,477.

Buick, Cadillac and Oldsmobile all reported increases, while Chevrolet and Pontiac Division showed decreases for the model year.

Production of GM's X-cars (Buick Skylark and Chevrolet Citation) was halted in 1985.

All Chevrolet models showed production decreases except the full-size Chevrolet.

Pontiac added the Grand Am and the 6000 to its lineup during the 1985 model year (the 6000 was built only in Canada in 1984). But the Pontiac Fiero, 1000 and Sunbird had a late start in the 1985 model year because the 1984 run was extended to improve GM's CAFE average. The extension also involved Chevette and all J-cars.

The Chevrolet Cavalier recorded the highest production of any 1985 nameplate (383,785), representing 4.80 percent of total U.S. output.

Ford Motor Co.'s production of 1,735,782 cars fell 4.29 percent from the 1984 model-run total of 1,813,523.

The company moved production of the Ford Crown Victoria and Mercury Grand Marquis from the U.S. to Canada in early 1985.

Ford's EXP model was temporarily discontinued in February, 1985. Production is scheduled to resume in early 1986.

American Motors' production of 150,189 units during the 1985 model year fell 28.01 percent from 1984's total of 208,624. The Kenosha plant was closed approximately 13 weeks during the model year for inventory adjustment.

Volkswagen of America reported production of 82,797 cars for the 1985 model run, down 20.62 percent from 1984's 104,301.

Honda doubles output plans for Canadian assembly plant

By Richard Johnson
Detroit Reporter

Honda Motor Co. has announced plans to double the output of its assembly plant now under construction near Alliston, Ont.

Meanwhile, an American Honda spokesman last week said the company's decision to build a second assembly plant in the U.S. will depend in part on the success of its new Acura line of imported upscale cars.

Honda had originally planned to be producing 40,000 units annually at Alliston by 1989. But in a speech in Toronto last week, Honda President Tadashi Kume said the company will now shoot for 80,000 cars a year by adding a second shift.

Since setting its earlier plans, Kume said the company has grown "more confident than ever in the strong demand for our products and the promising future market in Canada."

Japanese manufacturers are still observing import restraints limiting them to about 18 percent of the Canadian domestic market. Honda, which has sold 57,852 vehicles this year in the country, has surrendered the No. 1 importer position to Hyundai of South Korea.

Construction of the Alliston facility is scheduled to be completed next summer. Production is to begin late next year.

Initially, Honda will build the Accord model, with Civic models added afterwards.

Honda is increasing its investment in the plant from $100 million (Canadian) to $200 million. The factory will employ about 700 persons on two shifts when full production is reached.

A company spokesman last week said North American content at Alliston will be about 50 percent, including approximately 30 percent from Honda's Marysville, O., manufacturing operations.

Kume said Honda is "contemplating exporting some of our Canadian-made cars to the U.S. if market conditions permit."

Honda is also expanding its Marysville capacity by 180,000 cars per year by late 1986. The company now builds 150,000 Accords at the site.

Toyota recently announced it will build a $400 million (Canadian) assembly plant in Cambridge, Ont., that will produce 50,000 Corolla-class cars. Hyundai plans to construct a $300-million (Canadian) plant southeast of Montreal that will turn out 100,000 Pony Excel models a year.

VW postpones decision to buy into Spain's Seat

WOLFSBURG, West Germany.—Volkswagen has postponed its decision to buy into Spanish auto maker Seat. A decision is now expected following the next board meeting in February.

VW's negotiations with INI, which controls Seat, center on questions of future product policy, factory modernization and, particularly, the financial state of the Spanish company. But VW is hopeful that some sort of agreement will take place.

Spare for Seville

E&G Classics, Columbia, Md., adds its Classic Spare to the 1986 Cadillac Seville. This feature is also available for the Cadillac Eldorado.

Reagan picks Oliver for post of FTC chairman

WASHINGTON.—Conservative Republican David Oliver is President Reagan's nomination for chairman of the FTC, now short two commissioners.

Oliver, 46, has most recently been general counsel for the Agriculture Department. Before that, he was general counsel of the Education Department. Earlier, Oliver was in private law practice and was executive editor of the National Review.

Oliver will fill out the seven-year term (which began Sept. 26, 1981) of former Chairman James C. Miller III, now head of the White House Office of Management and Budget.

Political independent Kenneth Elzinger, an economics professor at the University of Virginia and an antitrust expert, is now thought to be out of the running for the other FTC nomination—if only because strong objections from Capitol Hill would follow if FTC had not a single Democrat.

Currently, the FTC's acting chairman is Terry Calvani, a Republican. Other commissioners are Patricia Bailey, a moderate Republican, and Mary Azcuenaga, an independent.

—Helen Kahn

Ford completes $493 million buy of finance firm

DEARBORN.—Ford Motor Co. has completed its purchase of an 81-percent interest in First Nationwide Financial Corp., the nation's ninth-largest savings and loan association. Ford purchased the firm from National Intergroup.

The $493 million purchase was announced in August. Completion of the transaction follows approval by the Federal Home Loan Bank board. Ford paid $32 per share for the savings and loan association.

First Nationwide will operate as an independent company. Anthony M. Frank will continue as chairman and chief executive officer. The firm is headquartered in San Francisco and has 180 branches in California, Florida, New York and Hawaii. It has $11.2 billion in assets.

Its businesses also include TranSouth Financial Corp., a consumer finance company with 144 branches in seven Southeast states, and First Nationwide Network, a franchising affiliate offering a variety of services to other savings institutions.

Riesenbach succeeds Reich in Subaru post

PENNSAUKEN, N.J.—Marvin S. Riesenbach has been named executive vice president—finance and administration of Subaru of America, Inc.

He succeeds Robert L. Reich, who died unexpectedly Nov. 11. Riesenbach will have overall responsibility for corporate finance, banking and investor relations. He formerly was executive vice president—administration and secretary.

U.S. CAR MODEL-YEAR OUTPUT '85 VS. '84

	1985 Model Year	Pct. of Output	1984 Model Year	Pct. of Output	Pct. of Change '85 vs. '84
AMERICAN MOTORS	150,189	1.88	208,624	2.57	−0.69
Renault Total	150,189	1.88	208,624	2.57	−0.69
Alliance	91,664	1.15	121,015	1.49	−0.34
Encore	58,525	0.73	87,609	1.08	−0.35
CHRYSLER CORP.	1,315,326	16.49	1,176,144	14.52	+1.97
Plymouth Total	393,711	4.94	357,764	4.42	+0.52
Horizon	156,073	1.96	147,902	1.83	+0.13
Reliant	166,966	2.09	187,245	2.31	−0.22
Caravelle**	51,504	0.65	7,932	0.10	+0.55
Gran Fury	19,168	0.24	14,685	0.18	+0.06
Chrysler Total	420,780	5.27	375,853	4.64	+0.63
LeBaron	101,028	1.26	111,808	1.38	−0.12
LeBaron GTS	70,957	0.89	0	0.00	+0.89
Laser	58,337	0.73	69,720	0.86	−0.13
New Yorker/E-Class	70,143	0.88	106,240	1.31	−0.43
Fifth Avenue	120,315	1.51	88,085	1.09	+0.42
Dodge Total	500,835	6.28	442,527	5.46	+0.82
Omni	146,731	1.84	142,494	1.76	+0.08
Aries	141,841	1.78	150,702	1.86	−0.08
Daytona	50,107	0.62	53,635	0.66	−0.04
Dodge 600	69,352	0.87	72,070	0.89	−0.02
Lancer	50,942	0.64	0	0.00	+0.64
Diplomat	41,862	0.53	23,626	0.29	+0.24
FORD MOTOR	1,735,782	21.76	1,813,523	22.39	−0.63
Ford Division	1,149,427	14.41	1,180,708	14.57	−0.16
Escort	364,345	4.57	331,802	4.10	+0.47
Mustang	156,514	1.96	141,480	1.75	+0.21
LTD	205,535	2.58	213,742	2.64	+0.06
Thunderbird	151,852	1.90	170,551	2.10	−0.20
Crown Victoria	43,184	0.54	86,084	1.06	−0.52
EXP	26,462	0.33	23,016	0.28	+0.05
Tempo	201,535	2.53	214,033	2.64	−0.11
L-M Division	586,355	7.35	632,815	7.82	−0.47
Mercury Total	419,869	5.27	475,381	5.88	−0.61
Lynx	80,551	1.01	66,056	0.82	+0.19
Capri	18,654	0.24	20,642	0.26	−0.02
Marquis	104,198	1.31	107,812	1.33	−0.02
Cougar	117,274	1.47	131,171	1.62	−0.15
Grand Marquis	37,101	0.47	90,341	1.12	−0.65
Topaz	62,091	0.77	59,359	0.73	+0.04
Lincoln Total	166,486	2.08	157,434	1.95	+0.13
Continental	28,253	0.35	30,468	0.38	−0.03
Lincoln	119,878	1.50	93,622	1.16	+0.34
Mark VI/VII	18,355	0.23	33,344	0.41	−0.18
GENERAL MOTORS	4,490,883	56.31	4,682,477	57.78	−1.47
Buick Total	1,002,906	12.57	987,980	12.20	+0.37
Skylark	93,157	1.17	111,211	1.38	−0.21
Skyhawk	82,516	1.03	145,393	1.79	−0.76
Somerset Regal	86,071	1.08	0	0.00	+1.08
Century	257,192	3.22	219,858	2.71	+0.51
Regal	124,546	1.56	224,754	2.77	−1.21
LeSabre/Electra (rwd)	157,256	1.97	228,901	2.83	−0.86
Riviera	65,305	0.82	57,863	0.72	+0.10
Electra	136,863	1.72	0	0.00	+1.72
Cadillac Total	384,840	4.83	300,300	3.70	+1.13
Cimarron	19,890	0.25	21,898	0.27	−0.02
Seville	39,755	0.50	39,997	0.49	+0.01
Eldorado	76,401	0.96	77,806	0.96	−0.00
Cadillac	51,701	0.65	160,599	1.98	−1.33
DeVille(fwd)	197,093	2.47	0	0.00	+2.47
Chevrolet Total*	1,418,098	17.78	1,655,151	20.41	−2.64
Chevette	123,499	1.55	240,189	2.96	−1.41
Cavalier	383,785	4.80	462,612	5.68	−0.88
Celebrity	270,418	3.39	279,111	3.45	−0.06
Camaro	180,018	2.26	261,592	3.23	−0.97
Citation	62,722	0.79	102,205	1.26	−0.47
Monte Carlo	122,057	1.53	136,778	1.69	−0.16
Chevrolet	235,870	2.96	121,117	1.50	+1.46
Corvette	39,729	0.50	51,547	0.64	−0.14
Oldsmobile Total	1,165,649	14.62	1,144,225	14.12	+0.50
Omega	0	0.00	52,986	0.65	−0.65
Firenza	49,040	0.62	82,475	1.02	−0.40
Cutlass Supreme	240,216	3.01	309,124	3.82	−0.81
Cutlass Ciera	316,753	3.97	280,839	3.47	+0.50
88/98 (rwd)	241,765	3.03	370,701	4.57	−1.54
Olds 98	169,433	2.12	0	0.00	+2.12
Calais	106,257	1.33	0	0.00	+1.33
Toronado	42,185	0.54	48,100	0.59	−0.04
Pontiac Total	519,390	6.51	594,821	7.34	−0.83
Acadian**	8,992	0.11	5,866	0.07	+0.04
2000 Sunbird	111,899	1.40	169,290	2.09	−0.69
1000	25,855	0.32	55,083	0.69	−0.37
Firebird	95,880	1.20	128,304	1.58	−0.38
Phoenix	0	0.00	22,847	0.28	−0.28
6000	35,726	0.45	0	0.00	+0.45
Grand Prix/Bon'vle	0	0.00	53,222	0.65	−0.65
Parisienne	82,107	1.03	25,624	0.32	+0.71
Fiero	76,371	0.96	134,585	1.66	−0.70
Grand Am	82,560	1.04	0	0.00	+1.04
HONDA	155,102	1.95	117,200	1.45	+0.50
NISSAN	17,368	0.22	0	0.00	+0.22
NUMMI(Nova)	27,943	0.35	0	0.00	+0.35
VOLKSWAGEN	82,797	1.04	104,301	1.29	−0.25
Total Cars, U.S.	7,975,390	100.00	8,102,269	100.00	0.00

*—Chevrolet Division 1984 figures have been revised to include only U.S. production.
**—Built for sale in Canada only.

No fresh line in 1986, Dedeurwaerder says

AMC chief predicts a rocky road ahead

By Richard Johnson
Detroit Reporter

American Motors' "erratic" performance will continue in 1986 as it struggles through another year without additions to its passenger-car line, according to AMC President and Chief Executive Officer Jose Dedeurwaerder.

At a press conference at the company's Southfield (Mich.) headquarters last week, Dedeurwaerder said AMC won't escape its current financial dilemma until it enters the intermediate and compact segments with new Renault products in 1987.

AMC lost nearly $120 million through the first nine months of 1985. AMC sales are off 36 percent for the year.

"We've said for a long time that we're going to have erratic performance up to the moment when we have something more to sell," said Dedeurwaerder.

In 1987, AMC will receive a North American version of the new R-21 that will be introduced in Europe next summer, as well as a new intermediate model to be built at the company's new facility in Bramalea, Ont. Also coming in 1987 is the relatively low-volume Alpine sports car from Renault.

"You know how things are going and the pressure it is putting on the small-passenger-car segment," said Dedeurwaerder. "It is always very, very difficult for us. But I believe we will be on the end of that kind of situation when we have our other cars. And all those programs are on time. The new cars are coming out in 1987."

Dedeurwaerder declined to predict the company's fourth-quarter results, although he said "the fourth quarter looks much better than the third."

During the press session last week, AMC's new chief operating officer, Joseph Cappy, said some of the decline in Alliance/Encore sales this year has resulted from a decision to withdraw in part from the fleet business.

"Relatively, we're kind of holding our place in the domestic competition," said Cappy. "It's just that now you've got so many more Japanese products streaming on the scene and, frankly, everybody is down.

"Our sales are down, but frankly one of the reasons is we haven't gone after fleet business," he added. "We consciously backed away from fleet business this year and that's worth as much as 20,000-30,000 units."

He said the decision to pull back on fleet sales was because "that business is not as profitable as the retail business is."

"We're not going to do that just to make volume," said Dedeurwaerder. "That is very clear."

He said AMC is also looking outside the U.S. for possible relocation of its Kenosha assembly operations. Several states have approached the company with financial packages should AMC decide to leave Wisconsin in 1989, when the Kenosha-built Alliance and Encore models are due to be phased out.

Asked about AMC's interest in relocating in Canada or Mexico, Dedeurwaerder said, "We have a good country to talk to, it's called France."

AMC's new board chairman, Pierre Semerena, a former Renault executive, told the press gathering that he will not have a day-to-day role in the management of the company.

Semerena, who will live in New York and maintain an office in Southfield, said he will be responsible for preparing and conducting board and shareholder meetings.

"The management of the company will be in the hands of Mr. Dedeurwaerder and Joe Cappy," he said. "I will be responsible for the permanent relations between the various members of the board. I will participate in the relations between American Motors and Renault when I can help. And I think I can help because I worked a long time with Renault."

But the new chairman said he does not have a specific mandate or assignment, such as coordination of Renault activities in North America or responsibility for AMC's import planning.

Semerena was elected chairman at the board's Dec. 13 meeting in New York, replacing Paul Tippett, who became president of Springs Industries in July and continues as an AMC director. Semerena has been a member of AMC's board while serving as executive vice president of Renault, which owns 46 percent of AMC stock.

Sources indicate that Dedeurwaerder will be returning to France some time in the first six months of 1986 to accept major responsibilities with Renault, but may retain direct responsibility for AMC.

However, he dismissed the reports last week as "speculation."

He also denied rumors that the company is nearing a joint car-making venture with an Asian auto maker, possibly Fuji Heavy Industries, parent company of Subaru of America.

"We never made any statement that we were talking with Fuji Heavy Industries or Toyota or with Mitsubishi, never," he said. "Those were speculations. Yes, we do have contacts with Japanese companies, even if they are not making cars, but are making componentry. We are interested in trying to find alternatives for componentry for our cars. There is no reason to be specific yet about any contacts."

Joe Wilsdans

New chairman

Pierre Semerena, new chairman of American Motors, said he will not have a day-to-day role in management. He will concentrate on board and shareholder meetings.

Import stockpile at highest total in nearly 3 years

Continued from Page 2

compares with 97,597 on Nov. 1 and 98,396 on Dec. 1, 1984. As noted, there was a 41-day supply of trucks on Dec. 1, compared with 39 a month earlier and 42 a year earlier.

Adding import cars and trucks, the vehicle stockpile this month was 407,217, up from last month's 373,603 and a year-ago's 330,548. Those figures translated into a 33-day supply this month, a 30-day supply a month earlier and a 32-day supply a year earlier.

These are the import cars by country of origin and their days' supplies:

Japan—Honda, 6; Toyota, 11; Subaru, 17; Mazda, 18; Nissan, 26; Mitsubishi, 32; Chrysler Corp. imports, 67; Chevrolet imports, 96 (including 64 for the Suzuki-built Sprint and 131 for the Isuzu-built Spectrum), and Isuzu, 101.

Germany—Mercedes-Benz, 24; Porsche, 52; Audi, 62; BMW, 68; VW, 71, and Merkur, 139.

Other countries—Yugo, 14; Jaguar, 16; Saab, 37; Volvo, 54; Alfa Romeo, 62; Peugeot, 90, and Renault, 221.

IMPORT STOCKS

	Dec. 1, 1985	Nov. 1, 1985	Dec. 1, 1984
Spectrum	131	128	267
Sprint	64	75	41
Chevrolet	96	103	126
Chrysler Corp.	67	59	52
Honda	6	7	11
Isuzu	101	95	56
Mazda	18	19	37
Mitsubishi	32	28	17
Nissan	26	26	29
Subaru	17	16	16
Toyota	11	8	13
JAPAN	24	23	23
Audi	62	63	73
BMW	68	31	80
Mercedes-Benz	24	44	8
Merkur	139	104	0
Porsche	52	52	60
VW	71	63	69
GERMANY	59	53	53
Alfa Romeo	62	47	66
Jaguar	16	12	16
Peugeot	90	75	38
Renault	221	208	169
Saab	37	28	28
Volvo	54	51	39
Yugo	14	1	0
Other Countries	51	46	47
Total Import Cars	31	28	27
Isuzu	103	104	77
Mazda	21	12	32
Mitsubishi	32	38	26
Nissan*	55	57	45
Toyota	23	23	32
Chrysler	66	52	70
Total Import Trucks	41	39	42
Total Import Vehicles	33	30	32

*Includes domestic trucks

AMC 'looking at' import of a price-leader auto

Continued from Page 3

to that, we would have to look at where it would best fit in," he said.

Guptill said AMC "might" wait until 1988 to introduce such a vehicle, but added that "all considerations have to be weighed. We can't sit here and delay adding new products and expect Alliance and Encore to carry three or four different segments."

AMC has refused to acknowledge persistent rumors that it is talking with an Asian company about a deal that could lead to construction of a joint-venture plant in the U.S. or importing a small, price-leader car.

At a press conference last week, AMC President Jose Dedeurwaerder said "we have had contacts with people and our basic orientation is we are looking for components."

He denied that the company is nearing an agreement with Fuji Heavy Industries, parent company of Subaru of America, which has been pegged as a likely partner for AMC.

Guptill said dealers are very enthusiastic about the 1987 Renault entries. The models represent key elements of a five-year product-development plan designed to broaden AMC's market coverage beyond the shrinking subcompact segment.

Guptill said the U.S. version of the R-21, which debuts in Europe this summer, will arrive "in February (1987) for perhaps a March introduction." He said the Bramalea intermediate and the Alpine are due "more toward the end of summer."

He said the Canadian car "deserves to have its own launch." The Alpine had originally been projected for a late 1986 debut in the U.S., but its timetable has been pushed back to early 1987.

Guptill said the company will make its official announcement of its coming successor to the Jeep CJ during the first week of January. The YJ product, which will be built in the company's Brampton assembly plant, has been described by sources as a lower, wider, more stylish and much less stark version of the CJ. Guptill last week said he is not concerned that the YJ, with its added creature comforts, will turn off the traditional CJ buyer.

Guptill said Alliance/Encore sales will be slightly over 100,000 for 1985, and he projected sales next year in the 90,000 range. He said Jeep sales will establish an alltime record in 1985 and predicted that Jeep will surpass 150,000 units next year.

Guptill said the company has no specific plans for following up its current round of rebates on Alliance/Encore when they expire on Jan. 10.

"There are some ideas floating around the building," he said, adding that there is a "high probability" of followup incentives.

Guptill claimed dealer morale has remained strong in the midst of an Alliance/Encore sales slump.

"Dealers are ecstatic about Jeep sales," he said. "Their profitability is satisfactory as a result of that. They are working hard to get the domestic Renaults sold. But they understand the product drought we are going through, and we've been candid with them. We've asked for their patience and indulgence and we've received fantastic cooperation."

But the outlook for 1986 remains glum for AMC, what with continued erosion of the subcompact segment, increased Japanese imports and CAFE pressure forcing General Motors and Ford Motor Co. to push their own subcompact cars.

"We view ourselves as the Marines of the industry," he said. "We're going to put on our helmet and I guarantee you we're going to be here at the end of the year."

UAW vote at Honda plants faces an indefinite delay

Continued from Page 3

Oct. 28, Honda granted increased benefits, including extra holidays and increased time off at Christmas, "in order to discourage activities" by the union.

Honda said scheduling changes for 1986 were announced Oct. 28 in accordance with the company's handbook for its "associates." The 1986 changes include a continuous paid Christmas holiday from Dec. 24 through Jan. 2 and the addition of four paid days off during the week of July 4. In the past, employes were required to use vacation time or go without pay during the July shutdown.

The company and the union also dispute the role of the Associates Alliance which the UAW described as "employer dominated." The union maintains that the employe group, which opposes union representation, has distributed and sold election campaign material on company property during work time.

Honda denied the group is controlled by the company. It said the Associates Alliance and the UAW were permitted to campaign on company property but not on company time.

The UAW has been trying to organize Honda since 1981.

In petitioning for recognition, the UAW claimed that wage and fringe benefits at Honda lag behind those paid unionized auto workers at General Motors, Ford Motor Co. and Chrysler Corp. The union has also cited production speedups and working conditions.

Drive Aid car to visit auto shows

Bill Gerrard, Chevrolet's area marketing manager/East, stands next to the Drive-Aid Signature Car, a Chevrolet IROC Z-28 Camaro that was signed by more than 50 enterainers at July's Live Aid concert in Philadelphia. The car will be displayed at January auto shows in Baltimore, Philadelphia, Washington and New York. It will be the grand prize in an eight-city sweepstakes created by Chevrolet and MTV and will be awarded at the Drive Aid rock concert at Radio City Music Hall in New York Feb. 20. The project benefits the Live Aid Foundation, which helps raise funds to fight world hunger.

Waiting for orders from subsidiaries, Edsel Ford says

Taurus-Sable to test world market

By John A. Russell
New York Staff Writer

NEW YORK.—Ford's Taurus and Sable were designed for the world market, and the company is waiting for its overseas subsidiaries to start placing orders for specific models in the line, according to Edsel B. Ford II, general marketing manager for Lincoln-Mercury Division.

Ford made the company's concept of its newest models clear during a regional introduction of the two cars here.

He also said that the division was working on a new luxury car for Lincoln but would not reveal details.

Ford Motor Co.'s world market concept was stressed during an informal discussion with reporters on a wide range of subjects including the recent announcement by General Motors to offer more incentives.

Edsel Ford noted that Ford had announced a similar program, but added that he was disturbed by the public perception that "we always follow GM" and "every time GM sneezes we get pneumonia."

He agreed with several published analyses claiming that customers have come to expect incentives and will wait for those opportunities to buy cars—as indicated by the recent decline in sales for the domestic industry.

Ford Motor believes incentives constitute a disruption of the market, but with GM holding a 45 percent market share, other companies must go along or lose in the long run, Edsel Ford said.

He agreed that GM divisions often compete with each other rather than with other companies and added that here Ford and GM part ways.

According to the world-market approach, with the company having spent $3 billion on the development of Taurus and Sable, it wants to make the cars available to its subsidiaries.

The Ford executive did not reveal whether the cars would be built overseas or exported.

But he made it clear that the company was "waiting for the sisters (the overseas subsidiaries) to order." He said he believed the station wagon would probably be the car these companies choose.

Edsel Ford has some specific ideas which will have an impact on L-M. First and foremost, he wants to create separate identities for each marque.

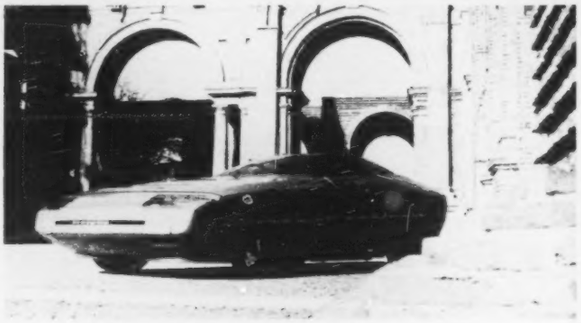
Mercury has a very low consumer awareness, he noted, and Merkur is struggling for identity.

Consequently, separate advertising programs will be launched for each marque to establish them in the marketplace.

He would not reveal the content of the advertising or the methods that will be used.

As for Merkur, he said everything connected with the introduction was wrong—from the availability of certain options to the advertising plan, which he termed too inconsistent to establish the nameplate.

Sounding a more encouraging note, he said that Lincoln has "Cadillac in its sights" and will do 60 percent of Cadillac's volume next year. And, he added, the Lincoln Town Car will be produced until at least the end of the decade.



Bertone's Ramarro wins award

Bertone, of Turin, Italy, has received the 1985 Car Design Award in the prototype category for its Ramarro, a Bertone-styled Chevrolet Corvette. The judges' panel was composed of representatives from 10 automotive magazines.

Ford-Budd settlement bared over use of too-thin steel

By Richard Johnson
Detroit Reporter

Ford Motor Co. acknowledged last week that it reached a financial settlement "a couple of years ago" with a supplier which provided Ford with sheet metal stampings of insufficient thickness.

A Ford spokesman said the company discovered in 1983 that "a small number" of stampings purchased from Budd Co., a major auto supplier based in Troy, Mich., were too thin. However, Budd denied that thinner steel was used intentionally.

The companies have declined to discuss the size of the settlement or speculate on the number of under-gauge stampings received or specific components and car models involved.

A Ford spokesman last week said measurements of stamped steel "led us to believe that we were receiving a small number of stampings made from under-gauge steel."

He said a review of Budd's shipping records confirmed the problem, which was brought to the supplier's attention. The resulting compensation agreement was reached without litigation, according to the Ford representative, who termed the size of the settlement "proprietary." Budd remains a major supplier of stampings to Ford, as well as to General Motors and Chrysler Corp.

The Ford spokesman said the company is not sure what parts and car lines may have received the too-thin stamped steel.

"It could have been a number of different parts, so we're not going to speculate," he said. The company has said the thinner metal would have "no significant effect" on crashworthiness or rust susceptibility.

The shortfall ranged from 0.001 of an inch to 0.004 of an inch.

"Thickness in sheet metal as received varies within any coil," said Paul Sicher, a Budd vice president. But he said thickness is only one factor contributing to the final quality of a stamping.

"Bending and stretching may cause, for example, significant thinning to occur during press operations to form any part," he said. "Conditions such as may be alleged in the sheet metal are consistent with normal forming variations and would not affect the appearance or function of automotive stampings."

The issue was made public last week in the course of a lawsuit filed by a former Budd employe against the company. The suit alleges that he was dismissed because he discussed the company's use of thin steel. The ex-employe charged that the supplier made a conscious effort to provide under-gauge steel.

GM ends up on 'right side' in tax-reform struggle

Continued from Page 2

publican, and Senate Majority Leader Robert Dole, Kansas Republican, expressed optimism that senators would craft a bill similar enough to the House version to produce a successful conference.

Packwood said his committee would begin hearings in January or February and perhaps begin writing a tax bill in March.

The tax plan approved by the House, while benefitting most individual taxpayers, would increase taxes on most large corporations. Many small businesses, on the other hand, would realize tax savings.

Manufacturing companies, which presently benefit from a range of tax breaks—particularly with regard to equipment expenditures—would be hit heavily by the bill's elimination of the investment tax credit and revised depreciation plan. Changes in tax treatment for foreign earnings would also impact multinational corporations.

Under the bill, the top corporate tax rate for large businesses would be 36 percent, down from the current top rate of 46 percent. The minimum business tax rate would be 25 percent.

The bill requires companies to write off the cost of equipment and real estate over longer periods, reducing the deductions they can take each year. The investment tax credit, which now pays for as much as 10 percent of the cost of new equipment, would be repealed.

Companies could deduct from income 10 percent of the cost of dividends they pay, but only after a phase-in period of one percentage point per year.

Employer-provided fringe benefits, such as premiums for health insurance, remain untaxed.

obituaries

Maurice L. Berger

BALTIMORE.—Maurice L. Berger, 89, retired owner of Berger Oldsmobile, died Dec. 11. He began his automotive career selling Stanley Steamer, Chalmers and Maxwell in Newport News, Va. Mr. Berger operated Berger Oldsmobile in Baltimore from 1933 until 1943. He then served as consultant to Stu Berger Oldsmobile and Berger Imports until 1982.

Philip Lustine

WASHINGTON.—Philip Lustine, 87, a pioneer auto dealer here, died Dec. 17. He had been in the auto sales business since opening a Chevrolet-Oldsmobile dealership here in 1923. That business grew into one of the area's largest dealership networks, including Nissan, Toyota, and Dodge franchises in addition to his Chevrolet and Oldsmobile outlets. His dealerships are now managed by his son, Burton.

Tinsley Azariah Galyean

CHARLESTON, W.Va.—Tinsley Azariah Galyean, 81, owner of Tag Galyean Chevrolet, Inc., here, died Dec. 12. Mr. Galyean had held Dodge, Chevrolet, Mercedes-Benz, Volvo and Toyota franchises. He served 12 years as an NADA director.

DOMESTIC SALES

	Dec. 1-10, 1985	Dec. 1-10, 1984
Renault Alliance-Encore	1,450†	2,800†
AMC	250†	400†
AMERICAN MOTORS	1,700†	3,200†
Chrysler	5,882	6,973
Plymouth	6,194	6,736
Dodge	7,580	8,478
CHRYSLER CORP.	19,656	22,187
Ford	26,415	33,584
Mercury	8,978	11,741
Lincoln	4,653	3,576
FORD MOTOR CO.	40,046	48,901
Buick	17,331	20,043
Cadillac	7,144	8,312
Chevrolet	35,401	34,310
Oldsmobile	19,317	27,295
Pontiac	15,880	15,670
GENERAL MOTORS	95,073	105,820
VOLKSWAGEN	1,132	706
HONDA	2,213	3,656
NISSAN	1,458	0
U.S. INDUSTRY TOTAL	161,278	184,470

†—Estimate

Service training centers built by Toyota in China

NAGOYA, Japan.—Toyota Motor Corp. has completed two service training centers in China to train its staff there to better handle customer services.

The centers are located at the top of Toyota's service stations in Beijing and Guangzhou. Toyota has 10 service stations in China, offering repair and other maintenace services for about 10,000 units.

In the Nick of time

After a robbery at Operation Santa Claus, Chrysler California presented toys to the Orange County Social Services Agency at the Albert Sitton Home in Orange. Chrysler California is a Chrysler Corp. regional marketing program. Operation Santa Claus is the agency's annual toy collection drive for children in foster homes. With Santa Claus and the children are, from left: Bonnie McInerny, Operation Santa Claus coordinator, and Chrysler California executives Ray Dreyfus and Mike Kane.

Governments tell price of enticing Toyota to build

LEXINGTON, Ky.—Kentucky will provide $125 million over the next two years to bring Toyota Motor Corp.'s $800-million assembly facility to the state.

The money, to be raised through industrial bonds, is to spent as follows: $10 million for land acquisition, $25 million for site preparation, $10 million for a training facility, $33 million for employe training and $47 million for highway construction. Kentucky is expected to pay $12 million to $13 million yearly to service the bonds.

Gov. Martha Layne Collins said the state expects to gain almost $500 million in taxes over 20 years as well as employment for 3,000 workers at the plant and many more in related industries.

The facility is to be on line by 1988 and produce 200,000 cars yearly at full capacity.

Meanwhile, the Ontario Government committed itself to $35 million in interest-free loans and another $15 million in training programs to entice Toyota to build in the province. (The figures are in Canadian dollars.) The company announced earlier this month it will build a $400 million car assembly facility in Cambridge, in the southern part of the province.

The loan is for 14 years, with payments on principal deferred until the eighth year. If Toyota meets production targets, the loan will be interest free. The training program will last five years.

The plant is expected to employ 1,000 persons building 50,000 cars annually at full production. It is to begin production in 1988.

Preliminary total is 8,182,084

Year's auto output best since '79

By Kathy Boyer
Detroit Reporter

Estimated production of 8,182,084 cars in 1985 was the highest since 1979 when 8,418,369 cars were assembled. Auto plants ended production for the year last Friday (Dec. 20).

The estimated 1985 build was 5.20 percent more than the 7,777,721 completed last year. (The preliminary total for 1984 was 7,801,140.)

Contributing 57,549 and 43,950 units, respectively, to this year's gain were the newcomers—New United Motor Mfg. Co. (NUMMI) and Nissan Motor Mfg. Co., U.S.A. NUMMI began to report significant production early this year, and Nissan began car production in April.

Showing production gains this year (estimated totals) over 1984 are: Volkswagen, 96,961, up 29.65 percent from 74,785; General Motors, 4,826,592, up 10.50 percent from 4,368,030; Honda of America Mfg. Co., 144,368, up 4.18 percent from 138,578, and Chrysler Corp., 1,268,282, up 1.28 percent from 1,252,216.

Preliminary figures indicate calendar-year production declines from 1984 for: American Motors, 111,257, down 42.11 percent from 192,196, and Ford Motor Co., 1,633,125, down 8.01 percent from 1,775,315.

With no Saturday overtime scheduled because of the holidays, last week's targeted output of 164,310 units fell 10.12 percent from the previous week's 182,811 and dipped 4.09 percent from the year-ago week's 171,313.

Last week's estimated production was shared as follows: GM, 57.01 percent; Ford, 19.70 percent; Chrysler, 15.79 percent; Honda, 2.04 percent; AMC, 1.67 percent; Volkswagen, 1.43 percent; Nissan, 1.20 percent, and NUMMI, 1.16 percent.

GM's Wentzville plant was closed last week (Dec. 16) for year-end changes. The plant produces the Buick Electra and Oldsmobile Ninety-Eight.

GM's Fiero plant in Pontiac will be closed until Jan. 20 to prepare for the new Fiero GT and also for inventory adjustment.

GM's Bowling Green plant will be down until Feb. 3 to prepare for production of the new Corvette convertible.

Auto production will resume Jan. 2, 1986.

Week to fight drunk driving opened by Reagan, Dole

WASHINGTON.—President Reagan and Transportation Secretary Elizabeth H. Dole opened observance of National Drunk and Drugged Driving Awareness Week last week.

James Adduci, former MVMA president and now chairman of the National Commission on Drunk Driving, presented a progress report to Dole.

The report noted that when the President signed the Uniform Minimum Drinking Age Act in July, 1984, only 23 states had such a law. Now, 37 states do.

The report said that while new laws and "creative participation" of concerned citizens and responsible corporations all help, innovative programs and changing social attitude—a goal of the National Commission—are needed to make drunk and drugged driving "socially unacceptable."

Last year, more than 44,000 Americans were killed in car crashes, and at least half of those crash deaths were alcohol-related. The report noted: "Programs to discourage drunk driving are yielding tangible results. Deaths caused by drunk drivers have dropped 24 percent between 1980 and 1984."

NHTSA contributes a fact sheet on drunk driving. It includes data on the high risk for and from male drivers, 24 or younger, for whom such crashes are the leading cause of death. They are 3.5 times as likely to be killed in alcohol-related crashes as members of other groups. About 8,000 such drivers were killed in 1984 and an additional 240,000 were injured.

NHTSA has produced a booklet called Idea Sampler, telling citizens how to conduct an educational program and encourage others to do so.

Dole paid tribute to Mothers Against Drunk Driving (MADD) for its efforts.

Ford's Climate Control in Korean joint venture

ANYANG, South Korea.—Mando Machinery Corp. announced that it will sign a joint-venture agreement with the Climate Control Division of Ford Motor Co. to produce aluminum radiators for marketing here and overseas. Each partner will invest $2 million.

Production will begin in early 1987 in a plant to be built in Pyongtaek, south of Seoul. Initial production is targeted at 450,000 units annually, to be increased to 800,000 units a year by 1990.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 21, 1985	Week Ended Dec. 22, 1984	Week Ended Dec. 14, 1985	Dec. Est.	1984 Total	1985 Est.
AMERICAN MOTORS	400	609	409	809	22,992	11,302
FORD MOTOR	11,539	11,061	11,443	34,215	463,296	491,608
GENERAL MOTORS	9,768	7,975	14,656	38,813	565,457	563,523
VOLVO	225	249	225	675	10,438	10,030
Total Cars, Canada	21,932	19,894	26,733	74,512	1,062,183	1,076,463

U.S. TRUCK PRODUCTION☆

	Week Ended Dec. 21, 1985	Week Ended Dec. 22, 1984	Week Ended Dec. 14, 1985	Dec. Est.	1984 Total	1985 Est.
CHEVROLET	22,281	20,518	27,358	75,685	1,008,231	1,106,713
DODGE	4,000	4,694	5,578	15,178	213,115	211,911
FORD	29,089	23,828	30,937	89,463	1,183,293	1,158,812
GMC	7,793	7,646	8,092	23,172	322,584	344,390
INTERNATIONAL	1,500	1,582	1,481	4,469	74,448	71,135
JEEP	5,800	3,985	5,937	17,652	187,086	217,246
NISSAN	20	2,632	2,459	5,387	100,510	102,257
AM GENERAL	50	50	50	150	2,729	2,360
MISCELLANEOUS	2,000	1,000	2,000	6,000	54,360	90,553
Total Trucks, U.S.	72,533	65,935	83,892	237,156	3,146,356	3,305,397

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 21, 1985	Week Ended Dec. 22, 1984	Week Ended Dec. 14, 1985	Dec. Est.	1984 Total	1985 Est.
CHRYSLER	7,600	7,264	9,340	26,252	364,361	378,983
FORD	3,581	2,563	3,557	10,762	154,977	157,608
GENERAL MOTORS	5,760	5,885	6,005	17,882	268,398	271,032
INTERNATIONAL	175	229	204	582	8,047	9,826
Total Trucks, Canada	17,116	15,941	19,106	55,478	815,783	817,449
N. American Trucks	89,649	81,876	102,998	292,634	3,962,139	4,122,846

—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production for 1985 was best since 1978

With plants ending production for the year last Friday (Dec. 20), estimated domestic truck output for 1985 was the best in seven years.

Truck makers pegged a build of 3,305,397 trucks this year, the best output since 1978 when 3,676,747 trucks were completed.

Preliminary figures indicate the year's production was 5.05 percent more than the 3,146,356 built in 1984.

With no Saturday overtime scheduled before the two-week holiday break, last week's slated truck output of 72,533 dipped 13.54 percent from the previous week's 83,892 but was 10.01 percent more than the year-ago week's 65,935.

Nissan Motor Mfg. Co. U.S.A.'s plant in Smyrna, Tenn., was down last week (Dec. 16) to make facility changes for a new truck model.

Production at truck assembly plants will resume Jan. 2.

Truck makers in Canada set output record

Canadian truck production in 1985 was the highest in history, according to manufacturers' estimates. The projection of 817,449 was 0.20 percent above last year's 815,783. Production for the year ended last Friday (Dec. 20).

Last week's estimate of 17,116 was down 10.24 percent from the previous week's 19,106 but was 7.37 percent more than the year-ago week's 15,941.

Canadian auto makers' estimated 1985 calendar-year total of 1,076,463 was the highest output since 1978 when 1,131,050 cars were completed.

The preliminary 1985 figure was 1.34 percent more than the 1,062,183 assembled in 1984.

U.S. CAR PRODUCTION

	Week Ended Dec. 21, 1985	Week Ended Dec. 22, 1984	Week Ended Dec. 14, 1985	Dec. Est.	1984 Total	1985 Est.
AMERICAN MOTORS	2,750	5,024	2,882	5,632	192,196	111,257
Renault Total	2,750	5,024	2,882	5,632	192,196	111,257
Alliance	2,000	3,102	2,336	4,336	110,173	74,060
Encore	750	1,922	546	1,296	82,023	37,197
CHRYSLER CORP.	25,950	26,600	28,465	88,090	1,252,216	1,268,282
Plymouth Total	8,250	7,655	9,417	26,983	380,652	369,671
Horizon	3,300	2,750	3,828	10,926	159,247	142,813
Reliant	3,500	3,313	4,030	11,374	174,793	162,711
Caravelle	1,200	1,238	1,299	3,806	25,348	48,938
Gran Fury	250	354	260	877	21,264	15,209
Chrysler Total	8,900	9,198	9,170	29,952	403,699	416,123
LeBaron	3,000	2,601	3,004	9,115	116,459	97,187
LeBaron GTS	0	1,342	0	2,615	10,589	95,260
Laser	1,000	1,190	1,110	3,251	70,066	52,234
New Yorker/E-Class	1,300	1,500	1,335	4,277	89,783	64,500
Fifth Avenue	3,600	2,565	3,721	10,694	116,802	106,942
Dodge Total	8,800	9,747	9,878	31,155	467,865	482,488
Omni	3,000	2,840	3,498	9,886	146,350	136,873
Aries	3,000	2,785	3,107	9,617	144,448	135,630
Daytona	1,000	997	1,159	3,380	52,974	47,808
Dodge 600	1,400	1,570	1,606	4,750	74,704	66,206
Lancer	0	900	0	1,866	8,289	65,180
Diplomat	400	655	508	1,656	41,100	30,791
FORD MOTOR	32,368	38,437	32,225	100,580	1,775,315	1,633,125
Ford Division	22,185	23,829	21,602	67,255	1,145,116	1,095,853
Escort	7,677	6,526	7,641	24,130	341,757	344,663
Mustang	4,141	3,400	3,830	12,473	140,338	185,192
LTD	0	4,708	0	0	225,933	184,449
Taurus	2,182	0	1,999	6,306	0	12,075
Thunderbird	3,884	2,773	3,802	10,829	146,186	170,492
Crown Victoria	0	2,183	0	0	83,081	7,122
EXP	0	591	0	0	42,501	3,863
Tempo	4,301	3,648	4,330	13,517	165,320	187,997
L-M Division	10,183	14,608	10,623	33,325	630,199	537,272
Mercury Total	6,493	10,986	6,933	22,295	461,495	374,191
Lynx	1,689	2,160	1,713	5,468	69,778	75,018
Capri	449	438	760	2,034	18,254	20,076
Marquis	0	3,162	0	0	121,049	84,073
Sable	1,338	0	1,041	3,079	0	5,682
Cougar	1,946	2,308	2,303	8,192	116,536	129,740
Grand Marquis	0	1,442	0	0	89,312	7,915
Topaz	1,071	1,476	1,116	3,522	46,566	51,687
Lincoln Total	3,690	3,622	3,690	11,030	168,704	163,081
Continental	512	655	510	1,531	36,105	25,265
Lincoln	2,769	2,565	2,768	8,274	106,998	119,786
Mark VI/VII	409	402	412	1,225	25,601	18,030
GENERAL MOTORS	93,668	96,098	109,568	313,433	4,368,030	4,826,592
Buick Total	16,161	18,780	21,818	59,531	987,833	1,001,105
Skylark	1,194	2,717	1,330	2,524	110,649	43,477
Skyhawk	2,188	1,943	2,621	8,569	127,327	111,127
Somerset	1,467	1,588	1,635	4,643	28,352	117,295
Century	6,298	3,958	7,395	21,063	227,973	299,199
Regal	2,777	2,269	2,934	8,803	174,120	136,412
LeSabre/Electra (rwd)	246	3,227	239	715	178,500	96,595
LeSabre (fwd)	1,500	0	1,300	4,006	0	10,196
Riviera	491	1,168	365	1,199	53,093	48,123
Electra (fwd)	0	1,910	3,999	8,009	81,819	138,681
Cadillac Total	5,158	7,587	7,206	19,183	328,418	326,548
Cimarron	520	143	606	1,774	14,362	27,318
Seville	369	761	334	932	38,683	29,438
Eldorado	531	1,520	394	1,291	75,957	54,829
Cadillac (rwd)	113	1,701	1,616	2,855	117,150	40,142
DeVille (fwd)	3,625	3,462	4,256	12,331	82,266	174,821
Chevrolet Total	34,287	35,816	36,215	107,082	1,480,485	1,625,844
Chevette	2,744	3,076	2,821	8,802	174,377	152,316
Cavalier	9,279	9,567	11,446	31,850	400,254	491,183
Celebrity	4,905	4,643	5,902	16,629	280,653	264,019
Camaro	4,985	5,379	4,739	14,603	230,082	214,501
Citation	0	1,771	0	0	104,045	28,697
Malibu/El Camino	0	543	0	0	23,419	0
Monte Carlo	2,855	2,579	2,874	8,554	97,922	137,706
Chevrolet	8,519	7,244	7,437	23,654	134,072	289,915
Corvette	1,000	1,014	996	2,990	35,661	46,308
Oldsmobile Total	23,241	23,975	26,321	75,871	1,065,528	1,164,868
Omega	0	0	0	0	29,288	0
Firenza	1,205	1,487	1,293	4,005	67,986	62,610
Cutlass Supreme	4,704	3,858	4,634	13,844	247,458	233,090
Cutlass Ciera	7,122	7,205	8,733	24,880	251,506	355,488
88/98 (rwd)	1,146	4,703	618	2,537	282,378	168,680
88 (fwd)	3,644	0	3,876	10,658	0	23,609
Olds 98	1,844	3,064	3,531	8,899	109,321	143,321
Calais	3,222	2,787	3,378	10,187	33,195	149,413
Toronado	354	871	258	861	44,396	29,197
Pontiac Total	14,821	9,940	18,008	51,766	505,766	708,227
Acadian**	0	271	273	650	14,396	18,326
2000 Sunbird	1,881	2,328	2,983	7,853	136,582	140,265
1000	550	488	853	2,451	25,063	35,332
Firebird	2,387	2,045	2,555	7,522	108,396	113,842
Phoenix	0	0	0	0	14,195	0
6000	1,649	0	2,194	5,965	106	58,115
Grand Prix/Bonneville	0	0	0	0	20,003	0
Parisienne	2,331	1,307	2,663	7,641	48,356	90,597
Fiero	2,203	2,029	2,415	7,025	114,002	108,918
Grand Am	3,820	1,472	4,072	12,639	24,667	142,832
HONDA	3,350	3,151	3,379	9,967	138,578	144,368
NISSAN	1,974	0	2,015	6,246	0	43,950
NUMMI*	1,900	0	1,900	5,700	20	57,549
VOLKSWAGEN	2,350	2,003	2,377	6,541	74,785	96,961
Total Cars, U.S.	164,310	171,313	182,811	536,189	7,801,140	8,182,084
Total Cars, Canada	21,932	19,894	26,733	74,512	1,062,183	1,076,463
N. American Cars	186,242	191,207	209,544	610,701	8,863,323	9,258,547
N. American Trucks	89,649	81,876	102,998	292,634	3,962,139	4,122,846
North American Cars and Trucks	275,891	273,083	312,542	903,335	12,825,462	13,381,393

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Last week's scheduled output of 21,932 dropped 17.96 percent from the previous week's 26,733 but 10.24 percent more than the year-ago week's 19,894.

General Motors' St. Therese plant was down last week (Dec. 16) for inventory adjustment.

Production at St. Therese is scheduled to resume Jan. 2. All other car and truck plants also will return that day.

C2700-1

Automotive News

December 30, 1985

© Entire contents copyright, 1985, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

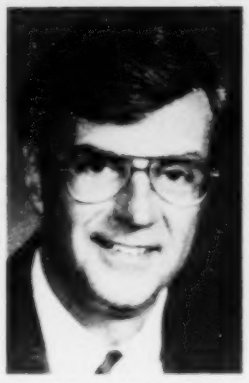
60th year—$45 per year, $1.00 per copy

Werner Breitschwerdt

The Mercedes-Benz chairman led a venerable company—1986 is its centennial—in keeping up with rapid technology changes in the industry.

John Z. DeLorean

A former GM executive acquitted on drug charges, but facing prosecution on his car companies' finances. He's planning another new car.



William Hoglund

As Saturn president, he won an innovative labor pact and led a much-ballyhooed site search involving hundreds of suitors—ending in Tennessee.

Lee Iacocca

Disclaiming interest in a presidential campaign, he continued rebuilding Chrysler, reorganizing it and diversifying in aviation and finance.

Sergio Pininfarina

Famed Italian designer joined Cadillac in unique 1986 Allante concept—involving bodies built in Turin and flown to Detroit for assembly.

Top Ten news-makers of 1985

Ronald Reagan

The President greatly influenced the world industry by not asking Japan to renew quotas on exports to the U.S., forcing tougher competition.

Roger B. Smith

Innovative GM chairman led diversification of industry with a "lulu"—the purchase of Hughes Aircraft—plus moves into finance and technology.

Tatsuro Toyoda

President of NUMMI brought stability to GM-Toyota joint-venture, improved worker attitudes on quality and successfully built large-volume Nova.

Bob White

Canadian UAW president made clean break from U.S. union, established independence and negotiated new contract with Chrysler.

Chung Se Yung

Hyundai president masterminded strategy that underpriced Japan, built a U.S. dealer network and prepared for the 1986 Excel entry.

Top story: Big 3 buying binge

By John K. Teahen Jr.
Senior Editor

The Big Three went on a buying spree in 1985, and their string of acquisitions captured first place in the Automotive News editorial staff's 33rd annual Story of the Year poll.

It was no penny-ante game. The auto firms shelled out hundreds of millions of dollars for each of their new toys. In the case of General Motors and Hughes Aircraft, the tab was $5 billion. And the purchases were all nonautomotive.

Second place went to GM's Saturn—the small-car project itself and the unrestrained hoopla that surrounded the selection of a plant site.

The No. 3 story was the increasing "Japanization" of the U.S. and Canadian auto industry with the announcement of several new plants and the expansion of some that are already operating.

Wide World Photos

GM's Smith and Hughes Aircraft's Puckett—a big day

Japan took fourth place as well. That story was the end of the U.S.-Japan Voluntary Restraint Agreement, the increase in the Japanese Government's export quota and Japan's threat to toss all restrictions out the window next March.

In fifth place was 1985's car-truck sales record of 15.6 million units. A few points behind was the brief, but welcome, domestic-car sales boom touched off by last summer's finance-rate incentives.

GM's $5 billion purchase of Hughes Aircraft led the Big Three "buy" list for 1985, but Chrysler Corp. and Ford Motor Co. also shelled out a bundle. Chrysler paid almost $1.2 billion for three companies, and Ford spent more than $800 million for two major properties.

And none of the acquisitions was in the automotive field. They were in the realm of technology, finance and—for Ford—farm implements. The auto giants are diversifying; they are building hedges against the cyclical nature of their own business.

GM built its empire by acquiring auto-related companies. It is extending its empire by reaching beyond that field. The 1984 purchase of Electronic Data Systems was a start. Hughes was another step.

In addition, General Motors Acceptance Corp. became a power in the mortgage business. Last March, it purchased the rights to service the $11 billion mortgage portfolio of Norwest Corp., Minneapolis. A week later, GMAC bought the Colonial Group of CoreStates Financial Corp. Colonial's mortgage portfolio is $7.4 billion.

No purchase price was mentioned, but one does not finance such ventures out of petty cash. On second thought, maybe GM *does* finance such ventures out of petty cash.

Chrysler also made large purchases in the field of high tech and high finance this year. Big-

Please turn to Page 30, Col. 1

GM, Ford try 7.9 loans to fight slump

By Michelle Krebs
Financial Editor

As predicted, the new year will be ushered in with financing incentives offered by all of the Big Three auto makers.

General Motors was first to announce last week that it would offer 7.9-percent financing on nearly half of its product line.

Ford Motor Co. matched GM's 7.9-percent financing, but on fewer models. Ford already had a 7.9-percent program in place on 1985 and 1986 Escort, Lynx and EXP models; that program will expire Jan. 2.

Both GM's and Ford's incentive plans began Dec. 26 and will run to Feb. 22.

Chrysler Corp. has had an 8.6-percent financing and rebate program in place on certain models since Thanksgiving. A Chrysler spokesman said the company expects to make no change in that program, which will run into the beginning of the year. No termination date has been set.

GM said it was offering the incentives to give the company a fast sales start in 1986. It further said it was emphasizing its 4-cylinder, mid-size models to improve the company's Corporate Average Fuel Economy (CAFE).

The announcement of GM's incentive program had been expected. GM was heading into 1986 with a million cars in inventory and an aggressive first-quarter production schedule. Analysts had predicted either a cutback in the production schedule or marketing incentives.

According to the latest Automotive News analysis, GM had an 86-day supply of cars on Dec. 1, well above the desired 60 days.

The domestic makers as a group opened December with a 78-day supply, the highest level in more than three years.

In addition, sales have been sluggish since the start of the 1986 model year on Oct. 1. In every 10-day period since then, domestic-

Please turn to Page 31, Col. 4

Taurus-Sable send GM back to drawing board

Ford Motor Co.'s Taurus and Sable models look like they will be a successful challenge to existing imported and domestic models and also to General Motors' biggest new-car program ever—GM10, which is still two years away from introduction.

GM insiders say that although GM can't make major changes now, it will tinker with its GM10 cars to enhance the styling in the wake of the introduction of the Ford Taurus and Mercury Sable.

The GM10 program is an $8 billion revamp of GM's mid-size car line involving up to seven North American assembly plants. The cars will be sold under the nameplates of four of GM's divi-

Please turn to Page 2, Col. 1

With a steady share for Chrysler

Slower sales in 1986 predicted by Iacocca

By Mary Connelly
Detroit Reporter

Chrysler Corp. Chairman Lee A. Iacocca predicted U.S. sales of cars and trucks will drop to 14.9 million units in 1986 from this year's expected record of 15.6 million.

Iacocca said he anticipates sales of 10.5 million cars and 4.4 million trucks in 1986.

Chrysler's 1986 estimate is in line with those of economists at General Motors and Ford Motor Co., who predict 1986 sales of 15.0 million and 14.8 million, respectively.

Chrysler anticipates its U.S. sales will exceed 2 million vehicles in 1986, Iacocca said.

The company will retain its 12-percent market share in this country in 1986, he said, although he also predicted that imports and their U.S. assembly operations will gain 40 percent of the market next year.

Chrysler increased its U.S. market share to 12.2 percent in 1985 from 11.6 percent in 1984, he said.

This year Chrysler expects to post sales of 2,092,300 cars and trucks in the U.S. and Canada, 271,200 more than in 1984. The gain is primarily due to increased production of the Plymouth Voyager and Dodge Caravan minivans and of the Chrysler LeBaron GTS and Dodge Lancer, Iacocca said.

In 1986, Chrysler will have the biggest new-model launch in its history, Iacocca said. It will introduce the P-car small compacts, Dodge Shadow and Plymouth Sundance; the Dodge Dakota midsized pickup, and the sporty coupe codenamed J-car.

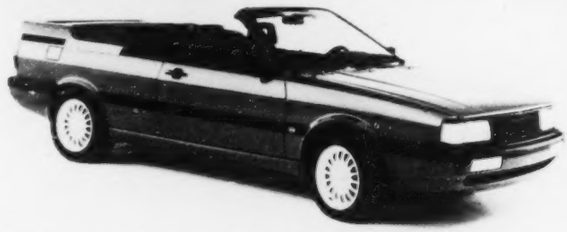
"These new vehicles are aimed at market segments in which Chrysler currently does not compete, so they should enable us to keep our plants running at full capacity in 1986," Iacocca said.

Describing Chrysler as a "combat-ready corporation" that has exceeded every goal of its five-year recovery plan following its brush with bankruptcy, Iacocca said the company will invest $3.4 billion in new products in 1986, more than it has ever spent in any one year.

He warned that in 1986 the auto industry could be at the crossroads with regard to foreign sourcing.

"If in 1986 there is no further resolution of the tax and currency advantages enjoyed by the imports, the auto industry will become increasingly dominated by foreign sourcing," Iacocca said. "In this regard, 1986 could be a watershed year for the auto industry."

Chrysler's Dodge division was ranked fourth and the Plymouth division sixth in U.S. vehicle sales in 1985, Iacocca said. Those are up from 1980 when Dodge was eighth and Chrysler ninth, he said.



Audi concept car tests convertible waters

Audi of America, Inc., is unveiling a new concept car during the 1986 auto show season. Called the Audi GT Cabrio, it is a convertible based on Audi's Coupe GT model. It was created by ASC, Inc., Southgate, Mich., and is designed to test the potential acceptance of an Audi cabriolet. The GT Cabrio is powered by a 2.22-liter, 110-HP, 5-cylinder fuel-injected engine.

Finishing strong, expecting gains in '86

VWoA is counting its blessings

TROY, Mich.—In a year-end statement, Volkswagen of America President Noel Phillips said that unit sales of VW and Audi vehicles are more than 20 percent higher than in 1984 and that the company expects to be profitable for the third consecutive year.

Further sales gains and increased profitability are anticipated for VWoA in 1986, despite the expected softening of sales in the U.S. car market from 10.7-11 million vehicles to 10.25-10.5 million, Phillips said.

"The two franchises together will sell close to 300,000 units in 1985, a significant increase over the 243,000 units which we sold in 1984," he said. "During 1986, we expect this number to rise to approximately 325,000 units, which would give us a solid 3 percent share of the anticipated American market."

Accounting for his favorable projections, he said, are "very strong performances by . . . VW and Audi during this year, and the introduction of the very latest automotive technology into both car lines for 1986."

The 25 percent jump in Volkswagen sales this year over last is due to the new Golf and to the Jetta, which is the best-selling European car in America, said Phillips. "Audi, at the same time, is finishing 1985 with another record year," he said.

"We are the leading importer of European cars in the U.S. by a wide margin, and we shall remain so during the year ahead," Phillips said.

For 1986, the Audi 5000 series has the Quattro's all-wheel-drive along with ABS braking and double-sided zinc-coating on all sheet metal. It is the first mass-production car in the industry with those features, VWoA said.

In addition, for 1986 the Volkswagen Vanagon Syncro and Quantum Syncro wagons will have all-wheel-drive for the first time.

Phillips said that 1986 will mark the first full year that both the Audi and Volkswagen franchises will be operating independently, which will significantly affect their growth in the U.S.

Looking farther ahead, he said that the introduction of an entry-level car in 1987 would further strengthen VWoA's position.

Toyota sets goal: 10 pct. of world market by 1990s

TOKYO.—Toyota Motor Corp. plans to seize 10 percent of the world's auto market by the 1990s, according to the Japan Economic Journal.

Within the company, the concept is called "Global 10," the newspaper said.

It added that the plan was put into full operation with the announcement by Toyota that it planned to build assembly plants in the U.S. and Canada.

The paper said that because local production could engender top-heavy supplies, higher production costs and counter-moves by North American makers, Toyota is "certain to face rough waters ahead."

Despite optimistic talk at the U.S. plant dedication, some Toyota executives called plans for the new plant a "very important move which could sway our corporate fortune," the newspaper said.

It pointed out that in Japan, Toyota has the advantage of a kanban system, good manufacturing location, amicable industrial relations and cooperative parts suppliers.

It is doubtful if all of those factors will exist in North America, "where Toyota has definitely to face harsher competition than in Japan and will have to make further cost cuts and maintain better quality control," the newspaper said.

It quoted an unnamed Toyota executive as saying, "We just cannot bring our family-like auto parts makers to America to make cars."

The newspaper said that all of the Japanese makers, before they made their moves in North America, knew that production would be costlier than exporting there. But because of growing U.S.-Japan trade friction, they decided they could compete with American makers on price and that the U.S. market still had room to grow.

But those factors have changed, the paper said. Cost competitiveness is bound to deteriorate, it said, because of high wages and depreciation costs. Furthermore, it said, U.S. makers have been adopting the highly efficient Japanese production systems and have started buying good-quality parts from Japanese suppliers.

Jeep prices up $205 to $247 on three lines

SOUTHFIELD, Mich.—American Motors will boost the prices of its 1986 Jeep line an average of $157, or 1.2 percent, as of Jan. 2.

The increases will be added to the prices of early 1986 models, which were substantially above end-of-1985 prices.

According to AMC, Jeep Cherokee prices will be increased an average of $213, Wagoneer models an average of $247 and Comanche pickup trucks an average of $205.

The price of the base Cherokee, a two-door, two-wheel-drive version, will rise 3.6 percent from $9,599 to $9,945. The base Wagoneer price will climb 1.7 percent from $13,784 to $14,024. At the end of the 1985 model year, base prices were $9,195 for the Cherokee and $13,427 for the Wagoneer.

Base price for a 1986 Comanche pickup was $6,999 before the $205 increase.

Early in December, AMC announced a price increase of $225 for its soon-to-be discontinued Jeep CJ-7. Sales of the Jeep line through November were 15.1 percent above year-earlier figures.

$100,000 Chrysler gift helps Detroit's needy

DETROIT—Eleven Detroit-area community organizations have received grants ranging from $5,000 to $20,000 from Chrysler Corp. to provide those in need with food and shelter.

Chrysler made a donation of $100,000 to the Mayor's Emergency Relief Fund in Detroit.

Automotive News names Peabody to editorial post

Edward J. Peabody has joined Automotive News as assistant industry editor.

He moves to Automotive News from another Crain Communications, Inc., publication, AutoWeek. He had been managing editor there since May, 1985, after having served as assistant managing editor for more than a year.

Edward J. Peabody

Peabody is a 1983 graduate of Wayne State University in Detroit, with a bachelor's degree in journalism and in Honors English. He currently is a master's candidate at Michigan State University.

Peabody's primary assignment will be to work with Industry Editor Al Fleming on editorial planning and production of Automotive News special issues and special sections.

"We are pleased to announce the addition of Ed Peabody to our staff," said Automotive News Editor Andrew R. McGill. "We are certain that his experience and skills will contribute to the publication's tradition of editorial excellence."

$500 million modernization for Chrysler truck plant

WARREN, Mich.—Chrysler Corp. has announced a $500 million modernization project at its Dodge City truck assembly plant, which will begin producing the new mid-size Dodge Dakota pickup in mid-April.

Production of current full-size Dodge pickups will resume at the plant in mid-March, following the expansion and renovation.

About 3,100 hourly employes were laid off and production was suspended Dec. 20 due to the changeover. The remaining 600 hourly and 500 salaried employes remain on the job.

The Dodge City modernization will strengthen Chrysler's position in the expanding pickup truck market, said Harold G. Jones, plant manager.

"When we reach full production on two shifts, total units in the system will more than triple, and our maximum annual capacity will increase to 257,000 units, a gain of 33,000," he said.

New, high-efficiency assembly systems and expansions will increase capacity, Jones said.

"In three short months, Dodge City will become an integrated high-tech truck manufacturing operation that will be world class in all aspects," he said.

The number of robots in the plant will climb from two to 154, the company said.

"The body shop will have 104 robots, primarily in welding, and our paint operations will have 44, including Chrysler's first robotic body sealing operation," Jones said.

In addition, 744 computers ranging from micros to mainframes will operate and monitor equipment throughout the plant.

The expansion will add more than a million square feet of floor space, bringing the total plant area to 2.7 million square feet.

The largest expansion involved the acquisition of 44.4 acres of land for construction of a "state-of-the-art" paint facility, the company said. The new paint operation will have five miles of conveyor lines.

Total conveyor length throughout the plant will double, extending to more than 11 miles, according to the company.

A 13-week training program for more than 300 skilled trades people has begun.

Import-car sales in Japan placed at 50,000 for year

TOKYO.—Sales of imported cars in Japan are estimated at 50,000 for 1985 and are expected to reach 55,000 in 1986, according to the Japan Automobile Importers Assn.

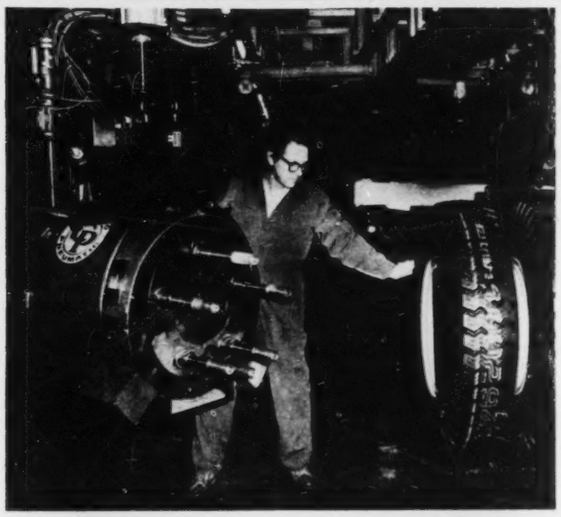
Those would be the two highest totals since the record of 60,161 in 1979.

In the U.S., imported-car sales are estimated at 2.8 million for 1985.

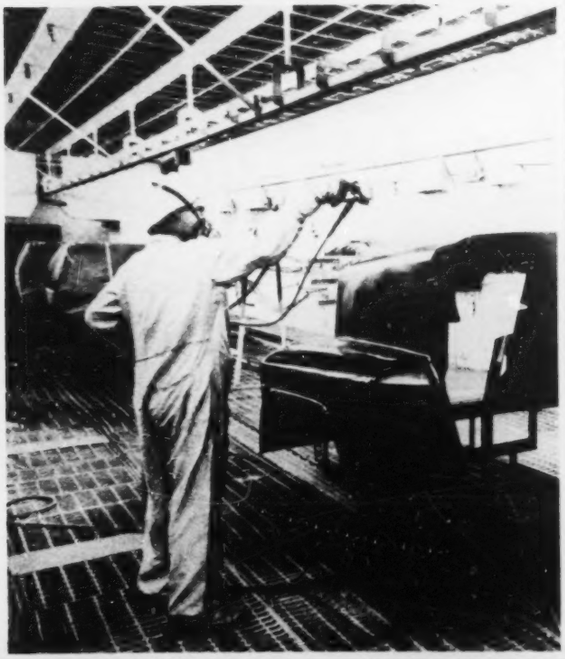
According to JAIA, brisk sales of European cars helped push the total to 45,267 through November, a 21.3 percent increase over the same period in 1984. In the Dec. 1-19 period, sales totaled 2,294, which was 2,439 units short of the 50,000 goal.

JAIA said the upward trend in sales was due primarily to sales of West German cars, which recorded a gain of 36 percent in the January-November period.

However, the association noted that sales of American-produced cars slumped to 1,673 during the period, one-tenth of the record of 6,739 set in 1979.



Employe involvement has improved assembly procedures at Ford's Kentucky truck plant. Multi-lug drive tools, top, suggested by employes, speed assembly and eliminate wheel wobble. Spray booth improvements boost quality, save money and have earned some employes a bonus, above. Hand-picked technicians at the Kentucky Truck Equipment Center, below, modify trucks to the customer's specifications. This phase of the operation has grown to encompass 20 percent of all trucks built at the plant.



October and 10 months are highest ever

More registration peaks

By Joseph Bohn
Truck Editor

October truck registrations set a record for the month, and 10-month registrations reached an alltime high.

Heavy-duty truck registrations declined in October, however, as an increase in Class 7 vehicles failed to offset the dip in Class 8.

For the 10-month period, heavy-duty registrations clung to an 11.3 percent lead over last.

During October, the industry registered 403,788 trucks, up from 349,807 a year earlier, according to R.L. Polk & Co.

Light-duty registrations of 379,238 were up from 325,274 a year ago.

Within the light-duty segment, Class 1 truck registrations of 261,747 were up from 187,465; Class 2 registrations of 114,534 were off from 135,545, and Class 3 registrations of 2,957 were up from 2,264 a year ago.

October's medium-duty count of 6,200 was up slightly from 5,857 a year ago.

Within the medium segment, Class 4 registrations of 86 were up from 72; Class 5's tally of 400 was off from 691, and Class 6's total of 5,714 was up from 5,094 a year earlier.

Heavy-duty registrations totaled 18,350, slightly below 18,676 a year earlier.

Within the heavy segment, Class 7 tallies of 7,181 were up from 6,185 a year earlier, while Class 8 registrations of 11,169 were off from 12,491 last year.

For the 10-month period, the industry registered 3,887,589 trucks, up 16.2 percent from 3,344,769 in like 1984.

Light-duty registrations of 3,654,754 were up from 3,136,652 in the 1984 period.

Within the light-truck segment, Class 1 registrations of 2,509,883 were up from 1,802,551; Class 2 registrations of 1,113,755 were off from 1,303,203, and Class 3 registrations of 31,116 were up from 30,898.

Medium-duty truck registrations of 54,317 were up from 47,693 a year earlier.

Within the medium segment, Class 4 registrations of 760 were up from 596 last year; Class 5 registrations of 5,454 were up from 3,290, and Class 6 tallies of 48,103 were up from 43,807 a year earlier.

Heavy-duty registrations of 178,518 were up from 160,424 for the first 10 months of last year.

Within the heavy segment, Class 7 registrations of 64,844 were up from 54,986 last year, while Class 8 registrations of 113,674 were up from 105,438.

International continued to build its lead over Ford as the top heavy-truck marketer in October, while Mack strengthened its grip on third place over GMC.

Ford, though, had a dramatic 10-month increase of 1.8 percentage points in market share in the heavy segment, while IH was still 1.1 percentage points off its market penetration of a year ago.

Behind Ford, Mack showed the largest (0.8 percentage-point) gain in share, followed by White with a 0.6-percentage-point gain.

Biggest loser in the heavy-duty sweepstakes for 10 months was Kenworth, whose market share was off 1.7 percentage points from last year.

U.S. TRUCK REGISTRATIONS
TEN MONTHS, 1985 VS. 1984★

Make	10 mos., 1985	Percent Share of '85 market	10 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Chevrolet	1,046,464	26.92	910,046	27.21	−0.29
Ford	1,025,931	26.39	958,873	28.67	−2.28
Dodge	426,738	10.98	347,733	10.40	+0.58
GMC	291,009	7.49	253,389	7.58	−0.09
Jeep	137,594	3.54	118,556	3.54	−0.00
Plymouth	87,004	2.24	64,738	1.93	+0.31
International	60,468	1.56	54,633	1.63	−0.07
Mack	24,438	0.63	20,650	0.62	+0.01
Freightliner	15,156	0.39	13,201	0.39	+0.00
Peterbilt	10,151	0.26	10,353	0.31	−0.05
Kenworth	9,505	0.24	11,248	0.34	−0.10
White	7,096	0.18	5,388	0.16	+0.02
Mercedes	3,689	0.09	1,983	0.06	+0.03
Volvo	1,954	0.05	1,567	0.05	.....
Autocar	1,453	0.04	1,060	0.03	+0.01
Western Star	952	0.02	546	0.02	.....
Miscellaneous☆	737,987	18.98	570,805	17.06	+1.92
TOTALS	3,887,589	100.00	3,344,769	100.00	.....

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS
TEN MONTHS, 1985 VS. 1984★

Make	10 mos., 1985	Percent Share of '85 market	10 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
International	38,909	21.80	36,653	22.85	−1.05
Ford	37,562	21.04	30,914	19.27	+1.77
GMC	21,643	12.12	21,545	13.43	−1.31
Mack	21,268	11.91	17,790	11.09	+0.82
Freightliner	15,156	8.49	13,201	8.23	+0.26
Peterbilt	10,151	5.69	10,353	6.45	−0.76
Kenworth	9,505	5.32	11,248	7.01	−1.69
Chevrolet	9,294	5.22	8,292	5.17	+0.05
White	7,096	3.97	5,388	3.36	+0.61
Volvo	1,954	1.09	1,567	0.98	+0.11
Mercedes-Benz	1,597	0.89	744	0.46	+0.43
Autocar	1,453	0.82	1,060	0.66	+0.16
Western Star	952	0.53	546	0.34	+0.19
Miscellaneous	1,978	1.11	1,123	0.70	+0.41
TOTALS	178,518	100.00	160,424	100.00	.....

★—Group 7 and 8 trucks only.

Program embraces electronics, polymers, ceramics

GM studies big-truck technology

CHICAGO.—General Motors is studying new ceramics and polymers, alternative fuel engines, simplified controls and new developments in electronics for possible use on its large trucks, according to GM President F. James McDonald.

McDonald outlined GM's future directions during an address at the SAE Truck and Bus Show here.

He said GM is aiming at better fuel economy, versatility, reliability, durability, faster and easier maintenance and better counsel at the time of purchase.

Electronics for medium and heavy truck engines and transmissions are already a reality, McDonald pointed out, citing automatic transmission and engine controls now in use.

"Only a few short years ago, people were talking about applying electronics on engines and transmissions for mediums and heavies," he said. "Today, the talk has been replaced by action, specifically with automatic transmissions and engine controls now on the road."

McDonald called electronic controls "one of the most significant product improvements in the history of big power."

He ticked off a series of electronics-based advances for the industry, including automated communication between engine and transmission for more efficient power selection and fuel economy; exchange of information between drivers and terminal management via on-board computers and a permanent switch to integrated electronic controls.

"Internal tests and data from the road have already shown that the Detroit Diesel electronic engine control system delivers fuel economy improvements of 5-8 percent and up to 10 percent in some fleet tests," McDonald told the meeting.

He added that replacing mechanical controls with electronics will make it more feasible to comply with upcoming emission regulations without substantial mileage losses.

Electronics, he said, also provide pinpoint control of engine timing and fuel flow, thereby improving cold starts.

McDonald also cited coming advances in ceramics, but added, "I don't see an early introduction of major ceramic engine parts.

"Instead, first uses will probably include ceramic coatings, as well as cam followers, valve guides and piston domes," he said. "But wider usage will certainly follow."

McDonald added that "exotic materials", such as strong, lightweight plastics will continue to replace other materials in cabs. And he sees carbon fibers and similar compounds on the horizon for high-stress components.

AUTOMOTIVE
WORLD NEWS

Fiat will cross old borders with new Croma

By Jean-Jacques Renaux

We must regard the whole of Europe as our domestic market, and get out of the Italian borders." With those words, Ernest Ferrari, Fiat Auto's sales manager for Europe, underscored plans for an export bid of tremendous importance to the Italian auto maker's future.

Important, because although Fiat does compete closely with Volkswagen-Audi Group and Ford for the European sales lead, Fiat doesn't really run in the same race. Unlike Ford and VAG, Fiat relies almost solely on its home market. According to the company's own figures for the first nine months of 1985, Fiat and Lancia held about 53 percent of the Italian market, but accounted for less than 5 percent of sales in the rest of Europe. And exports during that period accounted for only about 30 percent of production.

Another problem: Fiat's product line leans strongly toward the low end of the market. In fact, about 75 percent of all Fiats and Lancias sold were the tiny Uno, Panda, Autobianchi A112 and Lancia Y10 models. The subcompact Fiat Ritmo/Regata and Lancia Delta/Prisma accounted for most of the balance, with the larger models taking only 2 percent of sales.

Now that's all changing.

Now there's the Fiat Croma.

The Croma is a slightly downsized version of the luxury midsize Lancia Thema, and Fiat Auto is banking on it to win the hearts and wallets of Europe. But not right away. Croma will have to begin its conquest in Italy, next summer, before wooing the rest of the continent. And, unless Fiat forms a joint venture company with a U.S. auto maker real soon, don't expect to see any Cromas scooting around your own neighborhood.

The Croma, launched in Italy just this month, shares more than a few parts with its sister ship, the Thema. Not only is it built in the same robotized Mirafiori plant as the Thema, but it also has the same floorpan (with a 104.7-inch wheelbase), and has such Thema features as front-wheel-drive, four-wheel independent suspension and four-wheel disc brakes (with anti-lock optional).

Croma customers will be able to choose any of six newly developed four-cylinder gas or diesel engines of 1.6 to 2.5 liters displacement — or the stealthy turbocharged version that reportedly is good for 155 horsepower and 130 mph.

One DOHC 2.0-liter version features a new electronic fuel-injection system developed jointly by Magneti Marelli and Weber, two subsidiaries of the Fiat group. The system, called IAW, has a microprocessor to control port injection and ignition at the same time. Another version of the Croma is called CHT (controlled high turbulence). Its 2.0-liter DOHC engine is fitted with a variable induction system developed in collaboration with Yamaha of Japan. Fiat says CHT improves the engine's torque at low revs and reduces fuel consumption by at least 20 percent.

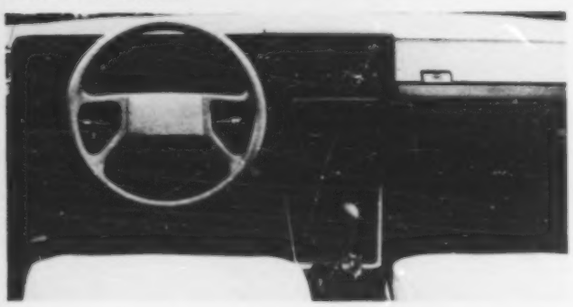
All Cromas will use a five-speed manual transmission, with a three-speed optional in one version. Power steering, tilt wheel, central door locking and power front windows are standard on most versions, and the option list includes: auto-levelling rear suspension, air conditioning, electrically heated front seats and mirrors and six-way power adjusting seats.

Price was not available as of press time, but Ferrari says, "We are not going to try to buy the market with this car. We are looking for profitability first. Yet the productivity gains we made in recent years should allow for competitive pricing of the Croma."

With such luxurious features and a competitive price, Croma is expected by Fiat to bridge the gap between the upper-medium class of compact sedans and the executive class, thus covering a market segment that Fiat estimates at more than a million cars per year. That's about 11 percent of total European sales.

"We know it will be a difficult task to recapture some market share in that segment," says Ferrari, "but with the quality of the product range we now have in our hands, it's up to us to win the place that we deserve on the European market. If we don't succeed, we'll have no excuses." ■

Fiat Croma CHT (above and below): The engine (controlled high turbulence) was developed with help from Yamaha. The CHT is one of six Croma versions.



Here's what's up at Fiat for '86

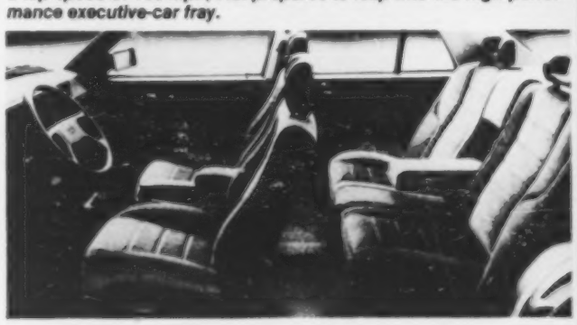
The Croma isn't the only thing keeping Fiat Auto busy.

In January the company will introduce a restyled Panda, powered by a 34-hp, 760-cc version of the FIRE four-cylinder. Toward the end of the year a 1.1-liter FIRE engine will be added, to complement the present 1.0-liter.

The Ferrari V-8-powered Lancia Thema — thought to be the most expensive Lancia ever — could be unveiled at the Geneva auto show in March. The 150-mph luxury sedan likely won't have four-wheel-drive, at least initially. However, the little Y10 will have 4wd by early summer, as will the revised Prisma and Delta models.

Turbodiesel versions of the Fiat Uno (70 hp, in excess of 100 mph) and Strada (80 hp) will be unveiled. The Strada will get a facelift — to freshen it up until the arrival of the all-new Type 2 at the end of 1987. ■

Fiat Croma Turbo i.e. (above and below): With 155 horsepower and a top speed of 130 mph, Fiat prepares to leap into the high-performance executive-car fray.



OVERSEAS PRODUCTION

FRANCE
Cars

	9 mos. 1985	9 mos. 1984
Peugeot SA	925,678	933,798
Citroen	341,833	350,277
Peugeot	561,873	526,531
Talbot	21,973	56,890
Renault	989,420	1,045,902
Total	1,915,099	1,979,700

Vans, trucks, buses

CBM	38	23
Iveco-Unic	73	3,440
Peugeot SA	118,890	85,837
Citroen	54,262	22,124
Peugeot	60,516	54,280
Talbot	4,112	9,433
Renault	158,412	157,832
Sovam	68	66
Total	277,481	247,198
Total vehicles	2,192,580	2,226,898

UNITED KINGDOM
Cars

	9 mos. 1985	9 mos. 1984
BL	370,174	289,946
Austin Rover	360,345	281,842
Range Rover	9,829	8,104
Carbodies	1,260	1,138
Ford	232,069	230,835
Jaguar	28,114	24,527
Lotus	616	624
Panther	84	333
Peugeot-Talbot	47,203	67,734
Reliant	680	82
Rolls-Royce	1,778	1,497
TVR	335	290
Vauxhall	114,504	85,893
Others	459	456
Total	797,276	703,355

Vans, trucks, buses

Bedford	45,825	36,591
BL	68,907	51,485
Austin Rover	19,850	11,978
Freight Rover	14,627	12,714
Land Rover	22,761	18,590
Leyland Veh.	11,669	8,203
ERF	1,545	1,306
Foden	336	545
Ford	82,025	77,873
Hestair Dennis	609	689
Metro-Cammell-Weymann	332	373
Reliant	47	148
Renault	3,917	3,250
Seddon Atkinson	1,303	1,274
Others	137	176
Total	204,983	173,719
Total vehicles	1,002,259	877,074

SPAIN
Cars

	9 mos. 1985	9 mos. 1984
Ford	184,557	197,699
General Motors	202,043	186,733
Peugeot SA	120,184	135,428
Citroen	51,829	75,083
Talbot	68,355	60,345
Renault	162,674	165,615
Seat	217,648	169,075
Total	887,106	854,550

Vans, trucks, buses

Enasa	6,507	6,769
Ford	8,207	5,773
PSA-Citroen	45,759	11,102
Land Rover	14,903	7,829
Mercedes-Benz	7,557	6,390
Motor Iberica	18,785	13,085
Renault	18,984	19,580
Seat	10,611	16,673
Setra	174	160
Total	131,487	87,361
Total vehicles	1,018,593	941,911

JAPAN
Cars

	9 mos. 1985	9 mos. 1984
Daihatsu	120,189	125,639
Fuji	182,270	181,603
Honda	679,336	629,166
Isuzu	151,915	56,312
Mazda	591,353	591,248
Mitsubishi	411,846	400,404
Nissan	1,392,756	1,397,020
Suzuki	166,861	117,584
Toyota	1,905,858	1,789,861
Total	5,602,384	5,288,837

Vans, trucks, buses

Daihatsu	303,621	296,917
Fuji	241,842	222,055
Hino	50,818	45,375
Honda	112,559	113,654
Isuzu	277,284	245,037
Mazda	282,003	279,524
Mitsubishi	426,297	403,193
Nissan	498,578	477,869
Nissan Diesel	28,059	28,206
Suzuki	397,074	375,817
Toyota	829,950	748,434
Others	613	490
Total	3,448,698	3,236,571
Total vehicles	9,051,082	8,525,408

AUTOMOTIVE
WORLD NEWS

VW's Golf tops '85 European production list

Six models stand well ahead of the rest of the pack in 1985 Western European automobile production.

Preliminary reports indicate Volkswagen Golf was No. 1 in production during calendar 1985, followed in order by Opel Kadett/Vauxhall Astra, Fiat Uno, Peugeot 205, Renault 5 and Ford Escort.

Golf is being produced at a daily rate of 2,000 at VW's main Wolfsburg factory in West Germany. Another 700 daily at the Brussels plant and 150 Cabriolet and Caddy models boost the total to 2,850. If Jetta, the sedan derivative, is included, daily output jumps to 3,750.

Opel Kadett and Fiat Uno are next with daily rates between 2,500 and 2,600. Appeal of the Uno, particularly in Italy, has sent output running ahead of the level planned when the car was introduced nearly three years ago.

Kadett is selling strongly in all markets except West Germany, where buyers prefer the conservative design of Golf to the aero-look Kadett. Kadett production rates include the recently introduced sedan version and those assembled under the Vauxhall label.

At 2,350 a day, Peugeot 205 volume is more than double that of any previous model made by the French firm.

Renault's new series R5 is back among the big shooters, although at 2,200 daily it has yet to reach levels of the old R5 in its heyday.

Ford Escort rates run from 2,000 and 2,200 daily. The level has been higher; but considering the model's age, it is respectable. Arrival of the face-lifted Escort next spring is likely to intensify interest in the model, resulting in higher production schedules.

A common theme among all popular models is that they fall into one of two categories: superminis like Uno, 205 and R5; or lower-medium hatchbacks like Golf, Kadett and Escort.

The second tier of volume leaders is well behind the pacesetters. Included are Ford Fiesta (1,550 daily), Ford Sierra (1,500), Opel Ascona/Vauxhall Cavalier (1,400) and Renault 11 (1,300).

As compiled by Automotive Industry Data, the following were Western Europe's top-selling nameplates in the first half of calendar 1985 (unit sales and market shares are shown):

(1) VW Golf/Jetta (368,848 units/6.6 percent market share); (2) Fiat Uno (285,279/5.1); (3) Ford Escort/Orion (279,743/5.0); (4) GM Kadett/Astra (264,521/4.7); (5) Peugeot 205 (228,308/4.1); (6) Renault 9/11 (225,577/4.0); (7) Renault 5 (220,391/3.9); (8) Ford Fiesta (177,600/3.2); (9) GM Ascona/Cavalier (164,469/2.9); (10) Fiat Ritmo/Regata (164,-015/2.9). ■

OVERSEAS REGISTRATIONS

UNITED KINGDOM
Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	2,989	4,042
Austin Rover	313,529	301,390
BMW	32,486	24,976
Daihatsu	4,377	4,647
Fiat Auto	54,916	48,216
Ford	455,589	469,225
FSO	5,775	5,249
GM-Vauxhall	291,799	271,507
Honda	17,924	17,809
Hyundai	4,979	4,760
Jaguar	7,765	7,273
Lada	14,390	14,579
Lotus	542	520
Mazda	16,371	16,887
Mercedes-Benz	17,725	14,092
Mitsubishi	11,199	10,210
Nissan	102,919	98,844
Panther	54	232
Peugeot SA	97,000	91,033
Citroen	26,498	24,015
Peugeot/Talbot	70,502	67,018
Range Rover	3,209	2,942
Reliant	613	101
Renault	68,014	57,255
Rolls-Royce	686	600
Saab	7,970	8,465
Skoda	9,426	10,607
Subaru	3,437	2,792
Suzuki	3,754	3,197
Toyota	34,008	31,714
VW-Audi Group	101,037	94,311
Audi	19,321	19,293
Volkswagen	81,716	75,018
Volvo	57,129	57,097
Zastava	7,623	5,828
Others	4,436	4,004
Total	1,753,670	1,684,404

SWEDEN
Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	961	979
BMW	4,009	3,822
Daihatsu	1,393	981
Fiat Auto	6,802	6,343
Ford	26,826	24,149
GM-Opel	25,524	19,600
Honda	3,276	3,250
Lada	1,469	1,528
Mazda	11,124	10,212
Mercedes-Benz	9,460	5,477
Mitsubishi	2,315	1,671
Nissan	7,807	7,194
Peugeot SA	6,597	6,909
Citroen	2,861	3,152
Peugeot/Talbot	3,736	3,757
Porsche	433	280
Renault	2,489	2,376
Saab	28,588	29,833
Skoda	320	269
Suzuki	546	9
Toyota	11,019	8,152
VW-Audi Group	29,659	24,202
Volvo	65,321	56,797
Others	78	55
Total	243,755	211,869

WEST GERMANY
Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	7,036	10,795
Austin Rover	5,422	5,425
Bertone	366	716
BMW	125,786	138,229
Daihatsu	7,248	5,719
Fiat Auto	89,912	95,223
Ford	215,447	251,000
GM-Opel	315,449	342,424
Honda	32,724	34,307
Isuzu	3,255	2,447
Jaguar	2,045	1,583
Lada	6,952	7,460
Mazda	56,193	57,398
Mercedes-Benz	237,939	201,106
Mitsubishi	39,032	39,031
Nissan	55,882	52,151
Peugeot SA	83,616	85,648
Citroen	32,093	33,595
Peugeot/Talbot	51,523	52,053
Pininfarina	920	657
Porsche	10,296	9,837
Range Rover	637	611
Renault	67,858	76,022
Saab	2,750	3,266
Seat	3,759	4,253
Skoda	2,071	1,763
Subaru	8,839	5,853
Suzuki	15,511	12,554
Toyota	52,666	45,454
VW-Audi Group	582,371	578,102
Audi	113,362	125,839
Volkswagen	469,009	452,263
Volvo	11,578	13,063
Others	1,985	1,381
Total	2,045,545	2,083,478

AUSTRIA
Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	1 906	2,304
BMW	6,854	7,342
Daihatsu	681	658
Fiat Auto	12,351	13,558
Ford	22,012	19,563
GM-Opel	29,816	23,589
Honda	4,323	3,764
Lada	1,480	1,280
Mazda	18,851	19,107
Mercedes-Benz	8,143	6,056
Mitsubishi	4,445	4,155
Nissan	11,077	9,562
Peugeot SA	14,154	12,915
Citroen	5,965	5,541
Peugeot/Talbot	8,189	7,374
Porsche	435	418
Renault	9,324	9,090
Saab	304	378
Seat	1,104	662
Skoda	1,036	1,000
Subaru	3,041	1,902
Suzuki	1,194	1,176
Toyota	10,985	8,378
VW-Audi Group	47,386	35,693
Audi	9,396	6,644
Volkswagen	37,990	29,049
Volvo	3,143	3,044
Others	498	319
Total	214,507	186,918

DENMARK
Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	356	237
Austin Rover	300	350
BMW	3,019	2,163
Dacia	666	791
Daihatsu	2,444	1,661
Fiat Auto	6,513	6,625
Ford	21,013	20,168
FSO	1,644	1,116
GM-Opel	22,673	16,322
Honda	1,682	1,241
Lada	3,166	3,641
Mazda	12,096	10,815
Mercedes-Benz	963	747
Mitsubishi	2,416	1,524
Nissan	7,010	6,417
Peugeot SA	8,315	8,081
Citroen	5,542	5,058
Peugeot/Talbot	2,773	3,023
Renault	1,100	557
Saab	1,462	1,495
Seat	530	0
Skoda	3,423	6,140
Subaru	180	151
Suzuki	443	91
Toyota	16,577	13,279
Trabant	25	87
VW-Audi Group	9,834	7,943
Audi	711	451
Volkswagen	9,123	7,492
Volvo	5,415	4,841
Wartburg	1,071	825
Zastava	1,532	673
Others	36	36
Total	135,904	118,342

ITALY
Cars (sales)

	9 mos. 1985	9 mos. 1984
Alfa Romeo	89,014	93,673
Austin Rover	17,855	17,225
BMW	16,974	22,405
Fiat Auto	710,300	687,143
Fiat	582,122	580,174
Lancia/ Autobianchi	128,178	106,969
Ford	53,959	55,055
GM-Opel	43,395	41,190
Innocenti	11,597	13,555
Mercedes-Benz	15,496	10,415
Peugeot SA	93,235	85,669
Citroen	49,418	46,444
Peugeot/Talbot	43,817	39,225
Renault	140,377	113,656
Seat	28,783	23,896
VW-Audi Group	111,701	64,676
Audi	14,287	11,616
Volkswagen	97,414	53,060
Volvo	13,625	16,431
Others	15,273	13,156
Total	1,361,584	1,258,145

THE NETHERLANDS
Cars

	9 mos. 1985	9 mos. 1984
Alfa Romeo	3,115	3,707
Austin Rover	4,632	5,018
BMW	11,227	11,201
Dacia	101	25
Daihatsu	3,748	3,623
Fiat Auto	27,262	32,371
Ford	46,694	46,632
FSO	210	113
GM-Opel	75,879	59,649
Honda	10,074	11,207
Hyundai	1,108	2,183
Jaguar	336	259
Lada	5,871	5,733
Mazda	12,986	14,405
Mercedes-Benz	10,140	7,523
Mitsubishi	10,753	11,067
Nissan	19,172	18,521
Peugeot SA	39,923	40,380
Citroen	20,183	19,053
Peugeot/Talbot	19,740	21,327
Porsche	203	148
Renault	24,348	21,379
Saab	1,954	2,636
Seat	6,001	5,203
Skoda	2,435	2,983
Subaru	2,596	2,347
Suzuki	9,837	8,988
Toyota	19,361	15,783
VW-Audi Group	37,923	35,890
Volvo	20,931	18,966
Zastava	649	923
Total	410,553	384,818

SWITZERLAND
Cars

	9 mos. 1985	9 mos. 1984
Alfa Romeo	5,062	6,412
Austin Rover	868	1,119
BMW	8,743	10,221
Daihatsu	950	1,065
Fiat Auto	17,367	18,736
Ford	16,904	18,899
GM-Opel	28,204	29,649
Honda	6,266	6,887
Isuzu	409	432
Jaguar	354	346
Mazda	6,115	7,236
Mercedes-Benz	5,077	4,268
Mitsubishi	6,162	6,742
Nissan	8,716	8,342
Peugeot SA	17,860	19,035
Citroen	6,950	8,405
Peugeot/Talbot	10,910	10,630
Porsche	1,116	1,140
Puch	117	105
Range Rover	894	609
Renault	13,432	12,048
Saab	933	1,017
Seat	1,398	0
Skoda	80	192
Subaru	7,820	5,233
Suzuki	3,047	2,933
Toyota	13,308	13,988
VW-Audi Group	34,254	33,344
Audi	10,929	8,242
Volkswagen	23,325	25,102
Volvo	3,864	4,852
Others	84	77
Total	209,404	214,927

NORWAY
Cars

	9 mos. 1985	9 mos. 1984
Alfa Romeo	167	55
BMW	2,963	1,650
Daihatsu	1,038	586
Fiat Auto	4,798	3,939
Ford	16,600	12,195
GM-Opel	15,779	9,458
Honda	2,980	2,150
Isuzu	119	9
Lada	1,971	2,000
Mazda	9,749	9,083
Mercedes-Benz	2,001	1,331
Mitsubishi	4,066	3,005
Nissan	7,332	4,386
Peugeot SA	5,737	4,971
Citroen	1,863	1,612
Peugeot/Talbot	3,874	3,359
Renault	790	325
Saab	1,827	1,789
Skoda	481	396
Subaru	1,812	806
Suzuki	191	17
Toyota	12,664	7,020
VW-Audi Group	13,534	8,132
Audi	2,788	1,542
Volkswagen	10,746	6,590
Volvo	8,297	6,115
Others	82	174
Total	114 978	79,592

IRELAND
Cars

	9 mos. 1985	9 mos. 1984
Alfa Romeo	142	286
Austin Rover	3,311	2,701
BMW	436	351
Daihatsu	396	6
Fiat Auto	2,642	3,971
Ford	9,818	10,823
GM-Opel	6,932	7,144
Honda	552	2
Isuzu	52	0
Jaguar	26	10
Lada	29	0
Mazda	1,091	1,018
Mercedes-Benz	332	265
Mitsubishi	609	0
Nissan	4,943	4,428
Peugeot SA	1,632	2,258
Renault	3,798	4,290
Saab	147	175
Skoda	118	0
Subaru	70	0
Suzuki	345	0
Toyota	9,244	8,018
VW-Audi Group	3,956	2,492
Volvo	941	800
Others	449	391
Total	52,011	49,429

JAPAN
Cars

	9 mos. 1985	9 mos. 1984
Daihatsu	73,234	81,204
Fuji	59,837	64,411
Honda	212,071	180,161
Isuzu	32,668	32,221
Mazda	139,014	161,935
Mitsubishi	132,200	151,033
Nissan	607,896	620,722
Suzuki	139,014	57,222
Toyota	977,587	937,435
Imports (all)	37,829	31,481
Total	2,323,990	2,317,825

Vans, trucks, buses

Daihatsu	248,502	225,366
Fuji	168,574	159,554
Hino	31,187	31,482
Honda	100,050	104,575
Isuzu	90,611	90,743
Mazda	115,628	118,142
Mitsubishi	267,135	247,950
Nissan	204,974	209,131
Nissan Diesel	16,645	16,884
Suzuki	306,749	280,073
Toyota	260,948	262,058
Imports (all)	128	132
Total	1,811,131	1,746,090
Total vehicles	4,135,121	4,063,915

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Jan. 8— Chrysler Factory Sale, 11 A.M.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

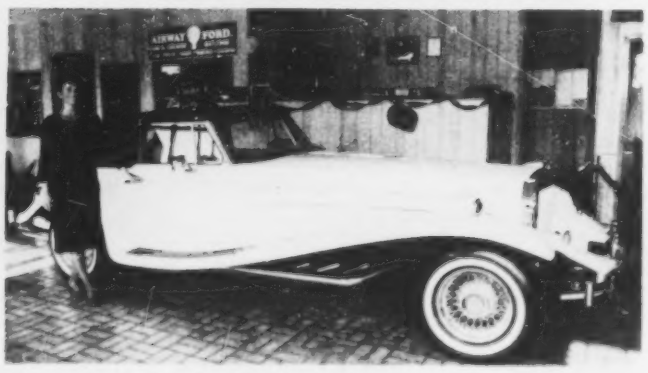
TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

For REALLY BIG RESULTS be sure and advertise in this section



Airway Ford gets Clenet

Clenet Coachworks has added Airway Ford, Inc., Chicago, to its dealer roster. Shown with a limited edition Asha Series III is Carol Lann, marketing representative for Airway Ford. The handcrafted, steel-bodied Asha Series III convertible is priced at $82,500.

Guptill adds marketing to sales duties at AMC

By Richard Johnson
Detroit Reporter

After realigning its top officers on Dec. 13, American Motors followed up last week by promoting Peter Guptill to vice president—North American sales and marketing.

Guptill had been North American sales vice president.

In an interview with Automotive News last week, Guptill, 43, said he will be responsible for "the entire marketing effort," including advertising, merchandising and parts and services.

Those functions had previously reported directly to Executive Vice President Joseph Cappy, who 10 days ago was elevated to chief operating officer.

Along with Guptill's promotion, AMC announced two additional sales and marketing appointments last week. Martin R. Levine was named general manager—marketing and Samuel L. Tucker was appointed general manager—U.S. sales.

Guptill had been vice president—North American sales since June, 1985, when Cappy was promoted to executive vice president for operations. Guptill, who had been vice president, U.S. sales, took on Canadian sales at that time.

Guptill joined AMC in 1971 after three years with Ford Motor Co. He served as manager of AMC's Dallas, Los Angeles and Chicago zones and moved the AMC headquarters in 1979 as director of Renault integration.

In 1980, Guptill was appointed director of sales operations. He became Western regional manager in 1981, general manager—U.S. sales in 1983 and vice president—U.S. sales in 1984.

Levine, who has been director of sales operations since March, 1984, joined AMC in 1971 and has held several sales, leasing and advertising posts at the zone and corporate levels. He was named Denver zone manager in 1982.

Tucker has served as manager of AMC's Northeast region since June, 1985. Before that, he was New York zone manager. He also spent three years in the company's international operations.

With Corvette and Fiero experience, GM is the leader

More plastic body panels due

Continued from Page 14

ment for DiversiTech General, Akron, said an SMC hood may use two molds (for an inner and outer panel), compared with 12 stamping presses for steel.

A disadvantage with SMC is that is may take three minutes to mold the hood, compared with 15 to 20 seconds to stamp it. On a run of 400,000 units, that is a considerable difference.

Reinker said, "A run of 400,000 cars with SMC hoods could use four different styles of hoods."

He also noted that the cycle time to mold SMC is decreasing. The estimate is it will take one third the time to mold a component by 1990.

Another advantage of SMC is the minimal waste material involved in molding a part.

On large body panels involving cutouts, such as van liftgates, it is often more practical to use SMC. Although waste SMC can't be recycled, there is usually little waste.

"The average Ford Bronco II owner doesn't realize that the liftgate is made of SMC," Reinker said.

Thermoplastics, which are injected into a mold under high heat and pressure, are not as stiff as SMC, but they can be molded about twice as fast as SMC.

Thermoplastics are better suited to vertical panels; the rear quarter panel of the Fiero is an example.

Sources indicate that Buick's 1987 front-wheel-drive LeSabre, the mid-1987 GM33 luxury two-seater and the 1988 or 1989 front-drive Electra will use injection molded thermoplastic fenders.

The likely material is produced by General Electric Plastics Group, Pittsfield, Mass., and is called Noryl GTX.

A GE spokesman claimed that Noryl GTX can withstand temperatures up to 300 degrees Fahrenheit and can be painted on an assembly line along with metal parts.

Applying an equal amount of paint to different materials on an assembly line has been a problem. Fiero body panels, which use several different types of plastic, are painted together off-line and then hung on the frame.

Purcell, of Budd, said, "There are a lot of assembly plants with systems set up to handle steel body panels in place. When you directly substitute a plastic panel, for example an SMC hood, and run it through an electrocoat paint dip where the paint is drawn to the metal, you might not get as much paint on the hood because the plastic is not a conductor."

The bumpers on the Ford Taurus/Sable line and the Aerostar are made of a GE thermoplastic called Xenoy. Plastic was chosen, according to the GE spokesman, because it can be molded in a shape not possible with metal.

Experts in the industry agree that there is no single plastic superior to all others in all instances.

RRIM, a material which chemically reacts and hardens in the mold, is another widely used plastic. It has the advantage of lower mold pressures and heat, but it requires further preparation out of the mold.

Composites may also gain a place in the industry. Molded Fiberglass Co., Ashtabula, O., for example, is experimenting with a plastic/balsa wood composite which looks promising.

Used Car Sales
Auction Averages

Dec. 1985	$4,559
Month ago	$4,714
Year ago	$4,308

Model Breakdown
Auction Averages

	DEC. 1985	NOV. 1985	OCT. 1985
1985	$9,839	$9,989	$9,706
1984	$6,514	$6,690	$6,891
1983	$5,594	$5,820	$6,047
1982	$4,507	$4,752	$4,870
1981	$3,474	$3,543	$3,591
1980	$2,694	$2,738	$2,896
1979	$2,207	$2,254	$2,404
1978	$1,646	$1,696	$1,765
Overall Average	$4,559	$4,714	$4,759

Fields is hall of famer

PHOENIX.—Lucky Fields of Ray Tanner Volvo has become the 25th member of the Volvo Hall of Fame.

Modern forms broad-based technical unit

WARREN, Mich.—Modern Engineering Service Co. has formed a new division with the resources to take an automotive program from concept to production. The resources of the new division, which has the interim name of Modern 2000, will be in addition to those of Modern's present engineering and prototype departments.

Modern said the division will have closely linked departments for creative design, product and manufacturing engineering and prototype services including computer-integrated manufacturing.

Modern is also building a design center in Troy, Mich., which will fall under the command of the new division. The design center will be a high-tech facility for conceptual design and modeling in clay and other forms.

Modern also announced that its Product Engineering and On-Site Divisions will be restructured by eliminating, where possible, the line which currently distinguishes product off-site from on-site work.

The new organization is also more closely aligned to General Motors' new platform and product development groups. Modern said the changes will allow it to better serve its customers.

BEST COPY AVAILABLE

C2700-1

Automotive News

January 6, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Incentives meant to halt 15% decline

By Jenny L. King
Detroit Reporter

Did the domestic auto industry really need a new, high-powered round of sales incentives?

A look at the sales figures since the beginning of the 1986 model year provides the answer, and the answer is: Most decidedly, yes.

Sales have trailed year-ago figures in each of the eight 10-day sales periods that have been reported since the 1986 model year began Oct. 1. The overall loss for those eight periods was 14.87 percent. The totals: 1,422,411 for the 1986 models and 1,670,934 for the 1985s.

Clearly, strong measures were needed, and General Motors and Ford Motor Co. adopted such measures with their current 7.9-percent financing programs.

The new programs went into effect in the final days of December, and no sales reports have been received as yet. But if 7.9 works as well as 7.7 and 7.5 percent did last summer, there's still plenty of time to save the 1986 model year.

The 1984 domestic sales recovery from the slide that began in 1979 and lasted well into 1983 was euphoric. In all of 1984's 36 reporting periods, only seven came up short of the previous year's total.

No one really expected 1985 to parallel the 17-percent climb accomplished in 1984. The Jan. 1-10 results of plus 28 percent were followed by a modest decline. A pattern of back and forth, between plus and minus, quickly was established as 1985 got under way, with sales keeping ever so slightly ahead of the 1984 numbers.

But June's total was off 7 percent and July missed by 11 percent. A car haulers' strike cut off deliveries and customer enthusiasm. Early August sales were down.

Then history of another sort was made. In mid-August, GM announced an unprecedented 7.7 an-

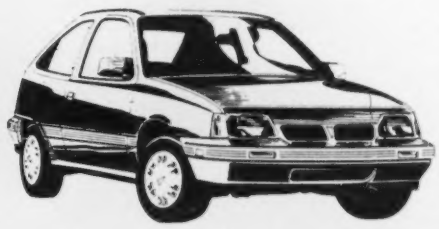
Please turn to Page 49, Col. 3

The Pontiac LeMans

The old . . .

LeMans—a star for 20 years

. . . and the new



New LeMans—for Pontiac from Daewoo

LeMans returns to Pontiac

By Mary Connelly
Detroit Reporter

LOS ANGELES.—The LeMans name will return to Pontiac as a 1988 model manufactured by General Motors' Korean partner, Daewoo Motor Company, Ltd.

The car, which will be designed and engineered in Germany by Opel, will be a derivative of the Opel Kadett. A three-door hatchback and a four-door sedan will be offered by Pontiac.

Pontiac has not said when the U.S. version will go into production nor has it estimated how many units will be imported. However, it is expected that 70,000 to 100,000 units annually will be produced for the U.S.

Pontiac General Manager J. Michael Losh announced the return of the LeMans name at the Greater Los Angeles Auto Show Friday (Jan. 3).

LeMans is an old and a popular label at Pontiac. The division first used it on a Tempest-type show car it displayed at the 1961 International Auto Show in New York. It was a sporty, supercharged model with wire wheels.

There was a LeMans option for the Tempest coupe and convertible in the 1962 model year, and LeMans became a separate Tempest series in 1963. The Tempest line was renamed LeMans for the 1971 model year and Pontiac's intermediate line continued to carry the LeMans tag through the 1981 season.

Pontiac still builds a rear-wheel-drive intermediate, but the LeMans name has given way to Bonneville.

Pontiac also introduced three new midyear models at the Los Angeles show: The newly styled Fiero GT fastback and the 6000 SE in sporty sedan and station wagon versions (story and pictures on Page 16).

Losh said the addition of the new models would boost Pontiac sales to 900,000 units in 1986. That volume would set an alltime Pontiac sales record, surpassing the 871,000 cars sold in 1978, he said.

Pontiac finished the 1985 model year with 785,617 new-car sales, the best year for the division since 1979.

Losh also announced the February introduction of an aerodynamically styled Grand Prix 2+2 with high-performance powertrain and suspension.

Subaru eyes VW plant for U.S. output

By Michelle Krebs
and Francis J. Gawronski
Automotive News Staff

Fuji Heavy Industries, Ltd., the Japanese manufacturer of Subaru cars, may begin building cars in the U.S. in 1989, possibly using Volkswagen's U.S. facilities.

Fuji has talked with VW as well as Nissan Motor Corp., which owns 7 percent of Fuji and produces cars and trucks in Smyrna, Tenn.

Fuji also has made efforts to talk to American Motors, but AMC has shown no interest, a Subaru of America spokesman said.

Talks with VW, Nissan and other makers have focused on cooperatively producing cars in the U.S. or at least using the companies' existing production facilities.

Fuji reportedly is negotiating with VW to use the West German auto maker's paint and assembly lines in Westmoreland, Pa., where VW produces the Golf, according to Nikkan Shimbun, an industrial publication in Tokyo.

Fuji will build its subcompact Leone model in the U.S., according to the publication. The Leone is similar in engine displacement and body to VW's Golf.

Fuji also is said to be looking at building new production lines at the VW plant.

A Subaru of America spokesman said the company, which is the U.S. subsidiary of Fuji, has not been notified that any deal is close to being completed.

A Volkswagen of America spokesman said the company was aware of the reports but knew nothing about such plans.

A second possibility is for Fuji to use automobile parts plants of one of the Big Three auto makers to launch production with initial output of between 30,000 and 40,000 units annually.

A final decision on plans for building cars in the U.S. is expected to come in the first half of this year, the Japanese publica-

Please turn to Page 49, Col. 5

Chief leaving Ford Aerospace unit

By Richard Johnson
Detroit Reporter

The president and chief operating officer of Starnet Corp., a subsidiary of Ford Aerospace and Communications Corp., is "departing" from his post.

Responding to inquiries by Automotive News last week, a Ford Aerospace spokeswoman said Starnet President Dennis R. Ciapura "is departing as president of Starnet" but will have "a continuing relationship with Ford Aerospace."

The spokeswoman would not elaborate on a reason for Ciapura's departure and would not confirm or deny a rumor of some managerial difficulties within the Ford Aerospace subsidiary.

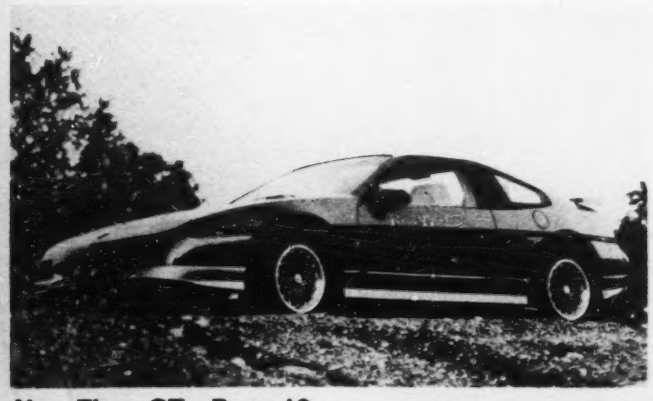
The San Diego-based firm provides long-distance telephone service and data transmissions for businesses.

The controversy erupted last week as Ford officials studied whether to hand over internal Ford Motor Co. and Ford Aerospace audit documents subpenaed last month by the U.S. Government.

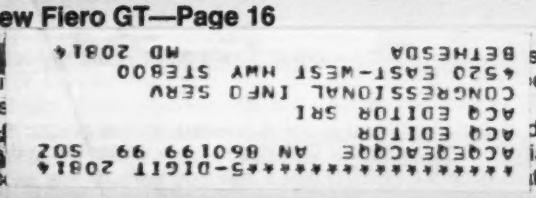
However, a Defense Department official said last week that the department is not looking for anything specific.

Meanwhile, unconfirmed reports circulated last week that Ford Aerospace is nearing a major reorganization that could involve a merger of operations with an-

Please turn to Page 48, Col. 3



New Fiero GT—Page 16



s a new
ok of a
2.8-liter
dual ex-
iamond-
tures.

Trivia experts: It's quiz time

Do you know the last passenger car to offer solid rubber tires?

Or the Michelin tire man's real name?

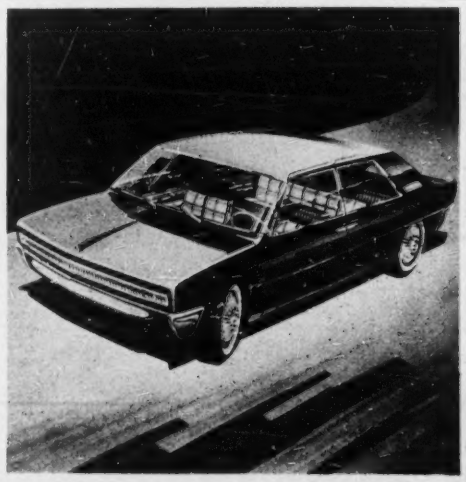
Or the names of the two new models that were introduced in 1931—during the depths of the Great Depression?

Or the reason why the Indianapolis 500 track measures 2½ miles?

Or the name of the first man to drive a mile in one minute?

If so—or even if you're close—you're ready for the Fifth Annual Automotive News Auto Trivia quiz. If you're normal, the test is likely to humble you. And if you're lucky, you could win a great dinner for four.

The quiz starts on Page 32 of today's Automotive News. But first, see if you can recognize the picture at right. If not, you might want to think twice about starting.



B. Brooks Stevens designed the Auto Familia as a "living room on wheels." At what event was it first presented?

Dedeurwaerder adds high Renault post

By Richard Johnson
Detroit Reporter

American Motors President Jose Dedeurwaerder was given an expanded role in Renault's worldwide automotive operations last week, but he will stay on as chief executive officer at AMC.

In a change that had been rumored for months, Dedeurwaerder was handed responsibility for worldwide sales and marketing at Renault as well as all automotive manufacturing operations outside France and Belgium. He was named executive vice president of Renault.

However, Dedeurwaerder, AMC's CEO since September, 1984, will hold his AMC and Renault positions concurrently, splitting time between AMC offices in Southfield, Mich., and an office in Paris.

The AMC board of directors last month elected Dedeurwaerder chairman of the board's executive committee, a key position previously held by former Chairman Paul Tippett. At the same time, Renault executive Pierre Semerena was elected AMC chairman and Joseph Cappy was promoted to chief operating officer.

Jose Dedeurwaerder

The recent changes in AMC's top management reflect a growing role for Cappy in the day-to-day management of the company. An AMC spokesman last week called Cappy's promotion a "prelude" to Dedeurwaerder's new responsibilities.

"This is like the other shoe falling," said the AMC representative, citing the recent AMC realignment.

Cappy's wider responsibility was further evidenced by the recent upgrading of Peter Guptill to vice president—North American sales and marketing, encompassing duties previously held by Cappy. All AMC operations now report to Cappy, while corporate staff reports to both Cappy and Dedeurwaerder.

Dedeurwaerder replaces Jean Phelupt, Renault's sales and marketing director, whose retirement took effect at the end of 1985. Dedeurwaerder's new manufacturing duties were previously held by Philippe Chauvel, who retains responsibility for Renault's manufacturing operations in France and Belgium.

An AMC spokesman last week said Dedeurwaerder will divide his time roughly in half between U.S. and European offices "until he sees how things shake out." Holding jobs on two continents will not be a major disruption, he said, since top AMC executives frequently travel to Europe. He said Dedeurwaerder's new classification at Renault includes his responsibilities here.

Renault has manufacturing operations in 22 countries outside France and Belgium. Besides the U.S. in 1984, Renault assembled about 628,000 vehicles in countries including Spain, Argentina, Yugoslavia, Portugal and Mexico.

"This can do nothing but improve the partnership," said the AMC spokesman. Renault owns 46.1 percent of AMC and has invested $645 million since 1979, including $50 million worth of debentures recently sold by AMC to Renault.

Dedeurwaerder, 53, joined AMC as executive vice president and a member of the board of directors in September, 1981, after 23 years in chiefly manufacturing positions at Renault. He was elected president and chief operating officer in January, 1982, and replaced Tippett as chief executive officer 16 months ago.

2 auto PACs wind up with $2.6 million

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Two Political Action Committees representing automobile dealers raised $2.6 million for 1984 election campaigns. The two PACs—Auto Dealers for Free Trade (ADFT) and NADA's Dealer Election Action Committee (DEAC)—raised $1,182,436 and $1,395,715, respectively, for those campaigns.

ADFT is not officially connected with any group. But the Jamaica (N.Y.) address of its sponsor and treasurer, Frank Glacken, is the same as that of Nemet Motors, which handles Nissan, Volvo, Jaguar and Peugeot. The firm also arranges for American tourists to bring in 10 foreign car lines from overseas.

Nemet Motors is owned by Thomas Nemet, former head of the Washington-based American International Automobile Dealers Assn. and now a member of ADFT's board of directors. That board includes two other imported-car dealers, a Mazda distributor, a publisher and Bob McElwaine, president of AIADA.

DEAC—which is NADA's PAC—is based at the association's headquarters in McLean, Va., and is sponsored by Ed Mullane Jr., a Ford and Nissan dealer from Bergenfield, N.J.

While DEAC spent $1,340,701 for federal candidates in 1984, ADFT spent only $483,850. Glacken said collected money was held back to be used during federal elections in 1986—which is

Please turn to Page 46, Col. 1

index

Auction reports	35-37
Classified advertising	38-45
Editorial page	10
Obituaries	49
Personnel	17
Production by makes	50
Registrations, car	24, 34
Truck highlights	12

60th year—No. 5108

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Wrangler will be the newest Jeep

Jeep Wrangler aimed at a new generation

By Richard Johnson
Detroit Reporter

American Motors and its Jeep subsidiary last week took the wrappings off an all-new small sport-utility vehicle—dubbed Wrangler—which replaces the venerable CJ that is being phased out of production this month.

Scheduled to debut in May, the Wrangler retains a classic open air CJ design, but was developed from the ground up and shares no components with its predecessor.

The vehicle is geared for a newer generation of sport-utility-vehicle buyers who, according to AMC officials, are less apt to take their vehicles off-road and who demand more in the way of creature comforts.

AMC is touting styling and on-highway ride comfort for the new vehicle, similar to advances made on the Cherokee and Wagoneer compact models two years ago.

AMC President Jose Dedeurwaerder has projected annual sales volume of about 30,000 for the new Jeep, which had previously been designated "YJ" and will retain the YJ name in Canada.

Production is due to begin in March at the Brampton (Ont.) assembly plant. The CJ models are being phased out at the company's Jeep assembly operations in Toledo. AMC has not announced the price of the Wrangler.

At 66 inches, the new vehicle is slightly wider than CJ's 65.3 inches. Overall length is 152 inches, compared with 153.2 for CJ. The wheelbase on both vehicles is 93.4 inches.

The standard Wrangler power plant will be a 2.5-liter, fuel-injected in-line 4-cylinder engine. Jeep's 4.2-liter in-line six will be optional.

A standard half-metal door is new on Wrangler, as is a one-piece rear-tire swing-away tailgate. Interior instrumentation is all-new, with updated gauges.

Three Wrangler models will be offered—two soft top versions and the Laredo hardtop package.

In a recent interview with Automotive News, Dedeurwaerder called the new Jeep an attempt to "reach a broader part of the market."

"The CJ has been a rugged, durable, typically off-road product aimed at one very specific type of

Please turn to Page 45, Col. 2

Ford elects Gilmour to board of directors

DEARBORN.—Allen D. Gilmour has been elected to the board of directors of Ford Motor Co. He also was designated a member of the Office of the Chief Executive, joining Chairman Donald E. Petersen, Vice Chairman William Clay Ford and President Harold Poling.

Allan D. Gilmour

In October, Gilmour was elected executive vice president and chief financial officer of Ford. Before that, he was vice president—external and personnel affairs. He joined Ford in 1960.

Sales decline again; off 15 pct. from '84

By Jenny L. King
Detroit Reporter

Christmastime low-interest-rate loan incentives on a wide range of domestic new cars came too late to have a positive effect on mid-month sales. The Dec. 11-20 period was the eighth consecutive one in which the total was less than that reported a year earlier.

Even so, sales for the 1985 calendar year remained some 200,000 units ahead of 1984 and easily will surpass the 8-million mark in the final reporting period.

But the 7.19-percent lead over 1984 established at the end of September when record sales were the order of the day was whittled down to plus 2.59 percent. The Jan. 1 through Dec. 20 total was 7,972,652 compared with 7,771,433 a year earlier.

Dec. 11-20 sales of 165,132 were down 15.84 percent from 196,209 in 1984 and included substantial declines for the Big Three. General Motors dropped 17.42 percent, to 95,049 from 115,095. Ford Motor Co. reported sales of 37,767 domestic passenger cars, down 20.70 percent from 47,035 a year earlier.

Chrysler Corp. was off 12.45 percent, to 23,216 from 26,516. American Motors' estimated 10-day sales were off 45.31 percent, to 1,750 from 3,200.

There was good news from Volkswagen, which reported a 41.50-percent jump in Golf sales. The Dec. 11-20 figure was 2,015 compared with 1,424 in 1984. Honda's domestic Accord sales were up 19.77 percent, to 3,520 from 2,939, and Nissan Sentra sales reached 1,815 for Dec. 11-20.

In market shares for the period, GM dipped to 57.56 percent from 58.66 percent. Ford was down to 22.87 percent from 23.97 percent. Chrysler moved up to 14.06 percent from 13.51 percent.

Also on the rise were VW, up to 1.22 percent from 0.73 percent; Honda, up to 2.13 percent from 1.50 percent, and newcomer Nissan, to 1.10 percent from no share in 1984. AMC wound up with the smallest piece of the whole, 1.06 percent, down from 1.63 percent.

There were nine selling days in the mid-month period both years. The recent daily-selling rate was a modest 18,348, down 15.84 percent from 21,801 a year earlier and second lowest for the calendar year. The early-August daily average, at 17,692, has that distinction.

The Dec. 11-20 sum topped the Dec. 1-10 period by some 4,000 units. The period record is 256,981, set in 1972.

Taurus, Sable recalled to fix ignition switch

WASHINGTON.—Ford Motor Co. is doing what it hoped it would not have to do: Recall its brand new Taurus/Sable cars.

On the market just one week and launched as Ford's best-built product ever, the aerodynamic Taurus/Sable line will be Ford's mainstay through the end of the decade. It represents a $3 billion investment by the company. The cars were delayed several months by various start-up problems.

According to a Ford spokesman 4,500 of the new cars are being recalled because of a possibly faulty ignition switch that would make it possible to remove the key even if the switch were not in the "lock" position.

The spokesman said that the switches were from an outside supplier and that only 200 of them are believed to be faulty. He said Ford dealers will inspect the cars and replace the faulty switches at no charge.

The recall is not safety-related, but Ford had to notify NHTSA because it involves federal anti-theft regulation. The Ford spokesman said the cars could be started if the faulty switch was not placed in the "lock" position, thereby making the car easier to steal.

Korean tire firms limit U.S. exports

SEOUL, South Korea.—Two South Korean tire manufacturers are expected to maintain their exports to the U.S. in 1986 at about the level of this year's shipments.

According to an official of the Trade and Industry Ministry, Hankook Tire Mfg. Co. and Kumbo Tire Mfg. Co. will ship about 3.8 million radial tires to the U.S. this year, about the same as last year.

It is reported that the two firms will limit exports until the determination of an anti-dumping petition that was filed in the U.S. Korean facturers have limited exports to the U.S. since 1983.

Will house 6 to 8 dealerships

Houston Autopark under way

HOUSTON.—Autopark 6, Houston's first automobile shopping center, is under construction. Six to eight dealerships are planned for the center.

Automobile parks have been highly successful in California but have never been tried in Houston.

When completed, the 38-acre Autopark 6 project will have total value of approximately $21 million.

Ford Motor Co. has purchased a five-acre site at Autopark 6 to be used for a Ford dealership that will be called Champion Ford. The general manager of the dealership will be Tony Gracely, presently manager of Mort Hall Ford.

The new dealership will have a two-story showroom with offices on the first floor and also on the second floor overlooking the showroom.

Another six-acre parcel has been purchased by Sam White, owner of Sam White Oldsmobile and Isuzu Co. and Sam White Datsun. Parcels available for additional dealerships will range in size from two to eight acres.

The developer of the Autopark 6 project is Southwest Autopark, Ltd., a limited partnership consisting of Houston Property Development Co. and J.M. Monk Building Co., Inc.

"Judging by the interest generated already, Houston is ready for this type of auto park," said Charles Kenner, president of Houston Property Development Co.

"Houston, like Los Angeles, is a spread-out city. Putting several auto dealerships in one location provides a great service to the consumer and can save him enormous amounts of time driving from one dealership to another.

"For the dealerships, of course, the advantage is that they feed off each other's traffic," Kenner said.

Jim Monk, president of J.M. Monk Building Co., noted that the concept operates on the same principle as the conventional mall with several major anchor stores.

"The automobile dealerships benefit from being next to each other," he said, "just like Foley's and Sears benefit from being in the same mall. In fact, in California, customers drive to auto parks from substantial distances, just because they know they can save time once they get there and are more likely to find the car they want in one trip."

Kenner said that Southwest Autopark, Ltd., selected a site located in the heart of an area of residential and commercial growth, with only one other automobile dealership situated within seven miles.

"Most other dealerships," said Kenner, "are at least 12 miles away, and this is an exploding residential area, just waiting to be served. Right now, an average of 33,148 cars pass our Autopark 6 site daily. By 1990, the number is projected to increase to 57,600 cars daily."

Southwest Autopark, Ltd., will sell property directly to the automobile manufacturer or to individuals who want to establish a dealership. It will build to suit or will build and lease a facility to a dealership.

"Dealers will also benefit from being able to organize joint promotional and advertising efforts and will be able to share the cost of services, such as courtesy cars or vans to transport customers home or to work," Kenner said.

Dealerships will be located facing each other on either side of a road that will run through the center of the property. Green belts will be planted between dealerships.

Autopark 6 is adjacent to a $500-million, 563-acre community where a $25-million shopping center and residential projects are under construction.

J.M. Monk Building Co. has designed and constructed more than over 80 automobile dealerships in Houston, Dallas, San Antonio, Austin, Santa Fe and other markets.

Thomas, Snyder reelected to top posts at HUF, ASF

WASHINGTON.—L.D. Thomas, president of Amoco Oil Co., and William B. Snyder, chairman of GEICO Corp., have been chosen to continue to lead the Highway Users Federation.

Thomas was reelected to a second term as chairman of the Highway Users Federation, and Snyder accepted his fourth term as chairman of the Automotive Safety Foundation, the federation's educational and research affiliate.

Elected vice chairmen of the HUF were Patrick C. Ross, president, B.F. Goodrich Co., and F. Alan Smith, executive vice president, finance, General Motors. Smith also serves as HUF treasurer. Reelected HUF secretary was G. Mack Dove, president, AAA Cooper Transportation.

Frank L. Nageotte, president of Greyhound Corp., was reelected vice chairman of the Automotive Safety Foundation. Smith and Dove will continue to serve as ASF treasurer and secretary, respectively.

All officers of the federation and the foundation are elected for one-year terms.

Newly elected to one-year terms on the HUF executive committee were: Richard M. Donaldson, vice president, public and government affairs, Standard Oil Co. (Ohio); Charles P. King, senior vice president—sales, Nissan Motor Corp. in U.S.A.; Donn R. Osmon, vice president, marketing and public affairs, 3M Co., and Robert G. Wallace, executive vice president, Phillips Petroleum Co.

The Highway Users Federation is supported by 400 businesses, industries and associations to promote safer, more efficient highway transportation.

The Automotive Safety Foundation, founded in 1936, encourages traffic safety on behalf of private industry and fosters educational and research programs for safe use of roads and streets.

COLD WEATHER STARTING & LOW BATTERY PROBLEMS SOLVED HERE!

ElectraStart

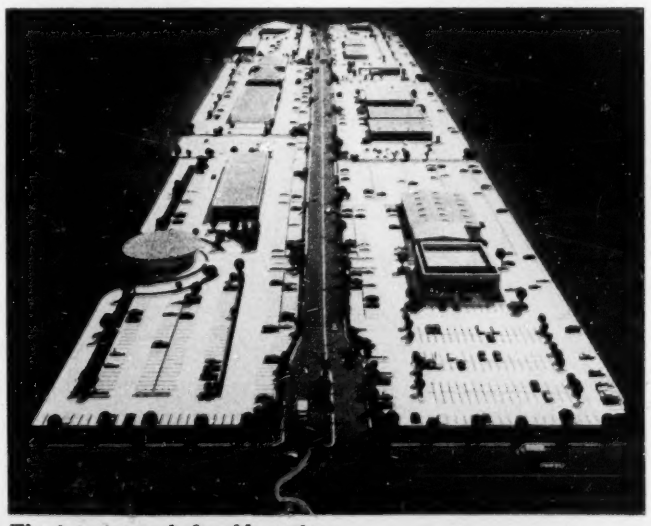
- Safe, Portable 12V.
- Clean, Convenient.
- Auto Recharge 110V.
- Heavy Duty, Durable, Demonstrated 9 Year Life.

Available with Chloride TS1000 Battery

- 1000 CC Amps, 180 Min. Reserve. Start 30- 50 units/recharge.
- No Battery Maintenance. No Acid Spills - EVER!

It Always Pays To Use The Very Best.

Perry-Scott Electric
3631 Interlake
Seattle, Washington 98103
800-426-7730 206-633-0404
Distribution Inquiries Invited



First autopark for Houston

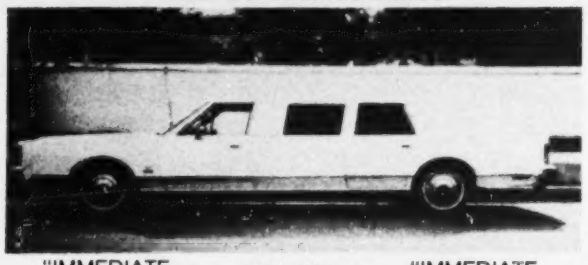
Southwest Autopark, Ltd., is developing Autopark 6, Houston's first automobile shopping center. Two of the six to eight sites have been spoken for—one will be a Ford dealership and the other has been bought by the owner of Oldsmobile, Isuzu and Nissan dealerships. The 38-acre site is adjacent to a 563-acre area that includes residential units and a shopping center.

IMPORT SALES BY MODEL

	Nov., 1985	Nov., 1984	11 Mos., 1985	11 Mos., 1984
ALFA ROMEO	319	312	4,320	3,400
AUDI	6,111	5,432	67,718	65,426
4000	0	326	0	10,430
4000S	1,322	313	16,133	3,725
4000S Quattro	468	169	4,372	3,661
5000S	3,334	3,546	36,346	38,396
5000S turbo gas	505	915	7,088	5,909
5000 CS Quattro turbo	185	2	258	61
Coupe	297	161	3,356	3,244
Tourist	0	0	43	0
BMW	6,380	5,033	80,178	62,761
318/320	1,048	1,166	22,661	26,278
325e	278	1,564	1,605	13,095
524 TD	2,270	0	26,660	0
528/535i	1,239	1,245	15,894	13,528
635CSI	331	195	4,068	2,397
735i	1,214	863	9,290	7,463
CHEVROLET	11,587	1,847	75,437	10,369
Spectrum	5,606	712	49,044	712
Sprint	5,981	1,135	26,393	9,657
CHRYSLER/MITSUBISHI	12,208	9,179	91,787	83,506
Colt	9,166	7,234	66,015	62,927
Conquest	477	452	4,880	6,672
Vista	2,565	1,493	20,892	13,907
FIAT	0	0	0	316
HONDA	37,565	31,985	365,547	347,983
Civic	13,454	10,971	138,290	125,435
Civic CRX	4,885	6,126	47,065	42,765
Accord	13,040	8,813	109,259	117,105
Prelude	6,186	6,075	70,483	62,678
I.A.I.	0	100	0	1,566
ISUZU	1,913	1,404	25,035	16,041
I-Mark	1,172	343	11,516	4,104
Impulse	741	1,061	13,519	11,937
JAGUAR	1,530	1,719	17,414	15,905
XJ6	1,206	1,376	14,254	12,875
XJS	324	343	3,160	3,030
LANCIA	0	0	0	21
MASERATI BITURBO	80	100	1,127	1,933
MAZDA	22,802	12,942	185,625	156,204
323/GLC	8,788	3,492	55,263	41,970
626	9,369	5,309	81,961	65,093
RX-7	4,645	4,141	48,401	49,141
MERCEDES-BENZ	7,311	8,669	76,784	70,136
190D	190	377	2,878	4,834
190E	1,502	2,365	20,448	15,077
190E-16	117	0	446	0
240D	0	1	0	26
300D	169	1,637	13,250	14,772
300E	1,552	0	1,875	0
300CD	56	131	1,519	1,385
300TD	122	231	3,018	2,202
300SD	265	883	6,642	11,988
380SE/420SEL	1,258	934	9,058	6,171
500/560SEL	662	724	7,150	3,922
380/560SL	1,266	1,165	9,165	8,254
500/560SEC	152	221	1,335	1,505
MERCURY MERKUR	815	0	8,086	0
MITSUBISHI	4,018	3,283	46,133	36,152
Starion	232	490	4,439	5,966
Cordia	453	651	7,743	12,579
Tredia	988	850	10,099	12,817
Mirage	1,075	676	12,156	2,568
Galant	1,270	616	11,696	2,222
NISSAN	43,690	38,390	496,102	447,476
Sentra/210	12,804	13,279	169,634	176,075
Pulsar/310	4,425	1,731	46,148	34,340
Stanza	6,021	3,457	59,025	41,022
Maxima	8,818	7,652	90,300	61,910
200SX	4,891	5,472	61,378	58,734
300ZX	5,369	4,855	62,250	68,162
Hawaii	1,362	1,944	7,367	7,233
PEUGEOT	827	1,795	14,666	18,067
PORSCHE	2,542	1,558	22,822	18,542
944	1,677	1,147	15,216	12,153
911	572	289	5,252	4,262
928	293	122	2,354	2,127
RENAULT	486	978	6,810	11,366
18i	125	181	2,299	2,774
Fuego	361	797	4,511	8,592
SAAB	3,426	2,814	35,819	30,634
900	1,124	871	10,342	7,551
900S	1,147	916	10,692	9,044
900Turbo	921	965	13,601	13,194
9000Turbo	196	0	196	0
Tourist	38	62	988	845
SUBARU	15,526	11,740	161,929	144,623
TOYOTA	49,187	47,346	566,302	510,914
Starlet	0	0	0	259
Corolla	12,314	12,675	155,163	145,479
Tercel	5,661	9,062	83,499	94,759
Celica	8,229	5,974	70,360	78,746
Supra	1,083	2,338	22,389	27,362
Camry	11,492	8,819	115,764	85,751
Cressida	3,240	3,656	41,992	30,481
Land Cruiser	731	409	3,970	3,683
Van	1,955	2,632	30,697	30,978
4Runner SR 5	472	894	4,968	5,753
MR2	2,531	0	29,558	0
Hawaii	1,479	887	7,939	7,662
VOLKSWAGEN	10,530	7,804	130,230	94,705
Rabbit Convertible	748	697	11,729	10,934
Jetta	7,439	2,697	76,503	33,145
Vanagon	768	1,211	16,179	16,879
Quantum	973	2,172	13,091	17,406
Scirocco	602	1,027	12,953	16,341
VOLVO	7,800	7,405	99,946	95,347
DL	3,212	2,995	37,306	42,732
GL	755	790	9,232	23,613
GLT Turbo	25	969	2,156	9,461
Diesel	2	891	1,938	5,333
740 Series - Gas	2,521	740	30,773	827
740 Series - Diesel	289	0	4,893	0
760 Series - Gas	823	539	9,773	8,517
760 Series - Diesel	43	349	2,092	3,377
Tourist	130	132	1,783	1,487
YUGO	926	0	2,197	0
IMPORT TOTAL	247,580	201,835	2,582,109	2,243,393

'85 Lincolns "S-t-r-e-t-c-h-e-d" Limos

☆ *Also '85 Cadillac Limos*



"IMMEDIATE DELIVERY" ☆$31,500☆ "IMMEDIATE DELIVERY"

"AMERICAN CUSTOM COACHWORKS, LTD."

"Three" new special styles and sizes that are the best value and quality that you can acquire. You may choose from cars in production for "immediate delivery" of approximately 75 units or you can place your order to build a custom limousine to your specifications with a variety of equipment. "We welcome your inquiry" . . . and your purchase of our quality products.

CALL (213) 272-7908 OR (213) 278-0643

FOR MORE INFORMATION

"DISTRIBUTOR POINTS AVAILABLE" EB 17

One Day Auto Lease Sales Training Seminars

TOPICS

- New Profit Opportunities
- Developing a Business & Marketing Plan
- Lease Sales Management
- Lease Selling Skills
- Shopping Lease Sources
- Lease Rate Construction
- Prospecting, Networking, and Referrals
- Telephone: "The Lease Life Line"
- Selling the Lease with the Numbers
- Lease Tracking & Lease
- The Art of Credit Management
- Showroom Conversion

PROGRAM DESCRIPTION

Leasetrack has developed and produced the first controlled selling skills training and management system that is integrated with today's sophisticated brokered leasing plans.

The Leasetrack Auto Lease Sales Training Seminar will help dealership and leasing company executives, managers and sales people attain lease selling proficiency and competence. You will learn nuts and bolts, "Do's" and "How To's" in a no-nonsense management systems approach that works!

SEMINAR DATES

BOSTON	Jan. 15. Embassy Suites
HOUSTON	Jan. 22. Marriott Galleria
DALLAS	Jan. 23. Dallas Hilton

Coming in

■ February, March & April: ■

DETROIT, NEW YORK, ATLANTA, WASHINGTON D.C.

Seminar fee: $245 per person, $220. each additional person

Enrollment is limited. Register immediately.

(617)964-5196

LeaseTrack

950 WATERTOWN STREET
W. NEWTON MA 02165

C.P.A.'s PROTECT YOUR DEALER

Unless you have a large staff of CPA's, lawyers and automotive Lifo experts working with a data base that stores every price of every component option of every vehicle sold in the U.S., down to the last tire tread, 24 hours a day, 365 days a year, you can't protect your dealer as well as we can.

If you want safe, accurate, computer-generated Lifo invoice comparisons, audit summary reports and indexes based on 100% of your New Car Lifo Inventory, including every individual option, with book-bound audit trails ready for tough examination by I.R.S., better call us.

We do it every day. You don't.

LIFO SYSTEMS, INC.
1600 Airport Freeway
Bedford, Texas 76022

1-800-992-LIFO

NEW-CAR MARKET SHARES IN U.S.

	OCTOBER					TEN MONTHS				
	Regis., October, 1985	Percent Share of Market	Regis., October, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 10 Mos., 1985	Percent Share of Market	Regis., 10 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	134,056	13.78	119,904	14.37	−0.59	1,338,395	14.53	1,316,077	15.52	−0.99
Ford	119,039	12.24	114,181	13.69	−1.45	1,182,139	12.83	1,063,987	12.55	+0.29
Oldsmobile	93,396	9.60	71,965	8.63	+0.97	916,481	9.95	889,940	10.49	−0.54
Buick	76,463	7.86	78,428	9.40	−1.54	736,849	8.00	768,966	9.06	−1.06
Pontiac	73,750	7.58	54,896	6.58	+1.00	663,616	7.20	580,017	6.84	+0.36
Mercury	44,850	4.61	46,087	5.52	−0.91	453,671	4.92	434,033	5.12	−0.20
Chrysler	38,904	4.00	30,108	3.61	+0.39	323,138	3.51	266,995	3.15	+0.36
Dodge	36,532	3.75	32,126	3.85	−0.10	375,238	4.07	299,425	3.53	+0.54
Cadillac	28,557	2.93	25,942	3.11	−0.18	254,819	2.77	256,002	3.03	−0.25
Plymouth	26,911	2.77	23,924	2.87	−0.10	285,013	3.09	234,301	2.76	+0.33
Lincoln	14,830	1.52	13,028	1.56	−0.04	136,903	1.49	118,802	1.40	+0.09
AMC	11,080	1.14	15,357	1.84	−0.70	112,251	1.22	161,676	1.91	−0.69
GENERAL MOTORS	406,222	41.75	351,135	42.09	−0.34	3,910,160	42.45	3,810,002	44.93	−2.48
FORD MOTOR CO.	178,719	18.37	173,296	20.77	−2.40	1,772,713	19.24	1,616,822	19.07	+0.17
CHRYSLER CORP.	102,347	10.52	86,158	10.33	+0.19	983,389	10.67	800,721	9.44	+1.23
AMC	11,080	1.14	15,357	1.84	−0.70	112,251	1.22	161,676	1.91	−0.69
IMPORTS	274,547	28.22	208,330	24.97	+3.25	2,433,381	26.42	2,089,640	24.65	+1.77
MISC. DOMESTIC	13	0.00	24	0.00	−0.00	192	0.00	235	0.00	−0.00
TOTAL	972,928		834,300			9,212,086		8,479,096		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

972,928 counted; imports, domestics top 1984

Registrations set October record

By Jenny L. King
Detroit Reporter

Registrations of new domestic and imported cars in October soared to the highest level ever recorded for the month.

October registrations, according to figures compiled by R.L. Polk & Co., numbered 972,928, up 16.62 percent from 834,300 the preceding year. Compared with the any-month record of 1,104,999 set in September, October registrations were off 11.95 percent.

Table on Page 34

The month's total included 698,381 domestics and 274,547 imports. Domestics were up 11.57 percent from 625,970 in October, 1984, but were off 15.88 percent from 830,230 in September.

Imports were up 31.78 percent to a record 274,547 from 208,330 a year earlier. Their share of the market was up 3.25 percentage points, to 28.22 percent from 24.97 percent.

Ford Motor Co. suffered the worst setback in terms of market share. Ford gave up 2.40 percentage points in penetration, dropping to 18.37 percent in October from 20.77 percent a year earlier.

General Motors slipped 0.34 percentage points, to 41.75 percent from 42.09 percent. American Motors was off 0.70 percentage points which, although not as much as Ford, was actually far more devastating, since AMC's share dwindled to 1.14 percent from 1.84 percent.

Chrysler Corp. was the only domestic maker to compete favorably with the imports in October. Chrysler's share of the total market was up 0.19 percentage points to 10.52 percent from 10.33 percent. Miscellaneous domestics added only 13 units to the October total and did not account for a significant percent either year.

Viewed without imports, the October market was divided in this fashion: GM had 58.17 percent; Ford, 25.59 percent; Chrysler, 14.65 percent, and AMC, 1.59 percent. A year earlier GM had 56.10 percent; Ford, 27.69 percent; Chrysler, 13.76 percent, and AMC, 2.45 percent of the domestic market.

The imports' 28.22-percent share of the total October market was the largest slice for any single class. Domestic intermediates claimed 26.96 percent; compacts, 15.69 percent; subcompacts, 11.61 percent; luxury models, 9.52 percent, and standards, 8.00 percent.

Omitting imports, the October market included 37.56 percent intermediates, 21.86 percent compacts, 16.17 percent subcompacts, 13.26 percent luxuries and 11.15 percent standard-size domestics.

Year-to-date registrations were up 8.64 percent through the end of October, climbing to 9,212,086 from 8,479,096 in 1984. There was a 25.97-percent difference between 1985 and 1983, when registrations totaled 7,313,078.

Domestic registrations at the end of 10 months totaled 6,778,705, up 6.09 percent from 6,389,456; they were up 28.62 percent from 5,270,204 in 1983.

Imports were up 16.45 percent year to date, to 2,433,381 in 1985 from 2,089,640 in 1984. They increased their market share to 26.42 percent from 24.65 percent the previous year.

Over 10 months' time, GM dropped 2.48 percentage points, to 42.45 percent from 44.93 percent. Ford was up 0.17 percentage points, to 19.24 percent from 19.07 percent. Chrysler, up to 10.67 percent from 9.44 percent, had an extra 1.23 percentage points.

AMC dropped 0.69 percentage points over the year—to 1.22 percent from 1.91 percent—and miscellaneous domestics again failed to muster enough strength to earn even 0.01 percentage point.

Excluding imports, the 10-month market included GM with 57.68 percent; Ford, 26.15 percent; Chrysler, 14.51 percent, and AMC, 1.66 percent. A year earlier GM had 59.63 percent; Ford, 25.31 percent; Chrysler, 12.53 percent, and AMC, 2.53 percent.

Treasury submits plan to end unitary taxation

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Reagan Administration unveiled its long-awaited move to ban the use of unitary taxation by states as Congress moved toward its holiday recess.

Under the unitary tax system, multinational corporations with subsidiaries in various states—like Toyota, Nissan, Honda and other foreign car makers—are taxed not on the revenues of the subsidiaries alone, but on the basis of their worldwide profits.

Seven states currently use the taxation system. They are California, Utah, Alaska, Montana, Idaho, North Dakota and New Hampshire.

The Reagan Administration, as well as the governments of Japan, Great Britain, West Germany, Canada, Belgium, Italy and Switzerland, have objected to the practice on grounds of fairness and equity.

In announcing the Administration's proposal, Treasury Secretary James Baker III said, "The continued imposition of state corporate income tax on a worldwide unitary basis has a serious adverse impact on the conduct of the foreign economic policy of the U.S."

Japan and the other nations had threatened to retaliate against the U.S. if it did not eliminate the unitary tax system.

If enacted by Congress, the Multistate Tax Commission, which represents 30 state governments, believes the plan will result in the loss of up to $1 billion in revenue for 32 states.

In addition to banning the use of the unitary tax system, the Administration bill would also limit a state's ability to tax dividends paid by foreign subsidiaries of American multinational corporations.

In return, multinational corporations would be required to detail their tax liability in each of the states in which they operate and agree to make this domestic disclosure "spreadsheet" available to all state taxing authorities, the Treasury Department said.

Hino reported looking to Taiwan for truck parts

TOKYO.—Hino Motors, Ltd., a truck-producing affiliate of Toyota Motor Corp., reportedly will import components from companies of Kuozui Motors Group of Taiwan to help promote that country's parts industry.

According to the publication Nihon Keizai, Hino will become the first Japanese vehicle manufacturer to import parts made in Taiwan.

Hino owns 45 percent of Kuozui Motors, which is said to be planning to build Toyota trucks in Taiwan.

Hino will launch its parts purchasing program early this year by acquiring $499,000 worth of leaf springs for use in repairs.

The move was made possible by a program introduced by the Taiwanese Government to promote the country's auto industry with the possibility of opening up the Taiwanese market in the future.

Cars up 18 pct.; trucks, 28 pct. in November

Sales climb again in Canada

By Jenny L. King
Detroit Reporter

November sales of new North American-built cars and domestic-plus-captive trucks in Canada were up substantially over the year-earlier total.

Cars rose 18.18 percent, and trucks advanced 28.53 percent.

Car sales recorded their fourth consecutive monthly gain and truck sales have been up every month of 1985.

Unlike the U.S. experience, Canadian sales of North American-built passenger cars moved ahead in November, up 18.18 percent to 60,748 from 51,404. Four of the five major makers were included in the upswing; only American Motors fell from its year-ago stance.

Ford made the greatest progress, reporting a 29.15-percent sales advance. Ford dealers delivered 15,791 units in November, 1985, compared with 12,227 a year earlier. General Motors reported sales of 31,675 cars, an increase of some 5,000 cars and up 17.87 percent from 26,873.

Chrysler sales of 11,595 were up 16.73 percent from 9,933. American Motors reported a 39.02-percent decrease, with sales dropping to 1,100 from 1,804 (including 202 imported Renaults this year and 436 last year). Volvo sales numbered 587, up 3.53 percent from 567.

GM sales earned 52.14 percent of the domestic new-car market, down only slightly from 52.28 percent in November a year earlier. Ford was up to 25.99 percent from 23.79 percent. Chrysler dipped to 19.09 percent from 19.32 percent, while AMC's share dwindled to 1.81 percent from 3.51 percent and Volvo withdrew to 0.97 percent from 1.10 percent.

Truck sales of 27,595 in November were up 28.53 percent from 21,469 a year earlier. There were increases for all four major domestic truck builders, with AMC's 89.38-percent gain the largest. Jeep sales nearly doubled year to year, to 1,409 from 744.

GM truck sales were up 35.64 percent, to 12,362 from 9,114. Ford reported sales of 9,604 new trucks, up 24.45 percent from 7,717. Chrysler said its November truck sales of 4,220 set a record for the month. They were up 8.37 percent from 3,894 a year ago and represented the 30th consecutive monthly increase for Chrysler Canada.

The truck market in November was divided in this manner: GM had 44.80 percent, up from 42.45 percent; Ford had 34.80 percent, down from 35.94 percent; Chrysler had 15.29 percent, down from 18.14 percent, and AMC had 5.11 percent, up from 3.47 percent.

Year-to-date truck sales added to 303,772, up 25.45 percent from 242,148 in 1984. Car sales at the end of 11 months stood at 742,814, up 8.76 percent from 682,982.

Golden Olds dealer

E.K. Roggenkamp Sr., right, E.K. Roggenkamp Co., Inc., Milltown, Ind., receives a 50-year-dealer award from John Hamill, Oldsmobile Cincinnati zone manager.

Reward program against auto theft rolling in Michigan

DETROIT.—Good results are already being achieved by a reward program set up in Michigan by law-enforcement agencies, prosecutors and the insurance industry to link citizens with police in the fight against auto theft.

The program is called HEAT, which stands for Help Eliminate Auto Thefts. It was established last fall, and it has already led to two arrests of suspected car thieves, with $1,000 awarded to each citizen providing information.

HEAT is a tip-reward program that pays citizens for information that leads to the arrest and prosecution of suspected car thieves. Through a statewide toll-free tip line, persons can report stolen cars, suspected thieves and chop-shop operations, with guaranteed anonymity.

In its first eight weeks of operation, 163 calls were received through the tip line, 113 of which were actual tips; several investigations are underway as a result.

The HEAT number is monitored by the Michigan State Police Criminal Investigation Section in Livonia, which directs the tips to the appropriate police agencies for action.

Rewards under the HEAT program are: Up to $1,000 for the arrest and prosecution of suspected individual car thieves; up to $1,000 for the issuance of a warrant for suspected theft-ring members and/or chop-shop operators, and/or up to $10,000 for the arrest and binding over for trial of suspected theft-ring members and/or chop-shop operators.

Unlike other crime tip-reward programs, HEAT will offer payment on the basis of prosecution—not necessarily conviction—of car thieves.

Brown succeeds Kubly as head of Art Center

PASADENA.—David R. Brown has been appointed president of Art Center College of Design.

He succeeds Don Kubly, who retired in December after 22 years as head of the college. Brown is the third president in Art Center's 55-year history.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
OCTOBER, 1985 VERSUS OCTOBER, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	6,672	63,339	8,407	85,771
Encore FWD	3,073	38,277	5,137	59,325
Eagle 4WD	200	2,148	330	3,240
Eagle 4WD SW	1,135	8,487	1,483	13,340
TOTAL AMC	11,080	112,251	15,357	161,676
Chrysler Laser FWD	4,082	46,102	4,183	44,276
LeBaron GTS FWD	6,223	55,891	26	28
LeBaron FWD	6,724	68,954	7,156	73,290
LeBaron SW FWD	763	6,252	982	8,563
E Class-NY FWD	5,512	48,215	6,728	67,353
NY Fifth Ave-Newpt	15,600	97,724	11,033	73,485
Total	38,904	323,138	30,108	266,995
Plymouth Horizon FWD	6,637	74,720	6,635	64,125
Turismo FWD	3,647	47,157	3,737	39,520
Reliant FWD	9,958	90,847	8,243	83,724
Reliant SW FWD	2,260	27,477	2,485	31,567
Caravelle FWD	3,438	30,006	1,663	2,300
Gran Fury	971	14,806	1,151	13,065
Total	26,911	285,013	23,924	234,301
Dodge Omni FWD	5,395	63,268	6,065	55,731
Charger FWD	3,996	50,924	4,447	43,626
Daytona FWD	3,677	43,502	3,512	36,549
Aries FWD	8,789	76,358	7,457	65,423
Aries SW FWD	2,296	23,598	2,554	26,199
Lancer FWD	4,751	39,974	17	19
600'84/400'83 FWD	5,126	47,537	5,652	50,445
Diplomat	2,502	30,077	2,422	21,433
Mirada	0	0	0	0
Total	36,532	375,238	32,126	299,425
TOTAL CHRYSLER CORP.	102,347	983,389	86,158	800,721
Ford Escort FWD	31,475	272,199	24,645	219,813
Escort SW FWD	6,798	67,530	6,637	68,121
EXP FWD	449	18,177	2,986	23,886
Mustang	13,099	133,340	11,552	110,348
Tempo FWD	23,234	244,814	21,178	209,543
Taurus FWD	1	1	0	0
Taurus SW FWD	0	0	0	0
LTD	13,447	133,990	15,677	120,821
LTD SW	2,854	33,777	3,348	43,152
LTD Crn. Victoria	12,399	119,711	12,196	116,821
LTD Crn. Victoria SW	2,288	21,961	2,418	24,648
Thunderbird	12,995	136,639	13,544	126,834
Total	119,039	1,182,139	114,181	1,063,987
Lincoln Town Car	10,751	95,761	8,993	68,385
Mark VII	1,852	17,352	1,689	25,145
Continental	2,227	23,790	2,346	25,272
Total	14,830	136,903	13,028	118,802
Mercury Lynx FWD	6,970	58,775	5,009	43,209
Lynx SW FWD	1,372	12,223	1,170	11,571
LN7 FWD	0	0	0	0
Capri	1,376	13,604	1,147	14,681
Zephyr	0	0	0	0
Topaz FWD	6,418	65,276	6,313	61,165
Sable FWD	0	0	0	0
Sable SW FWD	0	0	0	0
Marquis	5,899	72,531	6,863	73,938
Marquis SW	1,758	9,316	1,504	11,474
Grand Marquis	11,394	107,585	11,254	106,564
Grand Marquis SW	996	10,274	1,283	13,117
Cougar	8,667	104,087	11,544	98,314
Total	44,850	53,671	46,087	434,033
Lincoln-Mercury Division Total	59,680	590,574	59,115	552,835
TOTAL FORD MOTOR CO.	178,719	1,772,713	173,296	1,616,822
Buick Skylark FWD	1,069	57,486	9,866	85,986
Skyhawk FWD	6,156	67,554	8,241	95,028
Skyhawk SW FWD	411	5,012	785	9,216
Somerset Regal FWD	7,662	78,320	1,845	1,952
Century FWD	22,635	176,298	17,129	148,963
Century SW FWD	1,606	20,841	1,894	23,483
Regal	12,645	99,807	13,503	160,725
LeSabre	5,260	97,293	13,292	120,847
LeSabre FWD	5	24	0	0
Electra	0	0	387	34,272
Electra FWD	13,384	80,608	5,332	34,025
Buick SW	1,158	10,648	1,386	12,227
Riviera FWD	4,472	42,958	4,768	42,242
Total	76,463	736,849	78,428	768,966
Cadillac DeVille	43	1,760	2,631	79,574
DeVille FWD	13,102	88,690	6,858	31,621
Cimarron	2,410	19,306	1,675	15,370
Fleetwood & Chassis	2,112	36,105	2,938	31,718
Fleetwood FWD	3,669	30,209	2,687	12,984
Eldorado FWD	4,863	53,022	6,130	56,102
Seville FWD	2,358	25,727	3,023	28,633
Total	28,557	254,819	25,942	256,002
Chevrolet Nova	5,430	18,259	0	0
Chevette	13,502	111,803	11,014	144,526
Camaro	16,294	175,076	14,523	169,116
Cavalier FWD	25,785	293,318	24,778	240,668
Cavalier SW FWD	5,577	65,258	6,681	73,799
Citation FWD	2,171	44,448	6,333	78,759
Celebrity FWD	24,094	228,907	17,763	188,559
Celebrity SW FWD	6,584	72,216	6,537	77,132
Monte Carlo	10,285	92,911	7,085	102,275
Impala	2,012	39,044	3,123	43,575
Caprice	15,656	121,268	14,147	123,927
Chevrolet SW	3,362	44,275	4,994	49,992
Corvette	3,304	31,612	2,926	23,749
Total	134,056	1,338,395	119,904	1,316,077
Oldsmobile Omega FWD	0	0	1,085	33,456
Firenza FWD	2,809	34,922	3,922	39,965
Firenza SW FWD	623	7,924	984	11,635
Calais FWD	11,288	104,114	1,693	1,933
Cutlass Ciera FWD	25,748	244,698	11,858	169,154
Cutlass Ciera SW FWD	3,924	35,831	2,419	35,182
Cutlass Supreme-Calais	21,002	189,640	19,055	264,033
Delta 88	11,068	150,942	16,863	194,920
Delta 88 FWD	14	21	0	0
98	0	0	181	36,744
98 FWD	11,867	101,029	8,776	43,727
Oldsmobile SW	2,006	19,035	1,273	24,080
Toronado FWD	3,047	28,895	3,856	34,111
Total	93,396	916,481	71,965	888,940
Pontiac 1000	2,273	19,273	2,070	22,950
Firebird	7,322	86,730	6,580	84,944
Sunbird FWD	8,204	91,861	8,814	96,618
Sunbird SW FWD	815	7,291	752	10,082
Grand Am FWD	12,985	88,441	2,533	2,647
Phoenix FWD	0	0	924	12,021
Bonneville	5,215	45,964	4,678	56,646
6000 FWD	15,010	121,374	8,660	85,966
6000 SW FWD	1,771	14,884	1,154	15,966
Grand Prix	5,952	50,512	5,414	62,252
Parisienne	5,532	44,561	5,066	34,959
Pontiac SW	1,214	12,731	1,475	13,378
Fiero	7,457	79,994	6,776	81,588
Total	73,750	663,616	54,896	580,017
TOTAL GM CORP.	406,222	3,910,160	351,135	3,810,002
Miscellaneous Domestic	13	192	24	235
Domestic Station Wagon Total	51,571	536,841	54,198	607,924
Domestic Grand Total	698,381	6,778,705	625,970	6,389,456
Import Total	274,547	2,433,381	208,330	2,089,640
Grand Total All Registrations	972,928	9,212,086	834,300	8,479,096

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

auction directory

THE FLORIDA AUTO AUCTION OF ORLANDO INVITES YOU TO BE OUR GUEST

TUESDAY, JANUARY 14th, 10:00 A.M.

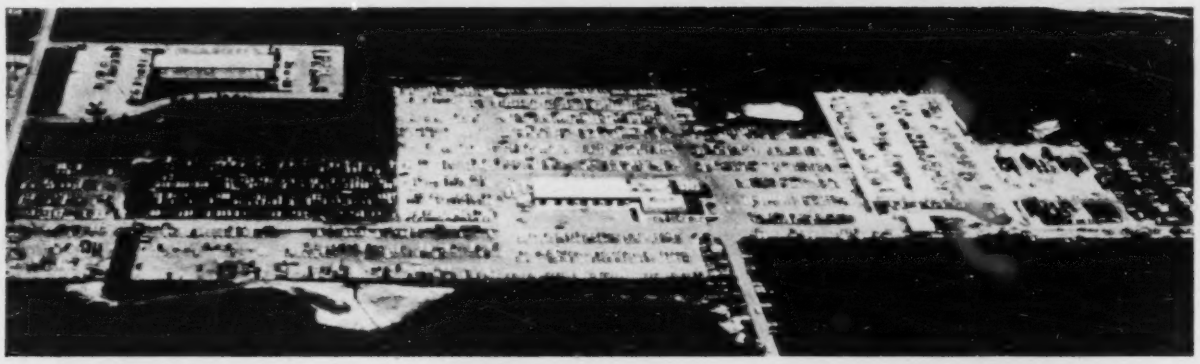
CHRYSLER FACTORY SALE

250 UNITS

"TRANSPORTATION ASSISTANCE" ON EVERY PURCHASE
($50.00 to $250.00 each) PAID BY CHRYSLER ON SALE DAY

GENERAL MOTORS FACTORY OFFICIAL BRASS HAT AUCTION SALE

300 UNITS



For additional information: Hotel accommodations at Auction Reduced Rates, and/or Free Airport Limo Service, Call: ORLANDO

(305) 656-6200

factories list auction dates

American Motors

Jan. 7—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Jan. 8—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend.

Jan. 9—Todd Auto Auction, Telford, Penn.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 10—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Jan. 14—D-A Auto Auction, New Stanton, Pa.; American Auto Auction, Walpole, Mass., and Arena Auto Auction, Chicago.

Jan. 15—Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City.

Jan. 16—Fredricksburg Auto Auction, Fredricksburg, Va.; Bel Air Auto Auction, Bel Air, Md.; Evansville Auto Auction, Evansville, Ind., and Northway Exchange, Clifton Park, N.Y.

Jan. 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Jan. 22—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend.

Jan. 23—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Jan. 24—St. Louis Auto Auction, Bridgeton, Mo.

Jan. 28—D-A Auto Auction, New Stanton, Pa.; American Auto Auction, Walpole, Mass., and Arena Auto Auction, Chicago.

Jan. 29—Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City.

Chrysler Corp.

Jan. 7—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 8—Butler Auto Auction, Gibsonia, Penn.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Southwest Auto Auction, Phoenix.

Jan. 9—Albany Auto Auction, Albany, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Jan. 10—Concord Auto Auction, Acton, Mass., and St. Louis Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Jan. 7—Harrisonburg Auto Auction, Harrisonburg, Va.

Jan. 8—Lakeland Auto Auction, Lakeland, Fla.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Jan. 9—Nashville Auto Auction, Nashville, and Skyline Auto Exchange, Fairfield, N.J.

Jan. 15—Concord Auto Auction, Acton, Mass.

Jan. 16—Arena Auto Auction, Chicago; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

Jan. 22—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 23—Skyline Auto Exchange, Fairfield, N.J.

Jan. 28—South Seattle Auto Auction, Kent, Wash.

Jan. 29—Columbus Fair Auto Auction, Obetz, O., and Clanton's Auto Auction, Darlington, S.C.

Used Car Sales
Auction Averages

Jan. 1986 to date	$3,701
Month ago	$4,568
Year ago	$4,863

Model Breakdown
Auction Averages

	JAN., 1986	DEC., 1985	NOV., 1985
1985	$7,063	$9,839	$9,989
1984	$4,654	$6,514	$6,690
1983	$4,187	$5,594	$5,820
1982	$3,730	$4,507	$4,752
1981	$2,393	$3,474	$3,543
1980	$1,770	$2,694	$2,738
1979	$1,492	$2,207	$2,254
1978	$1,259	$1,646	$1,696
Overall Average	$3,701	$4,559	$4,714

Award for Miller

Vince Miller, right, owner of Don-A-Vee Motors, Bellflower, Calif., is congratulated by Steve Center, American Motors Western regional manager. Miller was named to AMC's Hall of Fame for his commitment to community affairs and his "outstanding contributions" to AMC since 1961.

Hearings slated for 3 states on enforcing '55'

WASHINGTON.—Maryland, Arizona and Vermont have one last chance to prove they are in compliance with the national 55-MPH speed-limit law, the Department of Transportation has announced.

The agency said three of its administrative law judges will hold formal hearings in Washington on state compliance with the speed-limit law. Dates and times for the hearings have not been set.

The judges must issue a finding before the end of February on whether the states are in compliance.

In February, 1985, DOT notified the three states that based on state-submitted data, they did not appear to be in compliance for the period Oct. 1, 1983, to Sept. 30, 1984. After an informal hearing, the administrators of NHTSA and FHWA notified the states that they were not in compliance with the law. All three states then requested a formal hearing.

FHWA has told the states that until the results of their formal hearings are known, they may not obligate 10 percent of their non-interstate federal highway funds, which were distributed Oct. 1, 1985.

After the formal hearings, the department will make a final compliance decision, the agency said.

Kruse auction in Scottsdale lists 500 cars

SCOTTSDALE, Ariz.—Authentic vintage, collector and celebrity cars will be featured here at the 15th annual ITT Kruse Southwestern U.S. International Collector Car Auction and Show Jan. 17-19.

More than 500 classic and collector cars are expected for the three-day "Scottsdale '86" event, which is sponsored by ITT Kruse International. Dean Kruse will conduct the auction.

An Imperial Palace Collection car, a 1934 Duesenberg J343 Willoughby-bodied berline, never before offered at pubic auction, highlights the offerings. Also represented will be such makes as Mercedes-Benz, V-16 Cadillac, Packard, Buick, Rolls-Royce, Auburn, Jaguar and Mustang.

A 1939 Mercedes-Benz 770, claimed to be Hitler's parade car, will be on display; it will not be for sale.

Mercedes to back Boston Marathon

MONTVALE, N.J.—Mercedes-Benz of North America has become the automotive sponsor of the Boston Marathon.

The sponsorship agreement with the Boston Athletic Assn., which begins in 1986, includes the awarding of 190-E 2.3 sedans to both the male and female winners.

The agreement follows MBNA's second year as the automotive sponsor of the New York City Marathon, staged in October. The 90th Boston Marathon will be run April 21, 1986.

Anglo American acquisition

BLOOMFIELD HILLS, Mich.—Anglo American Auto Auctions, Inc., has acquired Capital Auto Auction, Inc., Columbia, S.C. This brings to 12 the number of auto auctions in the Anglo American group.

December and fourth quarter top '84

Last-half auto output best since '78

By Kathy Boyer
Detroit Reporter

Second-half domestic auto production for 1985 of 3,806,603 cars —up 6.97 percent from the 3,558,496 built during the same period a year earlier—was the best output for that period since 1978, when 4,194,048 cars were produced.

Fourth-quarter production of 1,995,872 cars was up 3.16 percent from the 1,934,772 built in the fourth quarter of 1984.

December's auto build of 561,439 units was down 16.29 percent from November's 670,693 but was 1.31 percent more than the year-ago month's 554,159.

Scheduled output of 65,025 cars for the post-holiday week ended Jan. 4 (a two-day week) was down 60.59 percent from the 165,014 cars built during the last full work week of 1985 (ended Dec. 21).

The estimated output last week also fell 41.64 percent from the year-ago week's 111,426, when the makers worked three days.

Companies shared last week's estimated production as follows: General Motors, 60.75 percent; Chrysler Corp., 16.61 percent; Ford Motor Co., 16.39 percent; Honda of America Mfg. Co., 2.54 percent; Volkswagen of America, 1.45 percent; New United Motor Mfg. Co., 1.17 percent, and Nissan Motor Mfg. Co., U.S.A., 1.09 percent.

American Motors' Kenosha plant was closed last week for inventory adjustment. Production is expected to resume today (Jan. 6).

Saturday (Jan. 4) overtime was slated for the following GM plants: Doraville, Ga.; Framingham, Mass.; Tarrytown, N.Y., and Detroit.

Daily overtime is scheduled this week at these Chrysler plants: Belvidere, Ill.; Newark, Del., and St. Louis No. 2.

Canadians hit year-end highs for auto, truck production

Vehicle makers in Canada set records in the final periods of last year.

The truck manufacturers reported their best second half ever: 383,679 trucks assembled. Output for the period was 1.90 percent more than the 376,516 completed during the second half of 1984.

Fourth-quarter production of 203,022 trucks, also an all-time high, was 1.98 percent more than the 199,074 assembled in the year-ago period.

December output of 55,789 trucks was also the best December production ever, but only slightly (0.34 percent) above the year-ago month's 55,600.

Last week, during a two-day work week after the holidays, truck makers scheduled production of 7,844 trucks, 54.93 percent below the 17,405 completed during the full work week ended Dec. 21.

Last week's scheduled build was also down 33.53 percent from the year-ago week's 11,801 (a three-day week).

Canadian auto makers also closed the year with their best second half ever.

Second-half output for 1985 of 532,946 cars was 14.74 percent more than the 464,475 units completed in the year-ago period.

The makers reported fourth-quarter output of 286,186 cars, the best build since 1978 when 292,183 units were assembled. Production for the fourth quarter was 11.64 percent above the 256,357 completed in the year-ago period.

December production of 74,402 cars also marked the best output for that month since 1978, when 85,377 units were assembled.

December's build was 38.39 percent below November's 103,893 but was 23.30 percent more than the 60,344 completed in December, 1984.

Last week's estimated production of 6,148 cars (which reflected the holiday week) was 71.81 percent below the 21,808 assembled the week ended Dec. 21.

Last week's targeted output was also 46.26 percent lower than the year-ago week's 11,441—a three-day week.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 4, 1986	Week Ended Jan. 5, 1985	Week Ended Dec. 21, 1985	Dec. Total	Jan. 1, to Jan. 5, 1985	Jan. 1, to Jan. 4, 1986
AMERICAN MOTORS	0	366	409	818	366	0
FORD MOTOR	3,882	6,045	11,417	34,093	6,045	3,882
GENERAL MOTORS	2,200	4,895	9,757	38,816	4,895	2,200
VOLVO	66	135	225	675	135	66
Total Cars, Canada	6,148	11,441	21,808	74,402	11,441	6,148

U.S. TRUCK PRODUCTION☆

	Week Ended Jan. 4, 1986	Week Ended Jan. 5, 1985	Week Ended Dec. 21, 1985	Dec. Total	Jan. 1, to Jan. 5, 1985	Jan. 1, to Jan. 4, 1986
CHEVROLET	13,368	13,863	23,469	78,359	13,863	13,368
DODGE	0	2,173	4,107	15,285	2,173	0
FORD	9,627	12,715	28,900	89,541	12,715	9,627
GMC	3,112	3,331	8,124	23,502	3,331	3,112
INTERNATIONAL	660	932	1,652	4,470	932	660
JEEP	2,300	1,676	5,812	18,600	1,676	2,300
NISSAN	0	1,109	48	5,415	1,109	0
AM GENERAL	20	30	50	150	30	20
MISCELLANEOUS	900	1,260	2,000	6,000	1,260	900
Total Trucks, U.S.	29,987	37,089	74,162	241,322	37,089	29,987

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 4, 1986	Week Ended Jan. 5, 1985	Week Ended Dec. 21, 1985	Dec. Total	Jan. 1, to Jan. 5, 1985	Jan. 1, to Jan. 4, 1986
CHRYSLER	4,064	5,818	7,793	26,445	5,818	4,064
FORD	1,194	2,012	3,662	10,843	2,012	1,194
GENERAL MOTORS	2,520	3,844	5,781	17,919	3,844	2,520
INTERNATIONAL	66	127	169	582	127	66
Total Trucks, Canada	7,844	11,801	17,405	55,789	11,801	7,844
N. American Trucks	37,831	48,890	91,567	297,111	48,890	37,831

*—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck makers notch three gains at close of 1985

Domestic truck builders completed 1,700,600 units in the second half of 1985, making it the best second half since 1978 when 1,836,955 trucks were assembled.

The second-half output was 13.31 percent more than the 1,500,901 for the year-ago period.

Fourth-quarter output of 874,017 trucks—12.05 percent more than the year-ago period's 780,055 —was the best fourth-quarter production since 1978, when 980,442 units were assembled.

December's build of 241,322 trucks, down 17.20 percent from November's 291,446, was 14.25 percent more than the year-ago month's 211,229 and the best output for that month since 1978, when 276,248 units were completed.

Estimated production of 29,987 trucks last week, a two-day work week after the holidays, was 59.57 percent below the 74,162 completed during the full work week ended Dec. 21.

Last week's scheduled output was down 19.15 percent from the year-ago week's 37,089, a three-day week.

Overtime was scheduled for Saturday (Jan. 4) at General Motors plants in: Lordstown, O.; St. Louis, and Moraine, O.

Dealer Sansone to serve term for tax evasion

MIDDLETOWN TOWNSHIP, N.J.—Although faced with the strong possibility that he will lose some of his new-car dealerships, Paul J. Sansone, 49, who owns nine new-car outlets in Central New Jersey, will have to serve six months in jail for tax evasion.

In addition to the jail term, Sansone will serve 10 years' probation and was fined $10,000.

District Judge Clarkson S. Fischer turned down a request to suspend the jail sentence and instead require long community service. The U.S. Attorney's Office had opposed any change of the jail term and called this one of the largest cases of tax evasion ever in New Jersey.

Sansone was charged with failing to report $1,261,232 in personal and corporate income from 1979 to 1982, when he should have paid $658,309 in taxes.

According to Sansone's attorneys, Toyota said it will suspend his franchise to operate Lakewood Toyota in Lakewood and General Toyota in Woodbridge, apparently because he is going to a jail. Had he been put on probation, even for a long period, he might have been able to keep his dealerships, Sansone's attorney said.

Sansone also owns Plaza Nissan Datsun and Plaza Ford in Neptune, N.J., in addition to interests in five other new-car dealerships in this region.

U.S. CAR PRODUCTION

	Week Ended Jan. 4, 1986	Week Ended Jan. 5, 1985	Week Ended Dec. 21, 1985	Dec. Total	Jan. 1, to Jan. 5, 1985	Jan. 1, to Jan. 4, 1986
AMERICAN MOTORS	0	0	2,631	5,513	0	0
Renault Total	0	0	2,631	5,513	0	0
Alliance	0	0	2,232	4,568	0	0
Encore	0	0	399	945	0	0
CHRYSLER CORP.	10,800	16,689	25,031	87,171	16,689	10,800
Plymouth Total	2,900	4,585	8,411	27,144	4,585	2,900
Horizon	1,100	1,624	3,247	10,873	1,624	1,100
Reliant	1,300	1,933	3,579	11,453	1,933	1,300
Caravelle	400	743	1,245	3,851	743	400
Gran Fury	100	285	340	967	285	100
Chrysler Total	4,100	6,172	7,965	29,017	6,172	4,100
LeBaron	1,000	1,480	2,610	8,725	1,480	1,000
LeBaron GTS	1,000	1,015	0	2,615	1,015	1,000
Laser	400	731	1,039	3,290	731	400
New Yorker/E-Class	500	842	1,251	4,228	842	500
Fifth Avenue	1,200	2,104	3,065	10,159	2,104	1,200
Dodge Total	3,800	5,932	8,655	31,010	5,932	3,800
Omni	1,000	1,726	2,949	9,835	1,726	1,000
Aries	1,000	1,471	2,606	9,223	1,471	1,000
Daytona	400	567	1,084	3,464	567	400
Dodge 600	600	863	1,698	5,048	863	600
Lancer	600	855	0	1,866	855	600
Diplomat	200	450	318	1,574	450	200
FORD MOTOR	10,660	24,536	32,532	100,744	24,536	10,660
Ford Division	7,148	16,020	22,142	67,212	16,020	7,148
Escort	2,550	4,117	7,542	23,995	4,117	2,550
Mustang	1,228	2,162	4,115	12,447	2,162	1,228
LTD	0	3,380	0	0	3,380	0
Taurus	854	0	2,293	6,417	0	854
Thunderbird	1,216	2,430	3,895	10,840	2,430	1,216
Crown Victoria	0	1,152	0	0	1,152	0
EXP	0	327	0	0	327	0
Tempo	1,300	2,452	4,297	13,513	2,452	1,300
L-M Division	3,512	8,516	10,390	33,532	8,516	3,512
Mercury Total	2,332	6,399	6,700	22,502	6,399	2,332
Lynx	506	1,102	1,745	5,524	1,102	506
Capri	240	315	475	2,060	315	240
Marquis	0	1,533	0	0	1,533	0
Sable	446	0	1,404	3,145	0	446
Cougar	704	2,031	1,975	8,221	2,031	704
Grand Marquis	0	782	0	0	782	0
Topaz	436	636	1,101	3,552	636	436
Lincoln Total	1,180	2,117	3,690	11,030	2,117	1,180
Continental	162	387	510	1,529	387	162
Lincoln	886	1,499	2,768	8,273	1,499	886
Mark VI/VII	132	231	412	1,228	231	132
GENERAL MOTORS	39,503	67,077	95,671	334,659	67,077	39,503
Buick Total	7,804	13,947	15,876	58,890	13,947	7,804
Skylark	0	1,873	0	0	1,873	0
Skyhawk	746	1,414	2,199	7,345	1,414	746
Somerset	856	1,334	2,727	8,394	1,334	856
Century	2,836	2,952	6,298	21,105	2,952	2,836
Regal	230	1,680	2,863	8,557	1,680	230
LeSabre/Electra (rwd)	108	2,836	247	718	2,836	108
LeSabre (fwd)	750	0	1,257	3,759	0	750
Riviera	206	710	283	1,001	710	206
Electra (fwd)	2,072	1,148	2	8,011	1,148	2,072
Cadillac Total	1,851	4,837	4,912	18,958	4,837	1,851
Cimarron	172	267	467	1,721	267	172
Seville	156	481	238	801	481	156
Eldorado	222	891	341	1,101	891	222
Cadillac (rwd)	24	1,051	126	2,904	1,051	24
DeVille (fwd)	1,277	2,147	3,740	12,431	2,147	1,277
Chevrolet Total	13,436	25,223	34,145	107,918	25,223	13,436
Chevette	1,088	2,456	2,692	9,726	2,456	1,088
Cavalier	3,706	7,349	9,358	31,929	7,349	3,706
Celebrity	2,092	3,558	5,015	16,739	3,558	2,092
Camaro	1,986	3,166	4,904	14,525	3,166	1,986
Citation	0	1,354	0	0	1,354	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	1,078	1,388	2,870	8,569	1,388	1,078
Chevrolet	3,486	5,348	8,327	23,461	5,348	3,486
Corvette	0	604	979	2,969	604	0
Oldsmobile Total	10,069	16,311	23,318	95,832	16,311	10,069
Omega	0	0	0	0	0	0
Firenza	396	1,177	1,302	4,102	1,177	396
Cutlass Supreme	1,432	2,374	4,711	13,851	2,374	1,432
Cutlass Ciera	4,282	5,198	7,295	25,053	5,198	4,282
88/98 (rwd)	240	3,500	1,034	9,323	3,500	240
88 (fwd)	1,408	0	3,508	23,509	0	1,408
Olds 98	919	1,792	1,813	8,868	1,792	919
Calais	1,244	1,740	3,420	10,384	1,740	1,244
Toronado	148	530	235	742	530	148
Pontiac Total	6,343	6,759	17,420	53,061	6,759	6,343
Acadian**	0	80	296	650	80	0
2000 Sunbird	1,060	2,192	2,234	8,206	2,192	1,060
1000	240	427	913	1,838	427	240
Firebird	1,062	1,546	2,531	7,666	1,546	1,062
Phoenix	0	0	0	0	0	0
6000	1,173	126	2,207	6,543	126	1,173
Grand Prix/Bonneville	0	0	0	0	0	0
Parisienne	1,068	1,065	2,670	7,971	1,065	1,068
Fiero	0	0	2,408	7,232	0	0
Grand Am	1,740	1,323	4,161	12,955	1,323	1,740
HONDA	1,650	1,846	3,059	10,875	1,846	1,650
NISSAN	712	0	1,944	6,216	0	712
NUMMI*	760	200	1,900	9,824	200	760
VOLKSWAGEN	940	1,078	2,246	6,437	1,078	940
Total Cars, U.S.	65,025	111,426	165,014	561,439	111,426	65,025
Total Cars, Canada	6,148	11,441	21,808	74,402	11,441	6,148
N. American Cars	71,173	122,867	186,822	635,841	122,867	71,173
N. American Trucks	37,831	48,890	91,567	297,111	48,890	37,831
North American Cars and Trucks	109,004	171,757	278,389	932,952	171,757	109,004

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Rockwell establishes toll-free telephone link

TROY, Mich.—A single, toll-free telephone number has been established for Rockwell International Automotive Operations. It is (800) 535-5560.

Rockwell said it will provide 24-hour telephone service linking Rockwell's six regional offices and fleet operators, independent operators and dealers.

BEST COPY AVAILABLE

C2700-1

Automotive News

January 13, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Economists: best of times may be over

By Michelle Krebs
Financial Editor

Economists say the best of the good years are over for the U.S. domestic auto industry—and that 1986 will be a good, but not a banner, year.

Today's Automotive News World Outlook concludes that 1986 will set the stage for a series of down years that will go into the next decade and maybe the next century.

The import share—mainly Japanese—of the U.S. auto market will continue to rise, likely surpassing three million units this year, up from 2.8 million in 1985.

North American car production, which includes the U.S. and Canada, will fall, dropping by nearly 1.3 million units in 1986, while Japanese makers boost production in the U.S. and Japan.

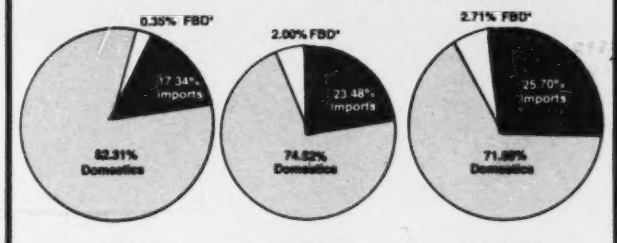
By the 1990s, Japanese auto production in the U.S. will reach 1.4 million units of capacity, according to the World Outlook, a quarterly service of Data Resources, Inc., and Automotive News. At the same time, U.S. makers and suppliers will rush offshore for cheaper sourcing.

The trend, which will be evident in 1986 and firmly entrenched by the 1990s, means the best years have passed for domestic auto makers and domestic automotive suppliers as global competition intensifies, economists say.

The grim scenario for the 1990s depicts a U.S. market with overcapacity, layoffs, collapsing prices and financial difficulties among U.S. manufacturers, a situation

Please turn to Page 42, Col. 1

1985 SALES AT A GLANCE



11,308,498	10,393,230	11,042,658
1978	1984	1985

*Foreign-Based Domestics: Accord, Golf/Rabbit, Nova, Sentra

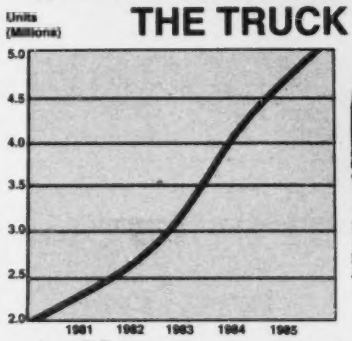
Top Nameplates

1. Cavalier — 431,031
2. Escort — 420,690
3. Celebrity — 363,619
4. Cutlass Ciera — 333,585
5. Chevrolet — 245,826

The Record Breakers

Oldsmobile	1,006,122	BMW	87,857
Toyota	620,047	Mercedes-Benz	86,903
Nissan	575,166	Audi	74,061
Honda	552,389	Mitsubishi	48,734
Mazda	211,093	Saab	39,264
Subaru	178,175	Isuzu	28,953
Volvo	104,267	Porsche	25,306
		Jaguar	20,528

THE TRUCK BOOM



Sandy Schultz

Complete sales details . . . Page 46

Late News

Daihatsu pushes

OSAKA, Japan.—Daihatsu Motor Co. plans to increase production to one million units annually from the current 717,000 in about three years, according to President Tomonaru Eguchi. The company is seeking to boost sales of minicars to snare a market share of 10 percent, compared with the current 7.9 percent.

U.K. sales set record

LONDON.—New-car sales in the U.K. set a record of 1,832,408 in 1985, according to the Society of Motor Manufacturers and Traders. The total was up 4.7 percent from 1984 and topped the previous record, set in 1983, by 2.8 percent. Ford Escort, with 157,269 units, continued as the top seller, followed by Vauxhall Cavalier, 134,335, and For

Deale
Indus
Time

'Better' gas needed, GM tells oil firms

By Louise Kertesz
Detroit Reporter

A letter sent by General Motors Vice Chairman Howard H. Kehrl to major oil companies said that currently available gasoline causes operating problems in engines with port fuel injection (pfi).

Oil companies contacted by Automotive News don't agree with GM and, at presstime, GM was downplaying the situation.

The letter was excerpted for the press by Mobil Oil Corp. Since GM singled out Mobil as a gasoline that prevents the pfi problems, the letter has also fueled an advertising campaign which is in the works there. "This is a hot pancake on our griddle," a Mobil spokesman said.

The problem is that deposits can form at the injectors' tiny openings, restricting fuel flow. More on the road have pfi—which is increasingly replacing carburetors. Other makes are also adopting such systems.

"At present and for the foreseeable future, there is a need for gasolines in the marketplace that will prevent the injector deposits," Kehrl said.

He told the oil companies, "I would appreciate learning as quickly as possible of your plans to market and advertise gasolines that perform optimally with port fuel injector systems so that we can inform our customers."

He added, "Mobil is presently marketing and advertising such a fuel."

Kehrl concluded, "I am certain you will agree that this is a critical situation which affects both the petroleum and the auto industries."

A GM spokesman told Automotive News that the letter—sent in mid-November—is just part of the historical dialog between auto manufacturers and the oil companies, through which the oil industry has responded to the auto makers' changing needs.

Please turn to Page 42, Col. 1

GM sportsters to get top-secret engine for '91

By Michelle Krebs
Financial Editor

The 1991 Pontiac Firebird and Chevrolet Camaro will be the first General Motors models to use GM's top-secret Manhattan Project engine.

The Manhattan Project, named after the World War II atom bomb operation, is charged with developing an ultra-lightweight, high-output small engine using alternative materials including ceramics.

The totally redesigned GM80 cars—Firebird and Camaro—will be introduced in 1990 but the new engine won't be available until the following model year, sources say.

The GM80 models also will have plastic body panels hung on a space-frame structure like the Pontiac Fiero. In addition, GM is considering a four-wheel-drive version. Sources at supplier companies say GM has discussed with them the purchase of components for a four-wheel-drive system.

The Manhattan Project engine is said to include the use of lightweight alloys—aluminum and magnesium—and ceramics.

Ceramics experts say a largely ceramic engine is still 10 to 15 years away because the costs are prohibitive. Nevertheless, nearly every auto maker is in hot pursuit of ceramic technology.

Ceramics withstand high temperatures and could bring about an efficient and powerful engine that retains heat energy normally lost through the cooling system and tailpipe.

In addition, ceramics are extremely hard, which raises the possibility of improving engine wear or eliminating some or all of the lubrication system.

GM is very interested in a ceramic engine and has talked recently with its Japanese affiliate, Isuzu, about its ceramic technology, sources said. GM owns about 34 percent of Isuzu, which has said it will have a ceramic engine by 1990.

The Manhattan Project is GM's first effort in more than a decade to design a new engine with a clean-sheet approach.

GM is in a hurry to put the engine into production. A year ago, Manhattan was only a research project. By last summer, GM had announced it would build a $61-million, 360,000-square-foot home for the 300 design and engineering people working on Manhattan Project and other prototype engines.

Tracer said name of Ford from Mazda

By Richard Johnson
Detroit Reporter
Copyright, Automotive News, 1986

Ford of Canada reportedly has settled on Tracer as the name for the Mazda 323-based front-wheel-drive subcompact it will import from Taiwan beginning later this year.

The Ford subsidiary is planning to import 30,000 units annually beginning this fall, responding to Hyundai's successful entry into the low end of the Canadian market.

A Ford of Canada spokesman said last week that the vehicle has not been named, but company sources have pegged Tracer as the label. Asked about Tracer rumors, the Canadian spokesman said, "That's the one I've heard most consistently."

A Ford spokesman in Dearborn said the Tracer name for Canada is under consideration but "not pinned down."

The cars will be assembled by Ford's Taiwanese affiliate, Ford Lio Ho, and sold as 1987 models through both Ford and Lincoln-Mercury dealers. They will supplement the company's Canadian line rather than replacing an existing model.

Ford has said the 1,600-cc sedan will be priced competitively with other cars from low-labor-cost countries. The car is based on Mazda's new 323 subcompact, according to company sources, but

Please turn to Page 42, Col. 4

Hidden Image

What is it, Mazda or Mustang?

Recently spotted undergoing testing in the U.S. is this sporty coupe. The two-door, based on a Mazda 626, features aerodynamic headlights, stylishly bulged fenders and a semi-wraparound backlight. Under the skin is a turbocharged four-cylinder engine and an antilock braking system. The real question: Will this show up in the Mazda 626 line or could it be the next Ford Mustang?

Toyota keeps lid on exports to U.S.

NAGOYA, Japan.—Toyota President Shoichiro Toyoda said his company plans to continue to keep exports to the U.S. below one million units in 1986, according to Kyodo News Service.

Toyota exported 940,000 cars and trucks to the U.S. in 1985.

Concerning the strategy Toyota has adopted in connection with its plan to start production in Georgetown, Ky., in 1988, Toyoda told the news service that the company would make every effort to reinforce its sales network, particularly in the Midwest.

On Toyota's interests in other markets, Toyoda said his company decided to reverse an earlier decision and set up a joint automotive parts production venture in Taiwan.

He said the Taiwanese Government now has a better understanding of Toyota's idea of gradually raising the local content of motor vehicles built there, first by aiding the growth of the Taiwanese parts industry.

Earlier, Toyota had turned down a government request for a joint venture in Taiwan to build cars because of a disagreement over local content and other requirements.

Toyoda told Kyodo that Taiwan could become an export base for Toyota in the future if quality and cost conditions are met.

Toyoda also said Taiwan and South Korea used to be "distant countries" in a business sense for Toyota. He said his company now would work to build up sales to such countries.

According to Kyodo, Toyoda attributed the recent plunge in exports to China chiefly to that country's reduced foreign currency reserves. He also said there would be no change in Toyota's policy of aiding the growth of China's automotive industry.

Wagner to head Toyota sales

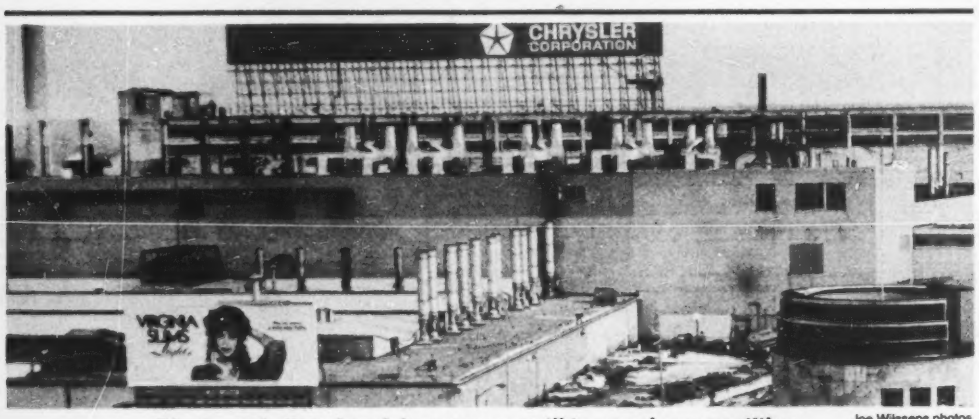
Albert W. Wagner

TORRANCE, Calif.—Albert W. Wagner has been named national sales manager for Toyota Motor Sales, U.S.A. He succeeds Robert W. McMillan, sales vice president, who will retire.

James E. Press has replaced Wagner as general manager of the San Francisco region. Press has been general marketing and distribution manager since January, 1985.

Wagner joined Toyota in 1984 after 22 years with Chrysler Corp. His last post at Chrysler was Dodge advertising manager.

Press has been with Toyota since 1970 and and has served in marketing, distribution, product planning and service assignments.



Plant needs "modern labor agreement" to remain competitive

Joe Wilssens photos

Chrysler Jefferson on hot spot

By Mary Connelly
Detroit Reporter

Chrysler Corp. has signaled to the UAW it wants a streamlined labor agreement at its aging Jefferson Avenue assembly plant in Detroit.

Chrysler said it has discussed with the union the long-range future of the plant and the need for a "modern labor agreement" to remain competitive.

Chrysler is striving for fewer job classifications and simplified work rules at its plants, including Jefferson, to boost productivity and flexibility.

Chrysler has no product plan for the Jefferson plant after the 1987 model year. The plant builds compact Plymouth Reliant and Dodge Aries models.

Union and Chrysler officials have been meeting to reach a local agreement following ratification of a three-year national contract in October.

The union said it has not yet received a proposal from Chrysler but said it expected a request for a "streamlined" agreement.

"We are waiting for Chrysler to make a proposal," said Wolf Lawrence, president of UAW Local 7, which represents workers at the plant. Lawrence said a Jan. 26 membership meeting has been scheduled to discuss a possible new labor agreement.

The City of Detroit has also been involved in "tripartite" talks with Chrysler and the UAW in an effort to keep the plant operating. The city has not specified what inducements it will offer Chrysler to renovate, and possibly expand, the plant.

The UAW/Chrysler agreement contains a letter of intent stating that the plant will continue operating through the 1987 model year.

Gerald Greenwald fends off reporters

"The important thing is everyone is talking and looking at a future for Jefferson Avenue," UAW President Owen Bieber said last week.

"The Chrysler department of the UAW wants to do what it can to keep Jefferson alive and to keep employment in Detroit," said a union spokesman.

"It's not unique to Jefferson," a Chrysler spokesman said of possible proposals for changes in the traditional contract. "We've tried to do it at other plants as well."

Japanese urged to extend curbs

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Thirteen senators have sent letters to Japanese Prime Minister Yasuhiro Nakasone and Michio Watanabe, head of the Ministry of International Trade and Industry, urging another year's extension of Japan's 2.3-million limit on car exports to the U.S.

The letters were initiated by Senator Dan Quayle, Indiana Republican, and were signed by four other Senate Republicans and eight Democrats.

They inform the Japanese Government that "this would be an especially unfortunate time for Japan to further increase its auto imports to the U.S., and in so doing further exacerbate our already tenuous trade relationship."

The identical letters say, "We respectfully urge you to make every effort to encourage further voluntary restraint on the exportation of automobiles to the U.S. Without such efforts, the trade imbalance that now exists between our two countries may well continue to grow, fueling sentiment for more unilateral trade protection in the U.S."

Quayle's letters to the Japanese began, "In March, 1986, export limits voluntarily imposed on the sale of Japanese automobiles to the U.S. will expire.

"We write to you today to urge that, as part of an overall effort to bring about a more equitable trade relationship between the U.S. and Japan, the voluntary restraint on exports of automobiles to the U.S. be extended for another year at the current 2.3-million-unit level."

The letters say that recent measures undertaken by both the U.S. and Japanese governments to ease trade friction are "welcomed," but that "good intentions have not produced adequate results."

The senators said that "while the U.S. auto industry has regained much of its economic vigor, many of our domestic industries that suffer from a lack of market access or from dramatically growing imports have not."

The senators called specifically for unrestricted market access in Japan for U.S. telecommunications, service and agricultural products.

Besides Quayle, the letters were signed by the following Republican senators: Richard Lugar, Indiana, chairman of the Senate Foreign Relations Committee; John Heinz and Arlen Specter, Pennsylvania, and Robert Kasten, Wisconsin.

Democratic senators signing the letter were: Thomas Eagleton, Missouri; Alan Dixon and Paul Simon, Illinois; John Glenn and Howard Metzenbaum, Ohio; Donald Riegle and Carl Levin, Michigan, and William Proxmire, Wisconsin.

Iacocca sees lid kept on by Japanese

By Mary Connelly
Detroit Reporter

LOS ANGELES.—Chrysler Corp. Chairman Lee A. Iacocca said he does not expect Japanese auto makers to boost exports to the U.S. beyond current levels.

Addressing a news conference at the Greater Los Angeles Auto Show, Iacocca also said dollar/yen changes, proposed federal tax reforms and use of financing incentives may aid domestic producers in fighting off additional market penetration by imports.

"I imagine they'll hold still at 2.3 million, plus their production here, plus their parts shipments," Iacocca said.

Iacocca also predicted one more price hike by Japanese makers during the current model year. Coupled with recently announced increases, he forecast price hikes totaling $800-$1,000 on a "run-of-the-mill Toyota."

Domestic makers' market penetration could increase, he said, as the cost difference between American and Japanese models is narrowed due to import price hikes and domestic financing incentives.

Iacocca said he expects financing incentives to continue throughout the model year on selected car and truck models to prevent production cutbacks.

Iacocca spoke at the unveiling of the Maserati-Chrysler luxury sports coupe code-named the Q-coupe.

"There is a market for this car," he said. "I think it's a niche fairly small but growing. I imagine the Japanese will be countering with cars in the $25,000 class soon."

Both Iacocca and Alejandro De-Tomaso, who heads Maserati, said they anticipate additional joint ventures.

index

Auction reports	33
Book reviews	18
Classified advertising	34-41
Editorial page	10
Production by makes	47
Registrations, car	19
Sales, car	46
Truck highlights	14

60th year—No. 5109

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

JWT Ford Germany account wobbly

Ford Motor Co. in Germany is reviewing its $26 million account, and Young & Rubicam stands a good chance of taking it away from J. Walter Thompson Co., Advertising Age reports in this morning's edition.

A decision is expected by mid-February. Both JWT and Y&R will make presentations to Ford at the end of this month.

The German account is Ford's biggest on the European continent, although the U.K. account, handled by Ogilvy & Mather, is bigger.

"We looked at several agencies that had offices in Germany, but the ones of interest to us outside of our own already had car accounmts, said Douglas McClure, advertising director for Ford's worldwide marketing staff.

Ford's market share in Germany has slipped dramatically, falling from a 15-percent share in the 1970s to 12.2 percent for 1984 and to 10.7 percent by the end of last year. However, a Ford spokesman said the declining market share had nothing to do with the decision to interview other agencies.

Ogilvy & Mather may also be in danger of losing its U.K. account in the longer term, Advertising Age reports.

TV ad spending on rise for autos

By Edward Lapham
Marketing Editor

Spending for automotive advertising on television rose 21 percent in the first nine months of 1985 to more than $1.4 billion, according to the Television Bureau of Advertising.

TVB, which monitors commercial television advertising, said the automotive segment remains the second largest.

Of the three major categories measured by TVB, spot market advertising by dealer associations showed the biggest increase, up 39 percent to nearly $250 million.

Total spending by manufacturers, for both network and spot, rose 16 percent to more than $940 million in the January-September period. Spending by individual dealers in the top 75 markets rose 27 percent to $237.8 million.

In the dealer association category, Nissan dealer groups posted a 51-percent increase to $34.4 million for the first nine months of the year to rank first.

However, two new listings, multi-brand association spending at Chrysler and Ford, posted the largest gains, 182 percent and 206 percent, respectively.

Multi-brand dealer association spending at GM, largely for trucks, rose 14 percent.

Among individual dealers in the 75 largest markets, Cal Worthington's Los Angeles operation continued to be the big spender, with a 33-percent increase to $2.7 million.

Ford Motor Co. took over the top spending spot, up 8 percent to more than $149 million.

GM, which traditionally had led the pack, cut its spending 9 percent to $138.3 million in the first nine months of the year.

Nissan, which shifted much of its spending into dealer association buys, cut its corporate spending 7 percent.

AMC spending was off 8 percent.

TV ADVERTISING EXPENDITURES BY LEADING UNITS

(Includes passenger cars and trucks)

	1984 Network	1984 Spot TV	1984 Total TV	1985 Network	1985 Spot TV	1985 Total TV	Percent Change
General Motors	$125,505,300	$25,169,700	$150,675,000	$102,503,100	$35,845,900	$138,349,000	− 9
Ford Motor Company	108,303,800	29,266,600	137,570,400	122,380,900	26,753,600	149,134,500	+ 8
Chrysler Corp.	58,862,100	14,081,500	72,943,600	63,697,600	21,430,100	85,127,700	+ 17
Nissan Motor Co.	33,830,400	32,899,900	66,780,300	25,244,000	36,804,800	62,048,800	− 7
Toyota Motor Sales	9,405,200	44,366,700	53,771,900	16,236,100	52,507,900	68,744,000	+ 28
American Motors	40,992,400	4,382,600	45,375,000	39,618,100	2,172,200	41,790,300	− 8
Volkswagen A.G.	8,963,100	12,070,200	21,033,300	24,667,300	10,668,600	35,335,900	+ 68
Mazda Motors	18,365,200	2,091,000	20,456,200	27,431,800	3,882,200	31,314,000	+ 53
Honda Motor Co.	2,987,700	3,300,000	6,287,700	18,180,500	996,700	19,179,200	+205
Fuji Heavy Ind.	7,248,200	3,859,800	11,108,000	7,181,300	4,941,900	12,123,200	+ 9
Bavarian Motors Works	1,920,700	4,689,700	6,610,400	8,450,800	2,866,700	11,317,500	+ 71
Daimler-Benz	8,306,200	73,500	8,379,700	7,136,200	3,197,000	10,333,200	+ 23
Mitsubishi Corp.	0	8,368,800	8,368,800	0	9,303,700	9,303,700	+ 11
American Isuzu Motors	3,199,700	1,490,300	4,690,000	3,798,500	2,965,600	6,764,100	+ 44
Porsche A.G.	0	575,900	575,900	2,574,600	459,600	3,034,200	+427
Volvo A.B.	331,700	4,056,900	4,388,600	435,600	2,289,100	2,724,700	− 38
B L Ltd.	0	445,500	445,500	0	1,444,800	1,444,800	+224
Saab Scania A.B.	0	608,600	608,600	0	966,600	966,600	+ 59
TOTAL	$437,100,300	$372,003,500	$809,103,800	$469,455,400	$471,047,700	$940,503,100	+ 16

Source: Television Bureau of Advertising from Broadcast Advertisers Reports. data. Includes cars, vans, trucks

LEADING TV AUTO DEALER ADVERTISERS

January – September, 1985

	1984	1985	Percent Change
Cal Worthington (Los Angeles)	$ 2,047,000	$ 2,720,200	+ 33
Potamkin Cadillac (New York)	2,035,700	2,061,300	+ 1
Cal Worthington (Sacramento)	729,500	1,840,000	+152
Celozzi-Ettleson (Chicago)	1,564,800	1,727,400	+ 10
Jeff Legum Chevrolet/Datsun (Baltimore)	1,340,600	1,212,700	− 10
Pete Ellis Dodge (Los Angeles)	1,095,500	1,369,000	+ 25
Wilson Ford (Los Angeles)	933,400	1,568,600	+ 68
Kelly Chevrolet(Miami)	355,500	1,177,500	+231
Cal Worthington (Seattle)	940,600	1,343,000	+ 43
Casey Chevrolet (Norfolk)	890,300	816,100	− 8
Suburan Ford (Sacramento)	566,900	1,120,400	+ 98
Piemonte & Arlington Heights Ford (Chicago)	387,400	895,800	+131
Gulf Coast Dodge (Houston)	499,700	849,300	+ 70
Nationwide Datsun (Baltimore)	633,800	768,600	+ 21
Long-Lewis Ford (Birmingham)	590,100	1,139,800	+ 93
TOTAL	$187,961,500	$237,833,600	+ 27

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data in the top 75 markets.

TOP TV DEALER ASSOCIATION ADVERTISERS

January – September, 1985

	1984	1985	Percent Change
Nissan/Datsun	$22,838,400	$34,402,100	+ 51
Ford	18,831,300	23,619,300	+ 25
Chevrolet	17,912,500	25,813,600	+ 44
Oldsmobile	13,873,800	25,639,500	+ 85
Pontiac	13,174,900	22,649,500	+ 72
Buick-Opel	10,718,600	13,531,200	+ 26
Dodge	9,065,800	12,207,300	+ 35
Mazda	6,953,000	8,688,600	+ 25
Subaru	8,053,000	8,653,800	+ 7
Toyota	6,752,700	6,324,400	− 3
Honda	4,444,900	7,835,800	+ 76
Lincoln-Mercury	4,634,800	3,924,500	− 15
BMW	4,350,800	8,157,400	+ 87
Cadillac	4,300,900	8,854,200	+106
Renault	4,438,500	5,872,500	+ 32
Volkswagen	4,221,600	5,125,800	+ 21
Chrysler-Plymouth	4,595,600	5,666,800	+ 23
General Motors	3,650,700	4,176,100	+ 14
Lincoln-Mercury	4,634,800	3,924,500	− 15
Chrysler Corp.	1,344,500	3,788,600	+182
Ford Motor Co.	949,800	2,907,600	+206
TOTAL	$179,059,100	249,360,6000	+ 39

Source: Television Bureau of Advertising from Broadcast Advertiser Reports data in the top 75 markets.
Dealer associations television advertising only on spot television.

Volvo brass embroiled in stock fray

Pehr G. Gyllenhammar

By Stig Bjorklund
Staff Correspondent

GOTHENBURG, Sweden.—Volvo's two top executives are among 30 Swedish executives embroiled in a political and media controversy over a stock market investment that netted them large gains.

The government has launched an investigation into the practice—common in this country—whereby company executives are given a chance to buy stock in a company when small stockholders are not. Involved are Volvo President Pehr G. Gyllenhammar and Managing Director Hakan Frisinger and about 30 other executives from other Swedish companies.

Three years ago, a Volvo subsidiary, Soneson, acquired a privately held medical company, Leo. When Soneson decided two years ago to issue a separate, private, stock for Leo, it offered the 30 executives shares at the same favorable price it paid for them.

Then, several months ago, the stock was listed on the exchange for the first time. Sales of the shares opened at considerably higher prices, allowing the executives gains that in some cases reached millions of dollars.

The transaction was revealed in the press the day before the traditional Volvo press conference announcing the results of the first nine months of 1985.

Reporters centered their questions more on Gyllenhammar's business ethics than on the financial results of Volvo, angering Gyllenhammar, who declared his honor was worth more to him than any private profit. He said he would sell his shares, at the original price, to the cancer research fund set up in the name of the Volvo founder, Assar Gabrielsson.

The massive press coverage that followed snowballed into a political dispute concerning the so-called pilot practice that allows executives to make such profits when small stockholders in a company cannot. In the wake of the Leo Affair, as it was called, the Soneson chairman resigned, and an executive of the bank that financed the executives' stock purchases—and who bought stock himself—was fired.

The press reported a schism between Gyllenhammar and Frisinger because Frisinger refused to abstain from his profits, which were substantially higher than Gyllenhammar's.

The affair got so hot that the Socialist prime minister announced an official investigation into what happened and how a similar situation could be avoided in the future. A three-person investigation commission was quickly set up to start its work at the beginning of this year.

Its findings are also to be sent to tax authorities. The tax question: Whether Gyllenhammar's donation of his shares will exempt him from taxes on the gain.

Attack on gray market fizzles

By Jake Kelderman
Washington Reporter

WASHINGTON.—A drive by some European makers and their congressional allies to put an end to the gray market in automobiles has apparantly ended, and the winners are the gray marketers and the consumers who buy their products.

Under compromise legislation already worked out in the Senate and in process in the House, gray marketers will continue to be able to sell their products in the U.S. if they comply with the same requirements as those placed on full-line manufacturers.

"What we've tried to do here is level the playing field," said Senator Daniel Inouye, Hawaii Democrat.

Inouye was a sponsor of legislation that would have put severe limits on gray marketers but he ran into opposition from Senator Warren Rudman, New Hampshire Republican, who saw no need for such strictures and wanted retention of an open market.

The two worked out a compromise in the waning hours of the first session of the 99th Congress that would permit gray marketers to continue if they pay gas-guzzler taxes and CAFE penalties like other makers and recall their cars when a safety defect is found.

Certain foreign car makers and their dealers had argued before Congress that it was unfair for the gray marketers to sell their product here without having to meet the same financial requirments and responsibilities as the franchised dealers. THey also argued that some of the vehicles sold were never intended for the U.S. market.

The Inouye-Rudman compromise calls for the importers and modifiers to register with the Department of Transportation and for DOT to establish requirements for record-keeping, inspection of those records, penalty assessments and the like.

Once DOT accepts a vehicle as suitable for importation, any gray marketer may import the vehicle subject to completion of the necessary modifications.

The vehicle may not be sold, however, until the importer determines fuel-economy ratings for it, labels it for any gas-guzzler taxes and certifies that it was modified in accordance with perscribed procedures and that it meets all federal safety standards.

Their proposal also calls for the gray marketers to be responsible for recalling their cars, both when they discover a safety-related defect and when the original makers find one in a vehicle similar to that imported by the gray marketer. DOT would be required to establish regulations insuring that the gray marketers get the information they need to fix the cars if the original maker recalls the cars.

It is anticipated that the compromise measure will be considered for Senate passage shortly after the members return to Washington in mid-Janaury.

The time frame for final, full congressional passage is considerably longer, since the House must still pass its version of the measure. It was learned last week, however, that a compromise very similar to that reached in the Senate will likely be signed off soon in the House Energy and Commerce Committee.

Honda plans to build 220,000 cars in U.S.

TOKYO.—Honda of America Mfg. Co. will build 220,000 units of the Accord and Civic models at its Marysville (O.) plant in 1986—an increase of 51 percent over the 145,337 Accords built there in 1985, according to Tadashi Kume, president of Honda Motor Co., Ltd.

A new line at the plant will build the Accord hatchback, beginning in April. Beginning in July, the line will also build the Civic four-door sedan. The current line then will build only Accord four-door sedans.

By early 1988, the plant will have a capacity of 360,000 cars a year—a 20-percent increase over the company's initial production target.

That will bring Honda's total yearly auto production in North America (including the plant now under construction in Canada) to 440,000 units, Kume said.

He said that Honda intends to facilitate the planned production increase by further automating painting, welding and assembly operations, at a cost of about $60 million.

Kume also forecast 1986 Honda sales in the U.S. of 650,000 units, a 17.75-percent increase over the 552,000 sold in 1985.

Kume said that Honda plans to produce 1.53 million vehicles in Japan in 1986, 12.3 percent more than in 1985. If that target is met, Honda may replace Mazda Motor Corp. as the third-largest auto producer in Japan.

IMPORT REGISTRATION SHARES IN U.S.

	OCTOBER						TEN MONTHS				
	Regis., October, 1985	Percent Share of Market	Regis., October 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84		Regis., 10 mos., 1985	Percent Share of Market	Regis., 10 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	56,553	20.60	39,307	18.87	+1.73	Toyota	470,463	19.33	418,550	20.03	−0.70
Toyota	50,052	18.23	40,520	19.45	−1.22	Nissan	469,671	19.30	397,945	19.04	+0.26
Honda	39,608	14.43	40,385	19.39	−4.96	Honda	438,145	18.01	407,325	19.49	−1.48
Mazda	20,147	7.34	15,083	7.24	+0.10	VW	162,644	6.68	133,481	6.39	+0.29
VW	18,785	6.84	10,415	5.00	+1.84	Mazda	159,380	6.55	136,567	6.54	−0.01
Subaru	18,138	6.61	13,410	6.43	+0.18	Subaru	135,251	5.56	121,990	5.84	−0.28
BMW	8,769	3.19	5,401	2.59	+0.60	Volvo	88,470	3.63	81,569	3.90	−0.27
Volvo	8,579	3.12	6,320	3.03	+0.09	BMW	75,203	3.09	56,515	2.71	+0.38
Mercedes	6,661	2.43	5,753	2.76	−0.33	Mercedes	73,434	3.02	60,843	2.91	+0.11
Audi	6,377	2.32	6,285	3.02	−0.70	Audi	64,152	2.64	57,870	2.77	+0.13
Others	40,878	14.89	25,451	12.22	+2.67	Others	296,568	12.19	216,985	10.38	+1.81
TOTAL	274,547		208,330			TOTAL	2,433,381		2,089,640		
Share of U.S. Total		28.22		24.97	+3.25	Share of U.S. Total		26.42		24.65	+1.77

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

October total up 31 pct. to 274,547

Import registrations set record

By Jenny L. King
Detroit Reporter

New imported cars claimed a healthy 28.22 percent of the total market in October, and volume was up 31.78 percent over the year-earlier total.

German-built cars increased to 13.50 percent of the month's total from 11.69 percent a year earlier, and Japanese autos dipped to 71.57 percent from 73.94 percent.

According to monthly registration reports from R.L. Polk & Co., a record 274,547 imported cars were added to the books in October compared with 208,330 in the same month of 1984. Ten makes accounted for 85.11 percent of the month's import total, down from 87.78 percent the preceding year.

Imported-car sales were up 31.78 percent, and the 274,547 registrations represented 28.22 percent of the total U.S. market, up from 24.97 percent in October, 1984.

Nissan's record sales for the month put it in first place among the imports, up from third a year earlier. Nissan gained 1.73 percentage points. Toyota slipped into second place from the top spot a year earlier and simultaneously lost 1.22 percentage points. Honda, with steady numbers in a growing market, moved down to third place from second and forfeited 4.96 percentage points.

Mazda registrations, up 34 percent in number, gave the company the necessary impetus to stay ahead of fifth-place Volkswagen and sixth-place Subaru. Both the latter companies also had an excellent October. BMW leapfrogged from 10th to seventh place, with Volvo, Mercedes-Benz and Audi completing the list in that order.

Year-to-date import registrations were up 16.45 percent in number and expanded to 26.42 percent of the total U.S. market from 24.65 percent in the first 10 months of 1984. The 1985 total was 2,433,381 compared with 2,089,640 a year earlier.

Toyota maintained its grip on first place among the major imports but only by a few units. The number-one importer had 10-month registrations of 470,463 compared with 469,671 for second-place Nissan. Toyota's share of the market was off 0.70 percentage points while Nissan was up 0.26 percentage points from its year-ago share.

Honda slipped from second to third place and gave up 1.48 percentage points from its year-earlier market share of 19.49 percent. VW moved into fourth, pushing Mazda down to fifth place. Subaru and Volvo stayed in sixth and seventh places year to year, BMW moved to eighth from 10th, pushing Mercedes and Audi into ninth and 10th places, respectively.

Ten makes captured 87.81 percent of the year-to-date import market, down from 89.62 percent in 1984.

In October, 71.57 percent of the new import registrations were of Japanese origin, down from 73.94 percent a year earlier. Cars from West Germany represented 13.50 percent compared with 11.69 percent in 1984. U.S. "imports"—that is, VW Golfs, Honda Accords and Nissan Sentras assembled in this country—claimed 8.96 percent of the market, up from 8.01 percent. The numbers were as follows:

	Oct. 1985	Oct. 1984
Japan	196,489	154,036
W. Germany	37,066	24,358
United States	24,596	16,693
Sweden	11,443	8,791
France	2,106	2,519
Britain	1,793	1,029
Italy	541	886
Yugoslavia	513	0
Ireland	0	18
TOTAL	274,547	208,330

At the end of 10 months, Japanese cars represented 70.85 percent of the new import registrations, down from 71.97 percent a year earlier. West German cars had 13.89 percent, up from 12.46 percent, and U.S. imports advanced to 8.46 percent from 8.10 percent of the market. The numbers:

	10 Mos., 1985	10 Mos., 1984
Japan	1,724,069	1,503,886
W. Germany	338,112	260,457
United States	205,806	169,274
Sweden	121,673	109,139
France	20,634	26,259
Britain	16,413	14,373
Italy	5,923	5,932
Yugoslavia	751	0
Ireland	0	320
TOTAL	2,433,381	2,089,640

Registrations of imported trucks were up 28.23 percent October to October, to 83,405 from 65,045. Numbers for the major importers were:

	Oct., 1985	Oct., 1984
Toyota	28,707	25,109
Nissan	24,270	15,364
Mazda	11,153	10,375
Isuzu	6,637	—
Dodge Ram 50	—	5,797
Others	12,638	8,400
TOTAL	83,405	65,045

Year-to-date truck registrations of 801,394 were up 30.31 percent from 614,981 in 1984. Totals were as follows:

	10 Mos., 1985	10 Mos., 1984
Toyota	306,691	239,076
Nissan	223,631	161,596
Mazda	94,571	96,758
Isuzu	62,708	—
Dodge Ram 50	—	40,320
Others	113,793	77,231
TOTAL	801,394	614,981

TOP CARS

U.S. registrations for Ten Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position		Make	1984	Position
1—	1,338,395	Chevrolet	1,316,077	— 1
2—	1,182,139	Ford	1,063,987	— 2
3—	916,481	Oldsmobile	889,940	— 3
4—	736,849	Buick	768,966	— 4
5—	663,616	Pontiac	580,017	— 5
6—	470,463	Toyota	418,550	— 7
7—	469,671	Nissan	397,945	— 9
8—	453,671	Mercury	434,003	— 6
9—	438,145	Honda	407,325	— 8
10—	375,238	Dodge	299,405	—10
11—	323,138	Chrysler	266,995	—11
12—	285,013	Plymouth	234,301	—13
13—	254,819	Cadillac	256,012	—12
14—	162,644	VW	133,481	—16
15—	159,380	Mazda	136,567	—15
16—	136,903	Lincoln	118,802	—18
17—	135,251	Subaru	121,990	—17
18—	112,251	AMC	161,676	—14
19—	88,470	Volvo	81,569	—19
20—	75,203	BMW	56,515	—22
21—	73,434	Mercedes	60,843	—20
22—	64,152	Audi	57,870	—21
	296,568	Other Imports	216,985	
	192	Misc. Dom.	235	
	9,212,086	TOTAL	8,479,096	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1986, Automotive News.

MARKET SHARES

TEN MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.53	15.52	−0.99
Ford	12.83	12.55	+0.29
Oldsmobile	9.95	10.49	−0.54
Buick	8.00	9.06	−1.06
Pontiac	7.20	6.84	+0.36
Toyota	5.11	4.94	+0.17
Nissan	5.10	4.69	+0.41
Mercury	4.92	5.12	−0.20
Honda	4.76	4.80	−0.04
Dodge	4.07	3.53	+0.54
Chrysler	3.51	3.15	+0.36
Plymouth	3.09	2.76	+0.33
Cadillac	2.77	3.02	−0.25
VW	1.76	1.58	+0.18
Mazda	1.73	1.61	+0.12
Lincoln	1.49	1.40	+0.09
Subaru	1.47	1.44	+0.03
AMC	1.22	1.91	−0.69
Volvo	0.96	0.96	+0.00
BMW	0.81	0.67	+0.14
Mercedes	0.80	0.72	+0.08
Audi	0.70	0.68	+0.02
Other Imports	3.22	2.56	+0.66
Misc. Dom.	0.00	0.00	−0.00
TOTAL	9,212,086	8,479,096	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

Toyota renews pacts with two suppliers

TORRANCE, Calif.—A commitment to quality has earned two suppliers renewed contracts with Toyota Motor Sales U.S.A.

Crossville Rubber Products, Crossville, Tenn., will supply Cargo Van floor mats and 3M's Decorative Product Division, St. Paul, will supply truck stripes. Crossville will begin its second year as a Toyota supplier, as will the 3M unit.

THE BUCK$ START HERE

50%
EXTRA PROFIT BUCKS
with DuraGuard's professional "Protection Program"...

- Rust Protection
- Finish Sealant
- Interior Preserver

It all adds up to **more** profit on every car you sell. And it's all just a free call away...

1-800-LIKE NEW
(Inside New York, 1-800-533-7227)

DuraGuard, Inc.™
AUTOMOTIVE VALUE PROTECTION
20 Cottage Place, New Rochelle, New York 10801

"If it's not protected by DuraGuard, it's not really protected."

If you're losing sales while your sales staff is hunting for keys, let Supra get you off the hook with Supra MAX.™ It keeps your sales staff on the lot selling, and it keeps your vehicles secure.

With the Supra MAX, your key remains safely with the vehicle. Only our Title® key can open the Supra MAX. And locksmiths are not equipped to duplicate Title keys. This one-key system eliminates losses, duplications, and confusing key boards. It's also the toughest and most durable automotive key box on the market.

So if you want the best key boxes made, give us a call about the Supra MAX and our other styles of auto key boxes. They'll keep your sales staff on the lot selling.

SUPRA
WE OPEN DOORS FOR YOU.

Supra Products, Inc.
P.O. Box 3167, Salem, Or. 97302
(503) 581-9101 (800) 547-0252

What's in the cards?

Six auto economists approach the '86 gaming table with "cautious optimism"

By Michelle Krebs

To those in the auto industry, a new year is like a poker game — unpredictable, full of risks, and sometimes calls for a bit of bluffing. Except in the car business, the stakes are a lot higher. For U.S. auto makers and suppliers, as they peek at the hands dealt them for 1986, no term better describes their gut feeling than "cautious optimism."

With fingers crossed, corporate economists of General Motors, Ford Motor Co., Chrysler Corp. and three auto supplier companies expect 1986 will be reasonably healthy. They see no reason to throw in their hands — for now.

"A couple years ago, I'd have said this with great trepidation," says Wynn V. Bussman, economist for TRW Inc., "but everything seems to be going well. I don't see the seeds of a downturn."

A few months ago, Bussman said 1986 would be a year of modest growth with a downturn by year-end. But now he sees nothing that would spur a downturn.

Chrysler economist Donald P. Hilty notes his "previous thinking" was that the U.S. would have good growth for three to four years, followed by a severe recession. "But perhaps the minor adjustment of 1985 was the correction in the economy, and we may avoid a recession," he says.

William Prebe, economist for Dana Corp., steals a description from Richard Nixon's almanac to describe 1985-'86: "The economy is sideways waffling."

Explains Prebe: "That means there's no clear direction of where the economy is going. There's no real pizzazz. I'm more optimistic that we'll skip the next recession."

Likewise, automotive demand will "sideways waffle," Prebe says. He predicts no dramatic drops and no skyrocketing growth. Part of his reason is that none of the signs of the last 11 economic slowdowns since World War II exists.

"The economy will continue to drift for a quarter or two, then we'll have a period of new expansion," Prebe predicts. "A new cycle will commence in 1986, which will usher in a good start for 1987."

Adrian Dillon, economist for Eaton Corp., shares Prebe's optimism: "We may be only halfway through the recovery cycle. We have to be concerned about certain things, but look at what causes a recession. None of those factors exists."

Dillon notes that U.S. inflation currently is at its lowest level since the early 1960s, interest rates are the lowest since the 1970s, capacity utilization is running about 80 percent, capital spending is booming and unemployment is holding.

"Why would we have a recession?" he shrugs. "Our problems are domestic — the federal budget deficit, the farm problem. What is the worst that could happen to those?"

Chrysler's Hilty says 1985 showed some pleasant surprises: lower than expected oil prices and interest rates, and a weaker than anticipated U.S. dollar.

He figures 1986 could hold similar surprises, such as continued weakening of the dollar and declines in oil prices.

On the other hand, some happenings may be less pleasant, such as uncertainty over tax reform which may dampen consumer buying by fostering a wait-and-see attitude and postponed purchases. The dollar, Hilty notes, could strengthen just as easily as it could weaken.

Despite the optimistic forecasts, the economists are looking over their shoulders for the economic boogeyman. They are closely eying potential trouble spots: the federal deficit; trade deficit; value of the dollar; and consumer debt.

GM appears very cautious. David C. Munro, a corporation economist, says, "So far, so good." Nonetheless, early warning signals are up: "While everything looks good," he says, "we, for a long time, have been looking at where there might be some surprise, where we should keep an eye on our left flank.

"We don't see anything dramatic. We do see a couple of potential risks," Munro adds.

The federal deficit, he notes, has the potential risk to cause financial markets to retreat from their boom of recent months. A retreat could trigger higher interest rates, which in turn could cause consumer confidence to falter.

The economists unanimously mention consumer debt as a concern. Consumer installment debt is at an all-time high, thus personal savings are at an all-time low. Economists wonder how long the trend can continue.

Prebe notes that the recent surge in the stock market has made consumers "feel wealthier," and they may feel compelled to take on debt for financing durable goods.

Even trouble spots, however, show encouraging signs, the economists say.

John Deaver, economist for Ford, is encouraged by movement on the federal budget deficit. "The recognition to do something is greater this year than last year, though we are hearing few hysterics about it," he points out. "It's like the battleship of the budget has begun to move — without the shrieks and whistle blowing."

Dana's Prebe has a "worry list," but sees a brighter side to all the items on it.

To Prebe, it appears something will be done on the federal budget deficit, which will influence the economy positively. As he sees it, there will be little improvement in the trade deficit, but it won't worsen, while inventory levels are supportive of a strong economy.

U.S. vehicle market

As economists view the U.S. market, the consensus is motor vehicle sales will run about 14.8 million units in 1986. Their estimates range from 14.6 million to 15.0 million.

The consensus indicates newcar sales will be between 10.5 million and 10.6 million units; trucks about 4.3 million units.

Chrysler's Hilty is optimistic about vehicle sales for "the next couple years." A hefty pot of pent-up demand still exists, he says, although purchases could be postponed again should the economy turn downward.

Prebe expects a modest decline early in the year, but he believes December 1986 will be stronger than December 1985.

In Dillon's view, "The question becomes, 'How many vehicles will the traditional U.S. manufacturers sell? How much will be Big Three sales?' The good news is that in 1985 the Big Three hit their highest level of production since 1978 and 1979. The bad news is this will be the high point for the decade."

TRW's Bussman agrees. While auto demand will be fairly flat, he says, imports will surge to 3.2 to 3.3 million units a year, excluding U.S.-assembled Japanese cars.

Economic growth

The consensus also shows that economic growth, measured by the Gross National Product, will run about 3.0 percent during 1986.

Hilty predicts a softer first half than second half. Deaver doesn't see why one half should be better than the other. Bussman says the GNP could be above 3 percent if the trade deficit improves, but lower if the deficit doesn't level off as expected.

Inflation

The economists agree that inflation will stay in check, running at 3.5 to 4.0 percent as measured by the Consumer Price Index. Higher import prices, because of a weaker dollar, will be responsible for any increase, they say.

Prebe, however, disagrees. He doesn't expect higher prices on imports because companies want to maintain the market share they have gained. "If they do raise prices," he says, "they might offer incentives."

Interest rates

Interest rates, according to the economists' consensus, should remain relatively flat, though some expect a downturn early in 1986 and a possible upturn later if other factors come into play.

Bussman predicts interest rates will continue a downward trend for at least the next three months. Depending on inflationary pressures, it's a 50/50 bet what they will do, he says.

Unemployment rate

The economists agree that, because of only modest economic growth, little change in the unemployment rate will occur in 1986.

Only Bussman predicts any change in the unemployment rate, but "only minimal." He says it may drop to 6.7 percent by midyear.

U.S. dollar

The U.S. dollar, weakened by close to 20 percent in recent months, is an iffy area. The economists agree it will depreciate more, though the rapid drop is over.

The economists disagree on how much more the dollar will weaken. Their estimates range from 5 to 20 percent.

They agree that the strength of the dollar against the yen, or vice versa, will continue to be a problem. The U.S. trade deficit in 1986 isn't expected to grow, but still will be $150 billion, they believe.

Hilty says that, long term, something more fundamental has to change in the Japanese economy: "We believe they've hedged the yen until mid-1986 so that, in the short run, they will actually benefit from the stronger yen. By hedging the yen, they protect themselves from losing profits from the U.S., but at the same time they can buy raw materials in yen for less than before."

For the long term, Hilty says, the Japanese will have to swallow profits or increase prices. If they increase prices, their sales volume drops, thereby providing an opportunity for U.S. car makers, he reasons.

Munro thinks the pressure will stay on Japan to absorb its surplus savings into its economy rather than to rely on exports.

Consumer confidence

Consumer confidence has dropped from record peaks — but not far, according to the economists, who expect it to remain strong.

However, they are watching consumer confidence closely for signs of faltering.

Record consumer debt is a concern. At some point, it is felt, consumers may overload and call a halt to the spending spree. But for now, that appears not to be the case. ■

Suppliers speak out on competition

Your view of the U.S. economy — and how you voice that view publicly — depends on which side of the fence you sit.

At least, that's the case with auto manufacturers and their original equipment suppliers.

Economists at GM, Ford and Chrysler, and at three supplier firms, predict a fairly healthy U.S. economy for '86. However, suppliers seem more aware of the pressure of global competition.

And — unlike auto companies — suppliers don't hesitate to declare that the domestic manufacturers' portion of new-car sales will drop throughout the decade.

"The challenge to the Eatons of the world," says Adrian Dillon, economist for Eaton Corp., "will be to adjust capacity by 1990 to two-thirds of the present level or find ways to get business from the companies building in the U.S." Eaton manufactures advanced technology products serving the vehicle components, electronics and electrical markets.

TRW Inc. economist Wynn V. Bussman agrees. "In a sense, we have seen the last of the best years," he says, noting that his company's growth will come by sharpening competitiveness and developing new products.

According to Bussman, whose company supplies high-tech products for car, truck, electronics, space systems and energy markets, "The challenge will be for us and other auto suppliers to make sales to domestic companies regardless of who owns them."

That's no easy task, he acknowledges, since Japanese auto companies that assemble cars in the U.S. are encouraging Japanese suppliers to set up shop here.

At the same time, auto supplier companies are under the gun of auto makers to boost product quality and cut prices.

"It sounds like motherhood and apple pie," says Bussman, "but we have to provide the highest quality for a low, competitive price. Unless that's done, we face losing to competition domestically and to foreign suppliers, especially the Japanese. They have their eyes on supplying this market — not only domestically assembled Japanese vehicles, but also U.S. cars."

William Prebe, economist for Dana Corp., believes that while automotive supplier sales will be as strong in 1986 as they were in 1985, profits may be stagnant because of price pressures.

"You may be able to shave prices and steal business from competitors, but that will affect profits," says Prebe, whose company produces components for the motor vehicle and industrial markets. "Profits for 1986 will be only marginally better than 1985."

Dillon acknowledges the presence of ever-increasing price pressures. The beneficial result, however, is longer-term contracts for suppliers from their automotive customers. "We can build capacity accordingly," the Eaton economist says, "and eventually get a return on cost-cutting programs."

Bussman figures there is still room for profit improvement, however: "Companies have embarked on price-cutting and cost-cutting programs. Price cuts were made quickly, with the stroke of a pen, but were followed by cost cutting." Eventually, companies should enjoy some return on those cost-cutting programs, he adds.

Supplier company economists admit it will be difficult to compete for domestic auto business unless the supplier is multinational or has a unique product.

"Off-shore sourcing will be more and more the case for those who already have facilities overseas," says Bussman. "I've been seeing a growing number of product decisions being made on where to source — that is, what country. This move will not be stopped by dollar value."

— *M.K.*

1986 ECONOMIC PREDICTIONS

	Total Motor Vehicle Sales	Passenger Car Sales	Truck Sales	U.S. Economic Growth (measured by GNP adjusted for inflation)	Inflation (measured by Consumer Price Index)	Interest Rates	Unemployment Rate	U.S. Dollar	Consumer Attitudes
David C. Munro General Motors	15.0 million	10.5 million	4.5 million	3%	3.5 to 4.25%	May decline a bit more	Flat	Additional weakening	Remain strong, but could retreat
John V. Beaver Ford Motor Co.	14.8 million	10.4 million	4.4 million	3%	5%	Flat	Flat	Continue to weaken at slower rate	Strong, but not as strong as recent past
Donald P. Hilty Chrysler Corp.	14.9 million	10.5 million	4.4 million	3%	3.4%	Slightly down	Slightly lower	10% more depreciation	Strong, but down from peaks
William F. Probe Dana Corp.	14.77 million	10.77 million	4.0 million	2.9%	3.3%	Flat	Flat	Decline another 20%	Remain strong
Adrian T. Dillon Eaton Corp.	14.6 million	10.5 million	4.1 million	3 to 3.5%	3.9%	Slightly lower	7.1% flat	Decline slightly, 5%	Strong; near present levels
Wynn V. Swanson TRW	14.9 million	10.6 million	4.3 million	3%	4.25%	Slight drop early in the year	Flat	Flat; possibility of a slight drop	Continue downward drift

The Doomsayers

ANWO paints a bleak portrait of the auto industry in the U.S. and Western Europe for 1986

By Michelle Krebs

The best of years are over for U.S. auto makers, supplier companies and UAW members, according to *Automotive News* World Outlook (ANWO).

This year will set the stage for the rest of the decade, according to the quarterly service of *Automotive News* and Data Resources Inc. (DRI).

In setting a somber scenario, ANWO predicts the fiber of domestic auto manufacturing and supplier companies will be transformed and jobs for U.S. workers will be reduced by the pressures of global competition and offshore sourcing of cars and components.

While 1986 will be a good year for the U.S. auto industry, it will not be a banner year. New-car sales in the U.S. will approximate 10.5 million units, according to ANWO.

Worldwide car sales will hit nearly 31.8 million units in 1986 — better than 1985's 31.3 million but still behind 1978's peak of 32.0 million.

The U.S. car market import share, mainly Japanese, will continue to rise, and import volume is likely to surpass 3.0 million units in 1986, according to ANWO.

North American car production in 1986 will drop by nearly 1.3 million units, from 9.2 million in 1985 to just short of 8.0 million.

Japanese auto makers will boost production in Japan by a half-million units this year, ANWO forecasts. Because new-car sales in Japan will be virtually flat this year, that nation's producers likely will look to North America for sales to absorb their increased plant capacity.

In auto company profitability, 1986 will be similar to 1983 — but without the tax credits enjoyed by U.S. makers, ANWO predicts. General Motors, Ford Motor Co., Chrysler Corp. and American Motors Corp. earned a combined $6.2 billion in 1983, but profits were helped by tax credits earned in previous years when the companies lost money.

"If you take out the tax breaks, you wouldn't have had a banner year (in 1983), but rather a year like 1986 will be," says John Hammond, DRI's U.S.-based economist.

Besides auguring sales and profit trends, 1986 will provide other glimpses into U.S. auto industry happenings during the rest of this decade. Hammond calls 1986 "a staging year for a dramatic trend that will be firmly entrenched by 1990."

Japanese companies have been gradually establishing manufacturing sites in the U.S. "Now they have broken into a sprint," says Hammond, who estimates Japanese auto production on U.S. soil will reach 1.4 million units of capacity by the 1990s.

In defense, U.S. manufacturers, while trying to hold their ground in the U.S., have rushed to Japan, Korea and Brazil, doubling their outsourcing efforts, Hammond notes.

That trend means fewer UAW jobs as the content of cars assembled in the U.S. becomes increasingly foreign sourced.

Japanese assembly plants in the U.S. are not apt to take up the job slack, according to ANWO. To keep their profits high, Japanese companies will continue to source as heavily as possible in Japan. At the same time, they have encouraged suppliers from Japan to locate in the U.S.

As domestic car manufacturers find they are at a competitive disadvantage in the U.S., they will cut operating capacity to as low as 65 percent. Says Hammond: "That means entire plants will be shut down."

These problems are compounded by strong inroads being made in the U.S. by European vehicle importers who continue to add to the range and number of their models, and by entry-level newcomers to the U.S., such as Hyundai (Korea) and Yugo (Yugoslavia).

DRI predicts "non-traditional supply sources" will provide up to 2 million more cars to U.S. customers, equal to 20 percent of the market, in years ahead.

A likely scenario for the 1990s depicts a U.S. market with overcapacity, collapsing prices and financial difficulties among U.S. manufacturers — a situation similar to Western Europe's in recent years.

This also is bad news for traditional domestic auto suppliers that are not multinational companies with sourcing in foreign countries.

"Overall, the business for traditional domestic auto suppliers will shrink dramatically. There will be a different complexion to the auto supplier," says Hammond.

Another trend that will be firmly in place by 1990 is increased diversification by GM, Ford and Chrysler. "The traditional domestic automobile manufacturers will devote a lower proportion of their business to auto production. They will continue to make acquisitions and increase the size of their non-automotive business," Hammond says.

In the past year, GM, Ford and Chrysler have made a number of acquisitions in financial services, computer services, defense and aerospace areas.

Domestic manufacturers, Hammond notes, may be able to maintain financial health because of this diversification.

By 1990 the three biggest U.S. auto makers will have virtually given up small-car production in the U.S., except for special projects such as GM's Saturn, Ford's Alpha and Chrysler's Liberty programs.

GM will increase small-car imports from Isuzu and Suzuki in Japan, and Daewoo in Korea, and will continue to take the bulk of car production from NUMMI, its U.S.-based joint venture with Toyota, according to ANWO.

Ford will give up its small-car production to Mazda, its Japanese partner, and Kia, its Korean partner. Chrysler appears to be considering turning over its small-car production to its Japanese ally, Mitsubishi.

The three major U.S. auto firms, instead, will concentrate on marketing and distribution. "The fiber of the companies will be quite different," says Hammond.

Trends into 1990 in Western Europe are less clear than in North America.

Western European auto makers have been in a deadlock for market share through the early 1980s. Collectively, they have lost money the past five years. Only the prestige, luxury-car makers that have done well in the U.S. have made money — record amounts of it.

The trend of the 1980s now appears to be taking a turn. John Lawson, DRI's London-based economist, expects Western European companies collectively will lose money again in 1986, mainly because of Renault's massive losses. But he sees collective losses being cut.

Europe's 1986 new-car market should be somewhat stronger than 1985's. Sales should increase to nearly 10.6 million units from 1985's 10.3 million. Companies also should be able to increase prices slightly.

However, overcapacity will remain a problem, Lawson notes, and job cuts will continue.

How the Japanese proceed in Western Europe, where protectionist laws run the gamut, remains to be seen. It is clear the Japanese want to move more deeply into the world's "other large car market," but how they plan to do so is not clear.

"The U.S. was the first stop for the Japanese on the train toward globalization," observes Lawson. "Western Europe is the next stop on the ride. There are only two places in the world where the industry sells 10 to 11 million units a year — the U.S. and Western Europe. If you want to grow globally, you have to look at those markets."

Among the Japanese, only Nissan, so far, has firm plans to build an independent plant in Europe — a car factory in the United Kingdom with annual capacity of 250,000 units.

Lawson speculates that the Japanese might invade Europe in a different way than they did the U.S. Instead of taking risks with 200,000 to 300,000 annual-capacity plants, he says, they may pursue cooperative or joint ventures with European manufacturers. ■

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW CAR REGISTRATIONS								
Total Western Europe*	10,469	10,161	10,256	10,592	10,781	10,934	11,176	11,341
Germany	2,427	2,394	2,295	2,546	2,506	2,542	2,608	2,649
France	2,018	1,758	1,810	1,902	1,962	2,006	2,076	2,086
United Kingdom	1,792	1,750	1,770	1,732	1,742	1,787	1,795	1,767
Italy	1,561	1,636	1,672	1,658	1,711	1,770	1,785	1,825
Total U.S.	9,178	10,330	11,026	10,463	10,747	10,821	11,248	11,587
Asia-Pacific**	1,025	1,137	1,240	1,295	1,310	1,335	1,412	1,475
Japan	3,136	3,096	3,151	3,207	3,164	3,319	3,425	3,528
Total Africa-MidEast	1,271	1,242	1,268	1,336	1,484	1,584	1,635	1,706
Total Latin America	1,401	1,350	1,410	1,530	1,629	1,776	1,952	2,064
Total Eastern Bloc	2,085	2,124	2,162	2,238	2,323	2,385	2,424	2,475
CAR PRODUCTION								
Total Western Europe*	11,140	10,723	10,957	11,281	11,491	11,711	11,958	12,209
Germany	3,678	3,790	4,037	4,142	4,110	4,164	4,244	4,319
France	2,961	2,713	2,617	2,718	2,863	2,930	2,986	2,961
United Kingdom	1,045	909	975	988	1,005	1,028	1,052	1,107
Italy	1,396	1,439	1,378	1,384	1,426	1,480	1,523	1,572
Total North America	7,746	8,894	9,245	7,979	7,648	7,875	8,208	8,512
Asia-Pacific**	804	923	1,036	1,127	1,226	1,300	2,607	1,468
Japan	7,152	7,073	7,491	8,042	8,302	8,343	8,462	8,607
Mexico	207	245	305	344	411	479	517	539
NEW TRUCK REGISTRATIONS								
Western Europe***	1,130	1,119	1,183	1,204	1,182	1,206	1,263	N/A
U.S.	3,161	4,092	4,642	4,520	4,710	4,750	4,811	4,913
TRUCK PRODUCTION								
Western Europe***	1,306	1,224	1,357	1,393	1,384	1,416	1,476	N/A
North America	2,971	3,958	4,243	4,091	4,321	4,300	4,350	4,447

*Western Europe car production and registrations include Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Asia-Pacific includes Taiwan, South Korea Peninsular Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately.
***Western Europe truck production and registrations include Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium.

Europe hangs on

But slow market growth, sales gains by the Japanese, overcapacity and low per-unit profit do not bode well for Europe's mass producers

By Richard Feast

A forecast by the Organization for Economic Cooperation and Development (OECD) indicates European economic growth will remain stable in 1986 at 2.25 percent. Unemployment will stay high at 11 percent (compared with 7.25 percent in the U.S. and 2.75 percent in Japan). But inflation will drop to 6.25 percent from 7.25 percent in 1985.

Against this background, a small rise in European new-car demand is anticipated in 1986. The main impetus will come from West Germany, following a period of market doldrums inspired by new auto-emission regulations, and from France, where consumer confidence is returning.

Market forecaster DRI Europe believes 1986 new-car sales in Europe will improve by 3.3 percent to 10.59 million units. DRI says the market will continue to grow, but only by an average of 1.8 percent a year, until European car buying reaches an annual volume of 11.3 million by the turn of the decade.

Relative stability in Europe's auto industry will last for at least the next year, but fundamental flaws in its structure will lead to substantial changes beyond then, according to John Wormald, principal at Booz-Allen & Hamilton's London bureau. He sees stratification into a two-level European industry comprised of successful specialists with a strong hold on the world's prestige-car markets, and volume producers that will be forced into greater flexibility and collaboration, including ventures with Japanese suppliers.

A combination of slow market growth, continued sales gains by Japanese importers, overcapacity and low profit per-unit depict an unattractive prospect for Europe's mass producers.

Pressure for greater profits will be a higher priority than snatching a small increase in market share. General Motors, for instance, spent $3 billion to increase production capacity in Europe, but the investment is now being questioned at the highest level of the corporation because all it bought was an extra 3 percent market share and lower profits.

According to OECD, a Paris-based organization representing a group of industrially developed countries, West German growth will be 3.25 percent this year compared with 2.25 percent in 1985. Consumer prices will fall one point to 1.25 percent, lowest in Western Europe. West Germany's trade balance is forecast to leap by one-third to $40 billion this year.

Consumer prices are expected to continue to fall in France, from 5.75 percent last year to 3.75 percent in 1986. The trend will continue into 1987, taking the country's inflation to its lowest level in many years. Economic growth will double to 2 percent and unemployment will go up fractionally to 10.75 percent.

By contrast, unemployment in the United Kingdom may ease to 11.5 percent. U.K. prices in 1986 will be down to 4 from 5 percent, but growth will be cut from 3.25 to 2.25 percent. In Italy, growth (2.5 percent) and unemployment (10.5 percent) will be up, but consumer prices are expected to fall from 9.25 percent last year to 6.75 percent in 1986.

Between them, those four economies are responsible for three-quarters of all new-car sales in Europe.

This year's overall auto-market improvement in Europe will stem from West Germany's sales increase of nearly 11 percent to more than 2.54 million units, and an upswing in France's car buying — slated to go up more than 5 percent to 1.9 million units. Italy and the U.K. will sustain some contraction from their high levels of recent years.

Overall, DRI expects the Volkswagen group to maintain sales leadership on the continent, mainly because of the West German recovery. But competition is becoming more intense with recent launches of GM's Opel Kadett sedan and Peugeot's 309 aimed at VW's core business, the Golf and Jetta.

Volkswagen's ascendancy has been accompanied by a solid return to profitability, much of it stemming from vehicle exports to the U.S. That is something few of Europe's high-volume producers are taking full advantage of, despite examples set by lesser-volume, upper-scale manufacturers Daimler-Benz, Volvo and Saab.

Fiat Auto professes no interest in the U.S. market. Peugeot and Ford Europe ship only handfuls of cars to the U.S.; GM's Adam Opel subsidiary may follow suit before long. On the other hand, Renault plans to become a substantial mid-line exporter to the U.S. with a European-made R21 sold through American Motors dealers.

Of all these companies, only VW and Fiat are firmly in the black. Fiat's health stems mainly from selling small cars, which supposedly are unprofitable; this is a tribute to Fiat's reorganization in the late 1970s and early '80s. (Help also came from an understanding Italian government that paid most of the wages of those laid off in Fiat's efficiency drive.)

Peugeot group in 1985 may break even after long periods of losses, but Ford and GM operations are not providing the required return on investment. Renault's 1985 loss will equal its 1984 record deficit.

The key to company viability in Europe seems to be shipping lucrative vehicles to the U.S., given the limitations of European domestic market development and the fact that Japanese rivals have cleaned up in all other parts of the world.

Smaller companies in the volume business — Austin Rover in the U.K., Alfa Romeo in Italy and Seat in Spain — can find security only through alliances with other companies. If that collaboration is with a Japanese company, as it is with Austin Rover, then existing problems of European auto makers and component suppliers will be heightened.

As Japan's auto makers become established in the U.S., protectionist sentiment in the U.S. could transfer to successful European exporters and less-developed nations such as South Korea and Yugoslavia. Any company that sells 100,000 units annually in the U.S. will have to be careful to avoid protectionist measures.

No matter how solid a company is in Europe, by and large it is the U.S. economy that is providing its wealth and health. U.S. import-car demand plays a vital role in sheet-steel production in Sweden, tire output in West Germany and glass manufacturing in France. There is no mistake that the economies of those countries are pulled along by the American express. ■

NEW-CAR SALES IN EUROPE

	1986	1985
Austria	250	227
Belgium	360	350
Denmark	131	139
Finland	133	132
France	1,902	1,810
Greece	74	71
Ireland	66	58
Italy	1,658	1,672
Netherlands	461	476
Norway	126	128
Portugal	91	96
Spain	570	528
Sweden	225	249
Switzerland	266	253
United Kingdom	1,732	1,770
West Germany	2,546	2,295
Total	10,592	10,256

Source: DRI Europe

EUROPEAN ECONOMY: 1985-'86

Country		GDP	Consumer prices	Trade balance	Unemployment (%)	Private consumption
Austria	'85	2.75	3.50	– 2.75	4.25	2.25
	'86	2.25	2.75	– 3.25	4.50	2.25
Belgium	'85	1.50	4.50	1.25	13.25	0
	'86	1.50	3.75	2.00	13.50	0.25
Denmark	'85	2.50	4.75	– 0.50	9.00	2.50
	'86	3.50	2.75	– 0.25	8.75	2.25
Finland	'85	3.75	6.00	1.00	6.00	3.00
	'86	2.25	5.00	1.75	6.25	2.75
France	'85	1.00	5.75	– 4.50	10.50	2.00
	'86	2.00	3.75	– 2.75	10.75	1.75
Greece	'85	1.50	18.50	– 4.75	8.25	1.00
	'86	–1.00	21.25	– 4.25	9.00	–2.00
Ireland	'85	0.25(a)	5.50	0.75	16.50	1.50
	'86	2.25	5.00	1.25	16.75	1.25
Italy	'85	2.25	9.25	–10.25	10.25	2.25
	'86	2.50	6.75	– 9.75	10.50	1.75
Netherlands	'85	2.00	2.25	5.50	14.50	1.75
	'86	2.00	1.75	6.25	14.00	2.75
Norway	'85	3.00	5.75	4.00	2.50	6.00
	'86	2.25	6.00	2.75	2.25	3.25
Portugal	'85	2.25	19.50	– 1.50	11.00	0.50
	'86	2.75	15.50	1.75	11.50	2.00
Spain	'85	1.75	8.50	– 4.50	22.25	1.00
	'86	2.00	9.00	– 4.50	22.50	1.25
Sweden	'85	2.75	7.25	3.25	2.75	2.25
	'86	0.50	5.50	5.75	3.00	0.75
Switzerland	'85	3.75	3.25	– 2.25	0.75	1.50
	'86	2.25	1.50	– 2.00	0.50	2.00
U.K.	'85	3.25	5.00	– 2.75	11.75	2.25
	'86	2.25	4.00	– 4.00	11.50	3.75
W. Germany	'85	2.25(a)	2.25	29.25	8.25	1.25
	'86	0.25	1.25	40.00	8.00	3.00

Except where indicated, figures are percentage changes over previous period. (a) GNP rather than GDP figures. *Trade balance expressed in $ billion. Source: OECD, Paris.

Protectionist sentiment in the U.S. toward Japan could transfer to less-developed nations (such as Yugoslavia, above) if auto companies there become too bold with their exports.

Could a tax cut reduce Europe's overcapacity?

Demand for an additional 1.0 to 1.6 million cars by 1990 could be created in Europe if governments make even modest tax cuts, contends auto industry analyst Prof. Krish Bhaskar.

This would help lead Europe's industry out of its present overcapacity crisis, he maintains in a report compiled by the Motor Industry Research Unit (MIRU) at the University of East Anglia in England.

The thrust of the report is that the problems of slack markets, poor profits and plant closures could be turned around by stimulating demand to support existing jobs and capacity.

"Extensive research into the relationship between car demand and factors such as GNP, income, purchase costs and running costs suggests that governments can act to stimulate demand by reducing car taxes on purchase and usage, and by macroeconomic measures to encourage national growth," Bhaskar says.

Auto production overcapacity in Europe is generally estimated at 2.5 million units, though some companies — Volkswagen among them — believe spare capacity has to be maintained in order to be flexible enough to meet future growth. The VW view is that current retail prices are not high enough to finance spare capacity.

Bhaskar's report, entitled *Demand Growth: A Boost for Employment?*, concludes that tax actions are not only feasible, but will actually cover their financial costs, in many cases, through reduced unemployment costs, higher unit sales and increased consumer spending power.

MIRU estimates that, allowing for improved productivity and fuller use of the current labor force, between 409,000 and 897,000 European jobs could be created by 1990.

"This is a realistic picture — not an exaggeration — of the potential growth available to the industry if governments make a commitment to enhance the viability of the automotive sector," says Bhaskar.

The study, which makes extensive use of MIRU's computer modeling to track automobile demand and ownership, traces the factors that led to the present condition. It examines reasons for the slowdown in all but the specialized segments of the market, and suggests moves governments could undertake.

— *R.F.*

High Attitude

Consumer sentiment soars to its highest high since the '60s

As the 1986 model year got under way, thoughts of shiny new cars danced in the heads of many Americans. The University of Michigan's latest Survey of Consumer Sentiment shows favorable attitudes toward car buying persisted during the third quarter of 1985.

The pro-buying public, according to the survey, was stimulated by increased availability of reduced interest rates on vehicle loans, mentioned by 38 percent of those interviewed.

Auto makers offered 7.7- and 7.5-percent financing during the third quarter, following a strike by car haulers. After the strike was settled, car dealers were left with hefty inventories of 1985 models as the arrival of 1986 models accelerated.

The survey points out that the record-setting response to incentive financing underscores the importance consumers now place on interest rates in purchase-timing decisions.

Overall, consumer sentiment, though still high, exhibited a declining trend. While the level was down from a year earlier, however, it was the 10th consecutive quarter in which the survey's index figure was in the 90s — the longest and highest sustained period of consumer optimism recorded since the 1960s.

The small overall decline recorded during the past year was not shared equally by the several measures of attitudes and expectations. Consumers' views of their current financial situations and buying conditions remained at very favorable levels. However, prospects for the domestic economy during the year ahead declined significantly.

During the past two years, there has been a sharp decline in the proportion of consumers expecting continued improvement in the economy. However, a corresponding rise in unfavorable expectation did not occur.

Most of the shift in opinion during the past two years has been toward the expectation that performance of the national economy would remain unchanged during the year ahead.

Because slower growth — but no recession — is expected, consumers view the economic outlook in somewhat dulled but, nonetheless, favorable terms, according to the survey. Consumers' views suggest economic conditions will be somewhat worse this year, but will still be good, on balance.

The major factor underlying the maintenance of favorable assessments of the economy has been sustained declines in inflation. Inflation expectations are about one-third of their 1980 peak.

The primary concern expressed by consumers about the outlook for continued slow economic growth involves limited job prospects. The proportion of families expecting the national unemployment rate to decline during the year fell. Half said they expected increases. The majority expected only small changes in the unemployment rate or no change at all in the year ahead.

Confidence in government economic policies to control inflation and unemployment remained near high levels. Apparently, sustained declines in inflation have offset the rising concern with unemployment. Nonetheless, consumers continue to view unemployment, rather than inflation, as the more serious problem facing the nation.

Interest rate expectations have remained unchanged, since the start of 1985, at improved levels compared with mid-'84. The majority of those surveyed said they expect interest rates to remain at their current level or to decline during 1986.

The financial situation of the American family remains favorable, although the pace of financial improvement has slowed since the start of 1985. Even after the small decline, however, evaluations of personal financial progress remained more favorable the past two years than at any other time during the past decade.

The major reason for the improvement has been sustained declines in inflation. Rising prices eroding the living standard were mentioned by less than one-third of the peak level recorded five years earlier.

Income increases have been reported more frequently and reported income declines have fallen since the start of 1983. Twice as many families reported income increases as reported declines.

Asked about financial prospects in 1986, most continued to have a positive outlook.

The continuation of favorable personal financial prospects, coupled with declines in interest rates, has maintained consumer willingness to use accumulated savings and to incur new debt in order to make major purchases. Willingness to incur new debt was reported by the highest level of respondents during the past five years.

Favorable attitudes toward buying conditions reached record levels during 1985 for each major type of discretionary purchase — homes, vehicles and large household durables.

It was in spring 1983 that buying attitudes first reached record favorable levels. Following small declines during 1983, attitudes toward buying conditions rebounded to peak levels by spring 1984. Small declines were again recorded in the second half of 1984, only to rebound once more to peak levels in 1985.

The major reason for this pattern of surges, followed by declines, has been changes in availability of discounted prices and reduced interest rates.

In the 1970s, buying decisions were based on inflation — purchases were made in advance of escalating inflation rates.

Today, few consumers cite the advantage of buying in advance of rising prices. Instead they cite the appeal of price discounts.

Rather than inflation, higher and more variable interest rates now represent the primary source of uncertainty about future buying conditions. Consumers have come to view the interest rate trend as the most important factor in timing their purchases.

As a result, price availability and interest rate discounts have become the expected norm.

In addition to positive car-buying attitudes, consumers showed record favorable attitudes toward buying homes — because they perceive good prices.

During the past two years, favorable references to current home prices outnumbered unfavorable references, a trend not seen since the 1960s. In addition, consumers believe mortgage rates are favorable now.

Likewise, consumers indicated favorable attitudes toward buying large household durables because they perceive good prices. ■

Inflation, unemployment will remain steady, says U of M

The U.S. auto market will show solid but not record strength over the next two years with sales of 10.0 million cars in the 1986 model year and almost 10.2 million in the 1987 model year, according to University of Michigan economists.

Saul H. Hymans and Joan P. Crary say their forecast shows the U.S. economy will "emerge from the doldrums on a mildly accelerating track" over the next year or so with unemployment and inflation remaining relatively steady.

They predict 1985's 2.4-percent rise in Gross National Product will be followed by a 2.9-percent increase in 1986. Growth will peak at about 3.8 percent in early 1987, they say, then back off the rest of the year.

The forecast assumes there will be no change in the federal budget deficit situation.

Under the status quo scenario, the nation's unemployment rate will remain in the 7- to 7.3-percent range the next two years with the lower figure achieved in the second year of the forecast.

The average unemployment rate in 1986 will be 7.3 percent, virtually the same as 1985. It will edge downward to just under 7.2 percent in 1987.

Inflation over the next two years will remain moderate although trending upward, they say, because import prices will increase because of the declining value of the dollar.

As measured by the Consumer Price Index, inflation will be 3.9 percent higher in 1986 than in 1985, and another 4.6 percent higher in 1987.

Industrial price pressures emanating from unit labor cost and crude material prices will be moderate in 1986 and 1987. Import price inflation appears to constitute the major anticipated inflationary factor of the next two years.

The economists predict real net exports will rise by this spring. Exports will post an average real increase in excess of $2 billion per quarter over the following year and a half.

"In current dollar terms," says Hymans, "the trade balance is expected to continue to deteriorate until the spring of 1987 when the trade deficit peaks at an annual rate of nearly $150 billion."

The University of Michigan economists see an active housing market because of fairly stable employment, output growth in the 3.0- to 3.5-percent range and favorable credit conditions.

Private housing starts, basically flat at 1.74 million units in 1985, will increase to 1.84 million units in 1986 and 1.95 million in 1987.

Sales of existing single-family homes will increase from an estimated 3.2 million units in 1985 to 3.4 million in 1986 and just over 3.5 million in 1987.

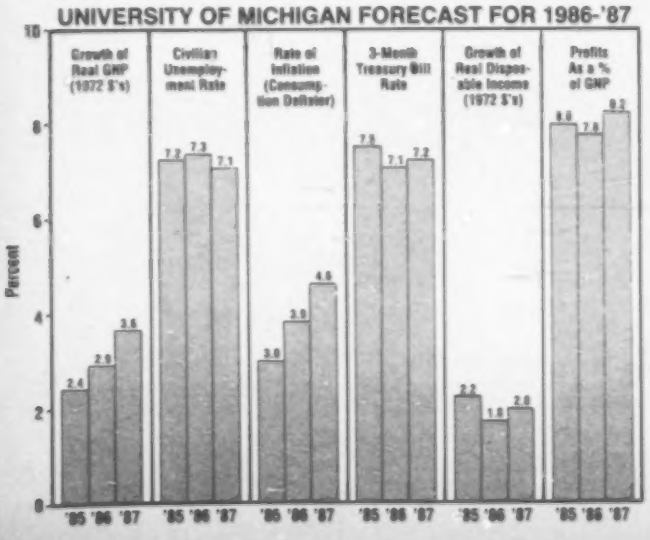
Capital expenditures slowed during 1985 and dipped in the third quarter of 1985, the economists note. However, they say strengthening domestic product in 1986 and 1987, along with favorable interest rates and growing profits, should result in 4.3 percent and 6.3 percent increases in real business fixed-investment for 1986 and 1987, respectively.

The federal budget deficit in dollars, annual rate and as percent of GNP will drop, but not enough. "Between the closing quarters of fiscal 1985 and fiscal 1987," Hymans says, "we show the federal deficit declining from nearly $200 billion annually to just over $150 billion, and from 5.0 to 3.4 percent of GNP."

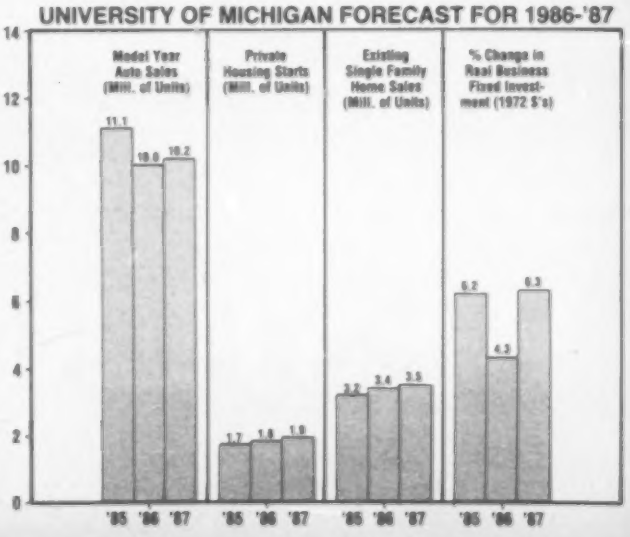
The Reagan administration, the economists contend, "remains the core of an ever-more exclusive club which refuses to recognize the long-term danger of a federal budget sufficiently unbalanced that the growth of interest payments makes it increasingly more difficult to get control of the budget deficit."

The forecast is based on the Michigan Quarterly Econometric Model of the U.S. Economy from U of M's Research Seminar in Quantitative Economics. ■

UNIVERSITY OF MICHIGAN FORECAST FOR 1986-'87



UNIVERSITY OF MICHIGAN FORECAST FOR 1986-'87


Model Year Auto Sales (Mill. of Units)
11.1 10.0 10.2
Private Housing Starts (Mill. of Units)
1.7 1.8 1.9
Existing Single Family Home Sales (Mill. of Units)
3.2 3.4 3.5
% Change in Real Business Fixed Investment (1972 $'s)
6.2 4.3 6.3
'85 '86 '87

But spending will slow in '86, survey indicates

Consumer attitudes seen favorable

By Louise Kertesz
Detroit Reporter

Consumers' outlook for slow but sustained growth, given the economic turbulence of past years, has supported the view that good times financially will continue in the country as a whole, according to a third-quarter 1985 survey by the University of Michigan's Institute for Social Research (ISR).

Although consumers expect slow economic growth during the year ahead, they expect it to be accompanied by low rates of inflation and to lead to only small increases in the unemployment rate, the report said.

ISR found that respondents considered the third quarter of this year a favorable time to buy new cars. The buying attitudes remained at the alltime record level of the second quarter.

Lower interest rates and favorable perceptions of market prices during the third quarter kept buying attitudes at record favorable levels, ISR said.

Sixty-seven percent of the families surveyed felt that it was a good time to buy cars, the report said. Their attitude was borne out by the new-car sales records set in the August-September period.

But, according to ISR, recent trends in consumer attitudes and expectations have exhibited many of the characteristics of the later stages of expansion.

Since the upward momentum in consumer sentiment has now been exhausted, ISR said, prospects for consumer demand in 1986 are diminished though still favorable.

Increases in consumer spending are not likely to outpace growth in incomes, indicating that the rate of saving will rise. But the decline in new-car sales rates, while small on an annual basis, is not likely to follow an even pace, ISR said.

The response of consumers to the recent interest rate reductions has demonstrated not only their willingness to spend, but also their resolve to wait for discounts on prices and interest rates. Gone are the days when consumers felt pressured to act by ever-escalating prices, the report said.

Today, consumers are more willing to engage in comparative price shopping and expect to be enticed by discounts on prices as well as interest rates. Rather than the consumer scrambling to keep up with price increases, sellers now must scramble to keep up with the more demanding consumer, according to ISR.

The pace of real income growth during the year ahead will play a pivotal role in buying attitudes, the report said.

Of course, declines in spending would be greater if there were a substantial resurgence in inflation, interest rates or unemployment, ISR said.

But given the outlook for those variables, such a sharp retrenchment in spending is unlikely, according to the ISR report.

Ford Parts and Service approves ADP system

PORTLAND, Ore.—Ford Parts and Service Division has approved ADP Dealer Services' Ford Parts Mangement System, which is designed to reduce idle capital.

The software application prepares a series of special reports to supply raw dealership data to an independent consulting firm, which analyzes the data and returns the results to the dealership.

Washington show to put emphasis on young drivers

WASHINGTON.—The Washington International Auto Show will put added emphasis this year on cars that appeal to the young motorist.

The show will be held Jan. 15-20 at the Convention Center.

Show producers said the exhibit will make its best pitch to such young people as the student who soon will be driving his or her first car and the young professional who soon will be buying a model that exemplifies success. They noted that 32 million of the 154 million licensed drivers in this country are under 25 years of age, representing more than 21 percent of all motorists.

The Automotive Trade Assn. National Capital Area, the show sponsor, said that show participants from manufacturers to dealers are making an effort to promote safety among young drivers.

Boyle & Lane Cadillac wins service award

PITTSBURGH.—Boyle & Lane Cadillac has received Cadillac's National Service Excellence Award for 1985, one of only two dealerships in its zone to earn the honor.

Cadillac cited the dealership's "high level of technical training and participation in Cadillac's Craftsman League" in presenting the award.

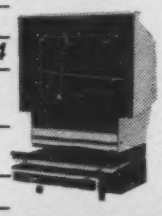
DOMESTIC SALES

	Dec. 11-20, 1985	Dec. 11-20, 1984
Renault Alliance-Encore	1,500†	2,800†
AMC	250†	400†
AMERICAN MOTORS	1,750†	3,200†
Chrysler	7,275	9,004
Plymouth	6,966	7,963
Dodge	8,975	9,549
CHRYSLER CORP.	23,216	26,516
Ford	24,996	30,536
Mercury	8,836	11,830
Lincoln	3,935	4,669
FORD MOTOR CO.	37,767	47,035
Buick	15,738	28,486
Cadillac	6,426	7,022
Chevrolet	35,486	38,104
Oldsmobile	21,325	22,590
Pontiac	16,074	18,893
GENERAL MOTORS	95,049	115,095
VOLKSWAGEN	2,015	1,424
HONDA	3,520	2,939
NISSAN	1,815	0
U.S. INDUSTRY TOTAL	165,132	196,209

†—Estimate

Top Quality Microfiche Readers,

Standard Model only $175
Double Fiche Carrier only $204
Jumbo Fiche Readers (BMW, VW etc). only $299
Panel for 20 Jumbo Fiche only $20
Jumbo Fiche Binder only $20

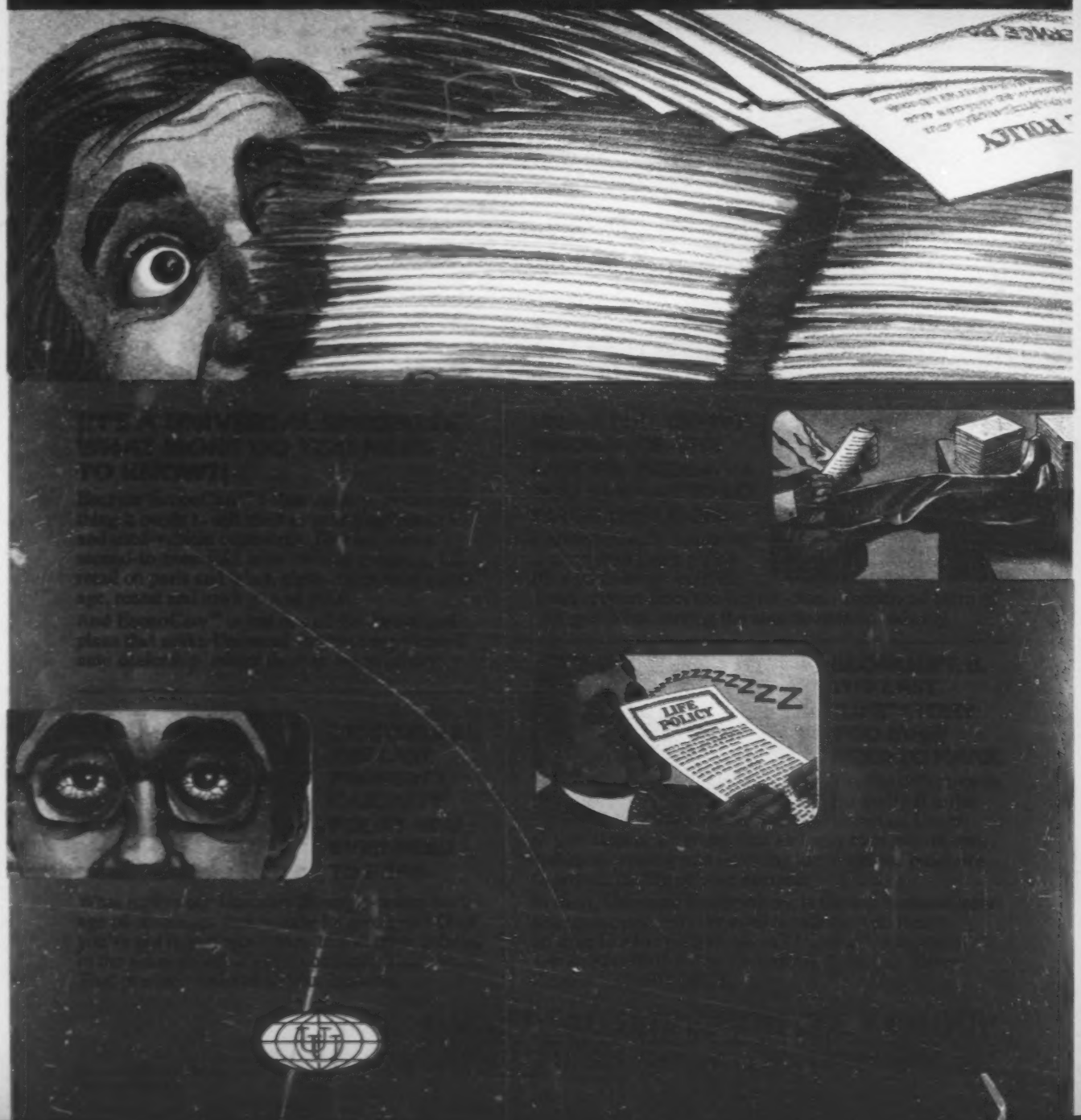


MICRO VUE

To order contact:
Nathan Rakov
Microvue Products
4101–A Convoy St.
San Diego CA 92111
(619) 697–3143

Rock Bottom Prices.

ECONOCARE.™
THE LAST SERVICE CONTRACT
YOU EVER NEED TO CARRY.



used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MISSOURI

Floyd Haube Auto Auction & Recon Ctr.—Fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY

Jan. 15—12:00 NOON—Special 4 Wheel Drive & Truck Sale plus "Special Consignment"

Jan. 16—Thurs., 5 PM—Semi monthly Fleet & Lease Sale. Complimentary buffet served at 4 PM.

8 Lanes of Selling

Minneapolis Auto Auction

1125 Nathan Lane North

Minneapolis, MN 55441

612/546-2403

The Auction with the Action!!

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION

100 Route 46, Fairfield, N. J. 07006

(201) 227-0100

8 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

NORTHWAY EXCHANGE, INC.

DEALERS' AUTO AUCTION

EVERY THURSDAY

11:30 A.M. SHARP

(518) 371-7500

Route 146

P.O. Box 440

Clifton Park, N.Y. 12065

"Our Service Does Not Cost — It Pays"

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon faciities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION

EPHRATA, PA.

SALE TUESDAY, 10:30 A.M.

FULL SERVICE AUCTION

Out of state fleet & lease accounts welcome

Contact: **J. Omar Landis, Jim Landis**

P.O. BOX 501, EPHRATA, PA. 17522

717-733-7917

PENNSYLVANIA

P A D E Every Wednesday

SERVING DEALERS AND FLEETS SINCE 1957

Pennsylvania Auto Dealers' Exchange, Inc.

P.O. BOX 41 YORK, PA 17405

PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION

TIME AUTO TRANSPORT

1-800-624-2021

313-545-2200 or 305-463-7024
or New Jersey 201-370-2070

1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service

1-800-624-2021

For REALLY BIG RESULTS on your REALLY BIG SALE be sure and advertise in this section

factories list auction dates

American Motors

Jan. 14—D-A Auto Auction, New Stanton, Pa.; American Auto Auction, Walpole, Mass., and Arena Auto Auction, Chicago.

Jan. 15—Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City.

Jan. 16—Fredricksburg Auto Auction, Fredricksburg, Va.; Bel Air Auto Auction, Bel Air, Md.; Evansville Auto Auction, Evansville, Ind., and Northway Exchange, Inc., Clifton Park, N.Y.

Jan. 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Jan. 22—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend.

Jan. 23—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 24—St. Louis Auto Auction, Bridgeton, Mo.

Jan. 28—D-A Auto Auction, New Stanton, Pa.; American Auto Auction, Walpole, Mass., and Arena Auto Auction, Chicago.

Jan. 29—Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City.

Jan. 30—Fredricksburg Auto Auction, Fredricksburg, Va.; Bel Air Auto Auction, Bel Air, Md.; Evansville Auto Auction, Evansville, Ind., and Northway Exchange, Inc., Clifton Park, N.Y.

Used Car Sales
Auction Averages

Jan. 1986 to date	$4,559
Month ago	$4,589
Year ago	$4,852

Model Breakdown
Auction Averages

	JAN. 1986	DEC. 1985	NOV. 1985
1986	$5,298		
1985	$7,750	$9,839	$9,989
1984	$5,253	$6,514	$6,690
1983	$5,225	$5,594	$5,829
1982	$4,887	$4,587	$4,752
1981	$3,168	$3,474	$3,543
1980	$1,934	$2,694	$2,738
1979	$1,781	$2,207	$2,254
Overall Average	$4,559	$4,559	$4,714

Chrysler Corp.

Jan. 14—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 15—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Jan. 16—Fredricksburg Auto Auction, Fredricksburg, Va.

Jan. 21—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 22—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 23—Albany Auto Auction, Albany, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Jan. 24—Concord Auto Auction, Acton, Mass.

Jan. 28—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

Jan. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Jan. 30—Fredricksburg Auto Auction, Fredricksburg, Va.

Ford Motor Co.

Jan. 15—Concord Auto Auction, Acton, Mass.

Jan. 16—Arena Auto Auction, Chicago; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

Jan. 22—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 23—Skyline Auto Exchange, Fairfield, N.J.

Jan. 28—South Seattle Auto Auction, Kent, Wash.

Jan. 29—Columbus Fair Auto Auction, Obetz, O., and Clanton's Auto Auction, Darlington, S.C.

General Motors

Jan. 14—Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 15—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Jan. 16—Nashville Auto Auction, Nashville.

Jan. 21—Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Jan. 22—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Jan. 23—Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston.

Jan. 29—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Fanuc, General Electric may enter joint venture

TOKYO.—Fanuc, Ltd., builder of computer numerically controlled equipment, and General Electric Co. reportedly have reached an agreement on joint development and exchange of technologies in the area of factory automation.

According to Nihon Keizai, a local business journal, details of the pact, which will cover laser processing systems and other advanced technologies, will be worked out by the end of March and will likely develop into a joint venture by the two firms.

GMAC issues $524 million in loan-backed bonds

NEW YORK.—General Motors Acceptance Corp. has issued $524 million worth of bonds backed by automobile loan receivables.

First Boston Corp. handled the offering, which exceeds the amount of all previous bonds backed by automobile and lease receivables. It marks the first such financing by a U.S. automobile finance company.

The bonds have a final maturity of five years and an estimated average life of slightly less than two years. Interest and principal from the pool of automobile loan receivables will be passed through monthly to investors.

GMAC guarantees up to 5 percent of the loan pool against loss, a proportion far in excess of the one-half of one percent loan default rate in recent years.

The move had been expected for some time. GMAC officials said they were issuing the bonds to tap a new source for automobile financing and to attract investors.

Scott, ex-Ford official, named to BCAG post

BLOOMFIELD HILLS, Mich.—Robert W. Scott has been appointed vice president, general counsel and secretary of British Car Auction Group, Inc.

Scott retired from Ford Motor Co. Nov. 1 after 39 years with the company. He had served as assistant general counsel and had been chairman of the Ford Dealer Policy Board since 1979.

1985 Vehicle Sales Summary

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31 1985	Same Period, 1984	December 1985	Same Month, 1984	Jan. 1 to Dec. 31 1985	Same Period, 1984
Alliance	0	0	4,563	4,920	71,494	100,366
Encore	0	0	1,949	3,689	39,179	69,235
Total Renault	0	0	6,512	8,609	110,673	169,601
Eagle	0	0	1,075	1,660	12,776	20,654
Total AMC	0	0	1,075	1,660	12,776	20,654
AMERICAN MOTORS	4,137	3,869	7,587	10,269	123,449	190,255
Horizon	2,158	1,749	4,891	5,755	84,500	78,298
Turismo	1,200	894	2,970	2,841	52,817	47,109
Reliant	3,913	2,676	10,954	8,872	138,833	138,154
Caravelle	1,127	820	2,438	2,697	35,954	9,074
Plymouth	335	333	640	1,006	17,627	16,609
Total Plymouth	8,733	6,472	21,893	21,171	329,731	289,244
Laser	1,054	1,093	2,539	3,267	50,957	53,131
LeBaron K	2,407	2,148	5,601	6,452	87,482	96,830
LeBaron GTS	2,043	888	5,373	1,788	71,018	2,494
Cordoba	0	0	0	0	0	136
Fifth Avenue	3,405	2,668	5,844	8,153	109,010	94,340
E-Class	0	0	0	0	20,923	40,265
New Yorker	1,811	1,623	4,520	4,737	36,490	39,303
Total Chrysler	10,720	8,420	23,877	24,397	375,880	328,499
Omni	1,928	1,665	4,686	4,795	71,473	67,933
Charger	1,244	1,068	3,264	3,072	57,171	51,940
Daytona	1,352	894	3,197	2,830	49,533	44,717
Aries	3,836	3,053	8,799	7,928	116,284	111,984
Lancer	1,306	518	3,217	1,423	49,615	1,980
Dodge 400-600	0	0	0	0	3,012	18,953
Diplomat	605	948	1,465	3,164	34,919	28,623
Mirada	0	0	0	0	0	282
Dodge 600	1,424	1,492	3,622	4,453	52,318	42,843
Total Dodge	11,695	9,638	28,250	27,665	434,325	369,255
CHRYSLER CORP.	31,148	24,530	74,020	73,233	1,139,936	986,998
EXP	156	978	336	2,718	17,927	31,213
Escort	16,672	9,434	37,652	26,924	420,690	353,578
Mustang	4,613	4,736	10,602	12,236	157,821	138,296
Tempo	8,001	8,041	17,810	21,360	281,144	256,532
Taurus	3,305	0	4,056	0	4,056	0
Thunderbird	5,550	4,848	10,396	13,430	157,209	154,865
LTD	3,844	4,495	7,525	12,619	180,514	196,907
Crown Victoria	3,821	4,023	8,936	11,388	162,334	169,253
Total Ford Division	45,962	36,555	97,373	100,675	1,386,195	1,300,644
Lynx	3,187	1,721	7,068	4,839	85,871	67,725
Topaz	1,713	1,668	4,128	4,753	73,098	73,454
Sable	1,858	0	2,430	0	2,430	0
Cougar XR-7	3,954	3,070	8,156	8,839	113,405	120,964
Capri	349	470	896	1,408	15,389	17,739
Marquis	1,551	2,247	3,063	6,543	87,844	103,722
Grand Marquis	3,524	3,355	8,209	9,720	135,202	143,594
Total Mercury	16,136	12,531	33,950	36,102	519,059	527,198
Continental	846	1,168	2,007	2,472	27,679	31,110
Lincoln	3,950	3,106	10,465	9,188	117,606	90,869
Mark VII	642	814	1,554	1,673	19,853	29,496
Total Lincoln	5,438	5,088	14,026	13,333	165,138	151,475
Total L-M Division	21,574	17,619	47,976	49,435	684,197	678,673
FORD MOTOR COMPANY	67,536	54,174	145,349	150,110	2,070,392	1,979,317
Skyhawk	2,301	1,687	6,644	6,106	85,639	121,858
Skylark	0	2,086	151	7,566	54,513	104,589
Somerset Regal	2,876	1,311	6,823	4,779	95,098	13,811
Century	6,671	4,064	16,690	16,292	234,508	217,042
Regal	1,666	2,410	5,614	8,865	112,590	182,185
LeSabre	1,403	3,388	4,232	12,047	115,212	164,314
Electra	2,729	1,202	9,397	5,811	99,185	84,414
Riviera	623	891	1,787	4,102	48,834	53,398
Total Buick	18,269	17,039	51,338	65,568	845,579	941,611
Cimarron	1,059	421	2,356	989	23,754	18,014
Seville	635	1,016	1,612	2,929	29,034	36,249
Cadillac	8,270	5,018	18,139	14,380	187,664	195,177
Eldorado	934	2,025	2,361	5,516	58,310	70,577
Total Cadillac	10,898	8,480	24,468	23,814	298,762	320,017
Chevette	3,005	2,935	7,323	9,928	129,927	164,917
Nova	4,010	0	7,793	0	35,594	0
Cavalier	16,458	7,706	39,184	26,325	431,031	377,545
Citation	81	1,492	393	5,025	43,677	92,174
Camaro	3,963	3,845	10,335	13,231	199,985	202,172
Celebrity	9,469	5,837	24,996	22,045	363,619	322,189
Malibu	0	0	0	0	0	881
Monte Carlo	2,598	1,810	7,186	5,760	112,585	115,939
Chevrolet	6,707	4,968	18,019	16,456	245,826	258,902
Corvette	1,212	842	3,161	3,079	37,956	30,424
Total Chevrolet	47,503	29,435	118,390	101,849	1,600,200	1,565,143
Firenza	1,153	1,346	3,694	3,969	49,580	62,456
Omega	0	0	0	0	0	34,103
Calais	1,603	2,211	5,927	6,145	122,810	14,881
Cutlass Ciera	7,861	5,711	20,400	17,365	333,585	242,209
Cutlass Supreme	5,020	4,725	11,841	16,468	217,504	302,087
Olds 88	2,876	4,946	9,418	16,943	188,129	258,293
Olds 98	2,482	2,601	9,612	8,508	122,421	100,419
Toronado	329	986	1,074	3,003	32,093	41,605
Total Oldsmobile	21,324	22,526	61,966	72,401	1,066,122	1,056,053
Fiero	1,979	1,128	4,022	3,349	90,303	93,485
1000	494	753	1,414	2,306	22,424	28,004
Sunbird	3,786	2,304	8,632	7,862	116,837	126,916
Phoenix	0	81	0	271	896	13,202
Firebird	2,007	2,067	5,296	6,499	100,160	101,414
Grand Am	4,368	1,873	11,736	5,995	121,273	16,751
6000	4,981	3,063	12,146	10,433	165,728	125,823
Bonneville	1,570	1,369	3,406	4,137	52,972	65,396
Grand Prix	1,406	1,353	2,986	4,179	57,153	71,609
Parisienne	1,955	1,800	4,862	5,523	69,049	62,064
Total Pontiac	22,546	15,791	54,500	50,554	796,795	704,684
GENERAL MOTORS	120,540	93,271	310,662	314,186	4,607,458	4,587,508
VOLKSWAGEN	2,689	1,632	5,836	3,762	77,537	73,838
HONDA	3,063	2,517	8,796	9,112	145,976	133,601
NISSAN	2,480	0	5,753	0	39,794	0
DOMESTIC TOTAL	231,593	179,993	558,003	560,672	8,204,542	7,951,517
IMPORT TOTAL			256,016	199,111	2,838,116	2,439,848
INDUSTRY TOTAL			814,019	759,783	11,042,658	10,391,365

Wild year 1985 breaks

By Jenny L. King
Detroit Reporter

1985: A year of incentives, a year of record-setting imported-car sales, a year of staggered new-car introductions, a year of record truck sales, a year of front-wheel drive and four-wheel drive, a year of extraordinary competition in the marketplace.

Total car-truck sales reached a staggering 15,723,116, up 8.55 percent from 14,484,168 in 1984 and erasing the previous record of 15,407,105 set in 1978.

Record truck sales included increasing numbers of light trucks doubling as passenger cars. The truck total was 4,680,458, up 14.39 percent from 4,092,803 in 1984. The former record was 4,-103,196 in 1978.

Total new-car sales pushed over the 11 million mark for the first time since 1978 and were the fourth highest ever. Domestics topped their 1984 number by a quarter of a million units.

Import sales, on the strength of eight consecutive months of record totals, hit a new high in 1985 and gained more than two percentage points in share of the U.S. market.

Car sales in the 1985 calendar year numbered 11,042,658, up 6.27 percent from 10,391,365 in 1984. It was the highest total since 11,308,498 in 1978.. The record is 11,446,589 in 1973.

The 1985 grand total included 8,204,542 domestics, up 3.18 percent from 7,951,517, and 2,838,-116 imports, up 16.32 percent from 2,439,848.

Domestic sales, characterized by sluggish months punctuated by incentive-induced records, were the best in six years. But their 3.18-percent growth was only a shadow of the 17.01-percent gain made in 1984.

Imports included record sales for several Japanese and European makes. Japanese imports passed the two-million mark for the first time (reaching 2,217,860) and accounted for 78.15 percent of the import total.

Domestics, now seven companies strong, included sales increases for all except American Motors.

The biggest gained the least: General Motors reported domestic sales of 4,607,458, up 0.43 percent from 4,587,508 in 1984.

Ford Motor Co. sales were up 4.60 percent, to 2,070,392 from 1,-979,317. Chrysler had the best showing of the Big Three with a 15.50-percent increase, breaking through the one-million-units barrier to 1,139,936 domestic sales from 986,998 in 1984.

AMC slipped from fourth place to fifth with a 35.11-percent sales drop, to 123,449 from 190,255. Honda, up 5.01 percent, to 145,-976 from 133,601, became the number four domestic auto maker in terms of sales.

Volkswagen finished the year with sales of 77,976 U.S.-built Golfs, up 5.01 percent from 73,-838 in 1984. Nissan dealers last year retailed 39,794 U.S.-built Sentras.

The 1985 domestic market included GM with 56.16 percent, Ford at 25.23 percent, Chrysler at 13.89 percent, Honda at 1.78 percent, AMC at 1.50 percent, VW at 0.95 percent and Nissan at 0.49 percent.

The breakdown a year earlier was GM at 57.70 percent, Ford at 24.89 percent, Chrysler at 12.41 percent, Honda at 1.68 percent, AMC at 2.39 percent and VW at 0.93 percent.

Oldsmobile, the only domestic make of long standing to report

Where auto market was, December, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	114,112	14.02%
COMPACT	136,006	16.71%
INTERMEDIATE	185,091	22.74%
STANDARD	55,781	6.85%
LUXURY	67,013	8.23%
IMPORT	256,016	31.45%
TOTAL	814,019	100.00%

Where auto market was in 1985

	Total Sales	Pct. of Total
SUBCOMPACT	1,543,169	13.97%
COMPACT	1,889,802	17.11%
INTERMEDIATE	2,913,632	26.39%
STANDARD	968,294	8.77%
LUXURY	889,645	8.06%
IMPORT	2,838,116	25.70%
TOTAL	11,042,658	100.00%

U.S. CAR SALES BY MARKETING UNITS

	December, 1985	December, 1984	12 Mos., 1985	12 Mos., 1984
Chevrolet	127,813	104,484	1,685,060	1,578,147
Ford	97,373	100,675	1,386,195	1,300,644
Oldsmobile	61,966	72,401	1,066,122	1,056,053
Pontiac	54,500	50,554	796,795	704,684
Buick	51,338	65,568	845,579	941,611
Toyota	53,745	47,065	620,047	557,981
Nissan	45,023	37,820	575,166	485,298
Mercury	34,838	36,102	528,033	527,198
Honda	49,662	35,948	552,389	508,420
Dodge	35,072	31,834	488,788	417,345
Chrysler	23,877	24,397	375,880	328,499
Plymouth	28,577	25,214	380,481	332,872
Cadillac	24,468	23,814	298,762	320,017
VWoA	22,454	18,325	292,103	261,446
Mazda	25,468	13,462	211,093	169,666
Subaru	16,246	12,762	178,175	157,385
Lincoln	14,026	13,333	165,138	151,475
AMC-Renault	7,982	11,146	130,654	202,498
Volvo	4,321	4,194	104,267	99,541
BMW	7,676	8,135	87,857	70,897
Mercedes	10,119	9,086	86,903	79,222
Mitsubishi	3,601	2,952	49,734	39,104
Saab	3,445	2,997	39,264	33,631
Isuzu	1,918	1,192	26,953	17,233
Porsche	2,484	1,797	25,306	5,840
Peugeot	970	1,995	15,636	20,007
Jaguar	3,114	2,139	20,528	18,044
Alfa Romeo	182	302	4,502	3,702
Maserati Biturbo	63	90	1,353	2,023
Yugo	1,698	—	3,895	—
TOTAL	814,019	759,783	11,042,658	10,391,365

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	December, 1985	December, 1984	12 Mos., 1985	12 Mos., 1984
Alfa Romeo	182	302	4,502	3,702
Audi	6,343	5,780	74,061	71,237
BMW	7,676	8,135	87,857	70,898
Chevrolet Spectrum	4,549	1,365	53,968	2,077
Chevrolet Sprint	4,874	1,270	30,892	10,927
Dodge Colt	5,181	3,301	39,724	36,560
Dodge Conquest	251	195	2,716	3,725
Dodge Vista	1,390	673	12,023	7,805
Honda	40,866	26,836	406,413	374,819
Isuzu	1,918	1,192	26,953	17,233
Jaguar	3,114	2,139	20,528	18,044
Maserati	63	90	1,353	2,023
Mazda	25,468	13,462	211,093	169,666
Mercedes-Benz	10,119	9,086	86,903	79,222
Merkur	888	—	8,974	—
Mitsubishi	3,601	2,952	49,734	39,104
Nissan	39,270	37,820	535,372	485,298
Peugeot	970	1,995	15,636	20,007
Plymouth Colt	5,117	3,151	36,491	32,819
Plymouth Conquest	256	202	2,671	3,344
Plymouth Vista	1,311	690	11,588	7,465
Porsche	2,484	1,797	25,306	19,611
Renault	395	877	7,205	12,245
Saab	3,445	2,997	39,264	33,631
Subaru	16,246	12,762	178,175	157,385
Toyota	53,745	47,065	620,047	557,981
Volkswagen	10,275	8,783	140,505	103,479
Volvo	4,321	4,194	104,267	99,541
Yugo	1,698	—	3,895	—
TOTAL	256,016	199,111	2,838,116	2,439,848

DOMESTIC SALES

	12 Months, 1985	12 months, 1984
Renault		
Alliance-Encore	110,673†	169,601†
AMC	12,776†	20,654†
AMERICAN MOTORS	123,449†	190,255†
Chrysler	375,880	328,499
Plymouth	329,731	289,244
Dodge	434,325	369,255
CHRYSLER CORP.	1,139,936	986,998
Ford	1,386,195	1,300,644
Mercury	519,059	527,198
Lincoln	165,138	151,475
FORD MOTOR	2,070,392	1,979,317
Buick	845,579	941,611
Cadillac	298,762	320,017
Chevrolet	1,600,200	1,565,143
Oldsmobile	1,066,122	1,056,053
Pontiac	796,795	704,684
GENERAL MOTORS	4,607,458	4,587,508
VOLKSWAGEN	77,537	73,838
HONDA	145,976	133,601
NISSAN	39,794	0
U.S. INDUSTRY TOTAL	8,204,542	7,951,517

†—Estimate

record

record sales in 1985, was up 0.95 percent, to 1,066,122 from its previous best of 1,056,053 set in 1984.

Pontiac had GM's largest gain, up 13.07 percent to 796,795 from 704,684. Chevrolet was up 2.24 percent, Cadillac dropped 6.64 percent and Buick was down 10.20 percent.

At Chrysler Corp., Dodge was up 17.62 percent for the year, Chrysler was up 14.42 percent and Plymouth was up 14.00 percent. Ford was up 6.58 percent, Mercury was off 1.54 percent and Lincoln was up 9.02 percent.

Fourth-quarter domestic sales were down 9.66 percent, to 1,672,-207 from 1,850,927.

The 1985 import romp included 14 calendar-year records: Audi, BMW, Honda, Isuzu, Jaguar, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Saab, Subaru, Toyota and Volvo.

Imports climbed to 25.70 percent of the total market from 23.48 percent in 1984. They claimed 31.45 percent of December's total, second only to December, 1981, when penetration reached 31.61 percent. Sales were up 28.58 percent, to a record 256,-016 from 199,111.

Combined import-domestic new-car sales in December were up 7.14 percent, to 814,019 from 759,783.

Domestic sales in December were off 4.76 percent, to 558,003 from 560,672 in 1984. The total included a substantial increase for VW—up 55.13 percent—and a 1.07-percent gain for Chrysler.

The competition was down. Ford dropped 3.17 percent, to 145,349 from 150,110. GM dipped to 310,662 from 314,186. AMC was down 26.12 percent, Honda slipped 3.47 percent and Nissan reported sales of 5,753 new Sentras.

GM's share of the month's domestic market slipped to 55.67 percent from 56.04 percent. Ford was down to 26.05 percent from 26.77 percent. Chrysler moved to 13.26 percent from 13.06 percent. AMC had 1.36 percent, down from 1.83 percent. VW earned 1.05 percent, up from 0.67 percent a year earlier. Honda had 1.58 percent compared with 1.63 percent, and Nissan finished with the remaining 1.03 percent.

Low-interest-rate incentive programs put in place during the Christmas holidays boosted Dec. 21-31 sales 28.67 percent, to 231,-593 from 179,993 in 1984. It was the first increase for a 10-day period since the beginning of the 1986 model year.

GM held 52.05 percent of the market, Ford had 29.16 percent, Chrysler had 13.45 percent, AMC had 1.79 percent, VW had 1.16 percent, Honda had 1.32 percent and Nissan had 1.07 percent.

GM Wentzville plant making 2 car types

WENTZVILLE, Mo.— The General Motors' Wentzville plant is now assembling the H-body Oldsmobile 88 and the C-body Buick Park Avenue.

This marks the first time the Wentzville plant will produce two different types of cars. The Buick City in Flint plant will continue producing the H-body car, and the Oldsmobile Ninety-Eight Regency has been moved to Orion Township.

U.S. CAR PRODUCTION

	Week Ended Jan. 11, 1986	Week Ended Jan. 12, 1985	Week Ended Jan. 5, 1986	Jan. to Date	Jan. 1, to Jan. 12, 1985	Jan. 1, to Jan. 11, 1986
AMERICAN MOTORS	0	3,665	0	0	3,600	0
Renault Total	0	3,665	0	0	3,600	0
Alliance	0	2,290	0	0	2,500	0
Encore	0	1,375	0	0	1,100	0
CHRYSLER CORP.	31,650	26,114	10,269	41,919	42,989	41,919
Plymouth Total	9,450	7,273	2,805	12,255	11,285	12,255
Horizon	3,600	2,662	1,073	4,673	4,024	4,673
Reliant	4,300	3,093	1,177	5,477	4,733	5,477
Caravelle	1,400	1,300	479	1,879	1,943	1,879
Gran Fury	150	218	76	226	585	226
Chrysler Total	11,300	9,241	3,627	14,927	15,972	14,927
LeBaron	2,800	2,467	986	3,786	3,980	3,786
LeBaron GTS	2,300	1,628	614	2,914	2,615	2,914
Laser	1,000	1,218	425	1,425	1,831	1,425
New Yorker/E-Class	1,700	1,454	505	2,205	2,242	2,205
Fifth Avenue	3,500	2,474	1,097	4,597	5,304	4,597
Dodge Total	10,900	9,600	3,837	14,737	15,732	14,737
Omni	3,600	2,903	1,139	4,739	4,726	4,739
Aries	2,500	2,522	993	3,493	4,071	3,493
Daytona	1,000	918	426	1,426	1,467	1,426
Dodge 600	1,600	1,511	621	2,221	2,363	2,221
Lancer	1,700	1,227	471	2,171	2,055	2,171
Diplomat	500	519	187	687	1,050	687
FORD MOTOR	33,774	41,009	10,776	44,550	65,446	44,550
Ford Division	22,528	26,506	7,286	29,814	42,226	29,814
Escort	7,631	7,052	2,564	10,195	10,727	10,195
Mustang	3,903	3,608	1,237	5,140	5,766	5,140
LTD	0	5,665	0	0	8,947	0
Taurus	2,684	0	903	3,587	0	3,587
Thunderbird	3,618	4,035	1,281	4,899	6,427	4,899
Crown Victoria	0	2,213	0	0	3,342	0
EXP	0	555	0	0	880	0
Tempo	4,692	3,378	1,301	5,993	6,137	5,993
L-M Division	11,246	14,503	3,490	14,736	23,220	14,736
Mercury Total	7,562	10,885	2,312	9,874	17,489	9,874
Lynx	1,528	1,843	496	2,024	2,954	2,024
Capri	687	484	231	918	751	918
Marquis	0	2,532	0	0	4,134	0
Sable	1,356	0	447	1,803	0	1,803
Cougar	2,415	3,360	703	3,118	5,337	3,118
Grand Marquis	0	1,401	0	0	2,212	0
Topaz	1,576	1,265	435	2,011	2,101	2,011
Lincoln Total	3,684	3,618	1,178	4,862	5,731	4,862
Continental	512	654	163	675	1,039	675
Lincoln	2,765	2,564	883	3,648	4,060	3,648
Mark VI/VII	407	400	132	539	632	539
GENERAL MOTORS	97,253	108,215	37,964	135,217	175,050	135,217
Buick Total	19,321	21,122	7,094	26,415	35,531	26,415
Skylark	0	2,359	0	0	4,258	0
Skyhawk	1,866	1,786	802	2,668	3,274	2,668
Somerset	2,140	2,174	692	2,832	3,494	2,832
Century	6,371	4,319	2,899	9,270	7,471	9,270
Regal	732	2,861	103	835	4,650	835
LeSabre/Electra (rwd)	270	4,227	125	395	7,180	395
LeSabre (fwd)	2,640	0	365	3,005	0	3,005
Riviera	554	1,456	139	693	2,131	693
Electra (fwd)	4,748	1,940	1,969	6,717	3,073	6,717
Cadillac Total	5,054	8,185	1,730	6,784	13,052	6,784
Cimarron	435	516	189	624	833	624
Seville	421	970	95	516	1,437	516
Eldorado	595	1,824	154	749	2,581	749
Cadillac (rwd)	384	1,051	49	433	2,120	433
DeVille (fwd)	3,219	3,824	1,243	4,462	5,981	4,462
Chevrolet Total	34,618	38,971	13,296	47,914	64,264	47,914
Chevette	2,718	3,609	1,159	3,877	6,034	3,877
Cavalier	9,535	10,662	3,776	13,311	18,075	13,311
Celebrity	6,444	6,227	2,030	8,474	9,529	8,474
Camaro	4,965	4,962	1,909	6,874	8,418	6,874
Citation	0	1,716	0	0	2,969	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	2,695	2,442	1,132	3,827	3,736	3,827
Chevrolet	8,261	8,343	3,290	11,551	13,899	11,551
Corvette	0	1,010	0	0	1,604	0
Oldsmobile Total	22,458	26,321	10,019	32,477	42,430	32,477
Omega	0	0	0	0	0	0
Firenza	990	1,555	456	1,446	2,772	1,446
Cutlass Supreme	3,989	4,141	1,208	5,197	6,394	5,197
Cutlass Ciera	6,827	7,637	4,389	11,216	12,916	11,216
98/98 (rwd)	600	5,804	477	1,077	9,238	1,077
88 (fwd)	3,840	0	1,430	5,270	0	5,270
Olds 98	2,703	3,046	917	3,620	4,851	3,620
Calais	3,110	3,054	1,047	4,157	4,671	4,157
Toronado	399	1,084	95	494	1,588	494
Pontiac Total	15,802	13,616	5,825	21,627	19,773	21,627
Acadian**	0	241	9	9	80	9
2000 Sunbird	3,230	3,266	1,098	4,328	5,356	4,328
1000	602	701	179	781	914	781
Firebird	2,655	2,671	1,029	3,684	4,321	3,684
Phoenix	0	0	0	0	0	0
6000	2,295	252	1,198	3,493	459	3,493
Grand Prix/Bonville	0	0	0	0	0	0
Parisienne	2,670	1,546	1,077	3,747	2,655	3,747
Fiero	0	2,413	0	0	2,400	0
Grand Am	4,350	2,526	1,235	5,585	3,588	5,585
HONDA	3,750	3,663	1,390	5,140	5,466	5,140
NISSAN	1,775	0	1,718	3,493	0	3,493
NUMMI*	1,900	200	400	2,300	400	2,300
VOLKSWAGEN	2,350	2,035	851	3,201	3,128	3,201
Total Cars, U.S.	172,452	184,901	63,368	235,820	296,079	235,820
Total Cars, Canada	6,148	23,068	21,808	74,402	31,423	6,148
N. American Cars	178,600	207,969	85,176	310,222	327,502	241,968
N. American Trucks	37,831	84,225	91,567	297,111	131,441	37,831
North American Cars and Trucks	216,431	292,194	176,743	607,333	458,943	279,799

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

First week of 1986 brings 172,452 cars

By Kathy Boyer
Detroit Reporter

Domestic auto makers estimated output of 172,452 units last week, the first full week of production after the holidays.

The scheduled output for last week was 172.14 percent more than the previous week's 63,368 but was down 6.73 percent from the year-ago week's 184,901.

So far this year, 235,820 cars have been assembled, 20.35 percent below the 296,079 completed last year at this point.

Companies shared last week's estimated output as follows: General Motors, 56.39 percent; Ford Motor Co., 19.58 percent; Chrysler Corp., 18.35 percent; Honda of America Mfg. Co., 2.17 percent; Volkswagen of America, 1.36 percent; New United Motor Mfg. Co., U.S.A., 1.10 percent, and Nissan Motor Mfg. Co., 1.05 percent.

American Motors' Kenosha plant remained closed last week for inventory adjustment. Production is expected to resume today (Jan. 13).

Saturday (Jan. 11) overtime was scheduled at GM's Oklahoma City plant.

Ford's plant in Kansas City was also slated for Saturday overtime.

Ford's Edison (N.J.) plant is scheduled for overtime next Saturday (Jan. 18)

Chrysler scheduled Saturday (Jan. 11) overtime at Belvidere, Ill.; St. Louis No. 2, and Jefferson (Detroit).

Chrysler has daily overtime this week at Belvidere; Newark, Del., and St. Louis No. 2.

GM's Wilmington (Del.) plant, which assembles standard-sized Chevrolets and Oldsmobiles, will lay off 4,100 workers starting Feb. 7 to re-tool for a smaller, front-wheel-drive Chevrolet line. The workers will be idle for about seven months.

GM's Bowling Green (Ky.) plant, which assembles the Chevrolet Corvette, has been down since Jan. 6 for conversion to build the Corvette convertible. The plant is expected to resume production of the Corvette coupe Feb. 3.

Truck output tops 1985

Domestic truck makers targeted output of 70,456 units last week, the first full work week after the holidays. The total was 2½ times the previous week's 27,165.

Last week's scheduled build was 7.33 percent more than the year-ago week's 65,647.

So far this year, 97,621 trucks have been assembled, 3.32 percent below the 100,974 completed last year at this point.

Nissan's Smyrna (Tenn.) plant was closed last week for retooling. Production is scheduled to resume today (Jan. 13).

Ford's Kansas City and Twin Cities plants were slated for overtime Saturday (Jan. 11).

Chrysler's Warren (Mich.) plant remains closed for model changeover. It is scheduled to resume production in mid-March.

Canadian cars decline

Canadian auto makers' estimated production of 19,030 cars last week more than tripled the previous week's 6,175—which included the holiday—but was down 17.50 percent from the year-ago week's 23,068.

So far this year, 25,205 units have been assembled, 19.79 percent below the 31,423 completed last year at this point.

American Motors' Brampton (Ont.) plant was closed for inventory adjustment the week ended Jan. 4. Production resumed last Monday (Jan. 6).

Truck makers scheduled assembly of 18,802 units last week, 145.30 percent more than the holiday week's 7,665, and up 1.21 percent from the year-ago week's 18,-578.

Year-to-date, 26,467 trucks have been built, 13.13 percent below the 30,467 completed last year at this point.

PRODUCTION

CANADIAN CAR	Week Ended Jan. 11, 1986	Week Ended Jan. 12, 1985	Week Ended Jan. 5, 1986	Jan. to Date	Jan. 1, to Jan. 12, 1985	Jan. 1, to Jan. 11, 1986
AMERICAN MOTORS	410	0	0	410	366	410
FORD MOTOR	11,645	14,171	4,023	15,668	16,967	15,668
GENERAL MOTORS	6,750	8,672	2,086	8,836	13,730	8,836
VOLVO	225	225	66	291	360	291
Total Cars, Canada	19,030	23,068	6,175	25,205	31,423	25,205

U.S. TRUCK☆	Week Ended Jan. 11, 1986	Week Ended Jan. 12, 1985	Week Ended Jan. 5, 1986	Jan. to Date	Jan. 1, to Jan. 12, 1985	Jan. 1, to Jan. 11, 1986
CHEVROLET	24,888	23,140	10,170	35,058	37,015	35,058
DODGE	0	4,504	0	0	6,773	0
FORD	28,510	21,617	9,814	38,324	32,770	38,324
GMC	7,713	5,913	3,293	11,006	9,298	11,006
INTERNATIONAL	1,495	1,612	589	2,084	2,568	2,084
JEEP	5,800	4,147	2,277	8,077	5,801	8,077
NISSAN	0	2,564	0	0	3,309	0
AM GENERAL	50	50	22	72	80	72
MISCELLANEOUS	2,000	2,100	1,000	3,000	3,360	3,000
Total Trucks, U.S.	70,456	65,647	27,165	97,621	100,974	97,621

CANADIAN TRUCK	Week Ended Jan. 11, 1986	Week Ended Jan. 12, 1985	Week Ended Jan. 5, 1986	Jan. to Date	Jan. 1, to Jan. 12, 1985	Jan. 1, to Jan. 11, 1986
CHRYSLER	9,080	8,606	3,988	13,068	14,386	13,068
FORD	3,581	3,396	1,228	4,809	5,660	4,809
GENERAL MOTORS	5,976	6,181	2,383	8,359	10,092	8,359
INTERNATIONAL	165	195	66	231	329	231
Total Trucks, Canada	18,802	18,578	7,665	26,467	30,467	26,467
N. American Trucks	89,258	84,225	34,830	124,088	131,441	124,088

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

BEST COPY AVAILABLE

C2700-1

Automotive News

January 20, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Reagan OK's changes in trust laws

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Major changes in antitrust policy have been blessed by President Reagan.

Although not yet draped with legislative language and submitted to Capitol Hill, the cnanges apparently reflect last summer's initiative by Commerce Secretary Malcolm Baldrige and supported by the Justice Department.

A major change would provide five years of protection from antitrust enforcement for industries impacted by foreign competition. Obviously, this applies even to the highly concentrated auto industry.

The proposed exemption for industries injured by imports could be an alternative to relief under the 1974 trade law.

Other Reagan-endorsed proposals would allow more corporate directors to serve on boards of competing firms, ease restrictions on merger activities even more than the Administration merger guidelines have done already, severely restrict private collection of treble damages and limit American companies in their ability to sue foreign competitors.

Presidential Spokesman Larry Speakes said the the package would help U.S. companies heavily affected by foreign competition by allowing more freedom to merge and thus compete internationally.

Attorney General Edwin Meese called the program one to "bring the antitrust laws into conformity with modern times" and to make U.S. laws more "compatible with the global market."

Reception in the Senate is deemed generally sympathetic.

After all, one of the first actions taken in 1981 by Senator Strom Thurmond, South Carolina Republican and chairman of the Senate Judiciary Committee, was

Please turn to Page 54, Col. 4

Late News

No UAW for EDS

UAW attorneys have told the National Labor Relations Board the union wants to withdraw six petitions seeking to represent employes of the General Motors subsidiary Electronic Data Services. Related petitions were dismissed by the NLRB last November due to changes in the composition of the workforce. The UAW sought to represent about 700 of the 7,000 former GM data processing employes who were transferred to EDS a year ago.

Jim Dunne/Popular Mechanics

Dueling domestics

In the 1988 model year, General Motors will introduce the GM10 cars, including the Pontiac Grand Prix, above. It will be competing directly with the Ford Taurus, below, and Mercury Sable for the upper middle domestic-car market. Ford introduced Taurus and Sable at the beginning of 1986 with big sales plans for the models. GM, on the other hand, is scaling back on its initial output plans for the 10-cars. A station wagon version has been dropped.

Ford recall covers 42,000 Aerostars

By Richard Johnson
Detroit Reporter

Ford Motor Co. is recalling approximately 42,000 1986 Aerostar vans following reports of rear-end weld separations—including those holding the rear suspension.

Meanwhile, controversy has arisen over the Ford minivan's braking performance following publication of a highly critical report in a consumer research magazine.

A story circulated last week of at least one case of a rear axle falling off an Aerostar van due to the weld separation problem. However, company spokesmen said they were unaware of any such incident.

Ford said last week it will notify owners of some 30,000 Aerostars to return their vehicles to Ford dealers for reinforcement of certain structural welds in the underbody, including welds retaining the rear suspension. Another 12,000 models are in dealer inventory.

John P. King, service engineering manager, Ford Parts and Service Division, said the reinforcements will be installed on all Aerostars built through Dec. 6, 1985, since it is "not feasible to inspect certain areas that may have been welded inadequately."

King last week acknowledged field reports indicating that substandard welds may separate, causing a reduction in steering response. He said no accidents or injuries have been reported as a result of the condition.

Weld separation would cause drivers to hear "clunking, thumping or rattling noise" at the rear of the vehicle, according to the FPSD statement.

Last week, a spokeswoman for the division reported 52 vehicles to date with weld seperations, but she said she was unaware of cases in which any part of the vehicle became detached.

The company did not release an estimated cost to carry out the Aerostar recall. However, the spokeswoman said, "We figure it will take one man a working day to do it."

She said that in addition to labor costs, some brackets and tools would be involved with the repairs.

Based on hourly labor charges,

Please turn to Page 54, Col. 1

GM10 program is scaled back; wagon dropped

General Motors has begun to scale back its massive GM10 project, the largest new-car program in the company's history, by scrapping one of the models and one of the assembly plants originally planned for the program.

The first of the GM10 cars will be launched as 1988 models.

GM has decided not to produce a station wagon-version of the GM10 as had been planned. Sources said engineering problems caused the station wagon to be scrapped.

GM told the 4,800 workers at its Arlington (Tex.) assembly plant last week that the plant will not be included in the GM10 program as had been expected.

Reduced volume expectations were blamed.

GM also is said to be tinkering with the design of the GM10 cars following the successful launch of the Ford Taurus and Mercury Sable. The Ford cars compete in the same mid-size category as the GM10 cars and look similar. However, Ford's models are on the market two years earlier than GM's entries.

The Texas plant now assembles rear-wheel-drive G-cars, the Chevrolet Monte Carlo and Oldsmobile Cutlass Supreme. It will continue to produce the cars until they are phased out, but no new-car program has been scheduled yet for the plant after those models are discontinued.

The GM10 cars, also known as W-bodies, will replace the G-cars as well as GM's A-cars.

GM has said the GM10 project is its most extensive and expensive new product program in history. The $8-billion project originally was to involve as many as seven assembly plants to produce the replacement for GM's midsize family of cars.

About 1.5 million front-wheel-drive intermediates were expected to be produced annually.

So far, the only plant publicly named for the GM10 pogram has been the Fairfax (Kans.) assembly plant.

Other plants said to be included are Oshawa, Ont.; Oklahoma City, and Doraville Ga.

GM earlier had canceled or delayed orders for some of the large new transfer presses involved in its metal stamping systems, indicating a cutback in its original plans for new-product programs.

GM's total order for the presses and related equipment for the Chevrolet-Pontiac-Canada Group and the Truck & Bus Group amounted to more than $1 billion. The amount canceled or put on hold reportedly totaled about $60 million to $110 million worth of equipment.

NHTSA likes CAFE range of 26 to 27.5

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—NHTSA has proposed a CAFE standard between 26.0 MPG and 27.5 MPG for each of the 1987 and 1988 model years. That would substitute for

Poling: 26 MPG a must—Page 8

the current 27.5 MPG for those model years. General Motors and Ford Motor have requested 26.0.

Recently, NHTSA rolled back the 1986 model year CAFE from 27.5 MPG to 26.0 MPG at the request of those two companies.

A public meeting will be held Feb.19 in Washington, and interested parties have 60 days in which to file written comments.

The NHTSA proposal is in re-

Please turn to Page 54, Col. 3

Battle for the U.S. market

Greenwald warns of big oversupply

By Mary Connelly
Detroit Reporter

Chrysler Motors Chairman Gerald Greenwald predicts an allout bloodletting in 1986 because the supply of automobiles in the U.S., including imports, will outpace consumer demand by 25 percent.

It could result in U.S.-based companies losing as much as 10 percentage points of the car market, he said. He said those 10 points are "up for grabs."

"There will be 25 percent more auto capacity in America this year than the estimated market size," Greenwald told the Economic Club of Detroit last week. "Somebody's blood is going to

Please turn to Page 54, Col. 3

Nissan president sees a 'dogfight'

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—The scramble for shares of the small-car sales pie in the U.S. will turn into a real dogfight by 1988 when car assembly plants now under construction in Japan come on stream and planned exports from South Korea and Taiwan glut the market.

The first skirmishes in that sales battle among small-car manufacturers, however, are expected to occur this year, according to Yutaka Kume, Nissan Motor Co. president.

"In the U.S. market, the Big Three auto makers, flush with enormous profits, have launched aggressive capital-investment programs to

Please turn to Page 54, Col. 4

Inventories still high, 73 days—Page 52

Senators get no promises from Japan

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—The verbal maneuvering over Japan's voluntary restraints on auto exports to the U.S. continues in government—both U.S. and Japanese—and industry circles here.

Meanwhile, two conflicting reports on the likely quota outcome were published here last week—one out of the U.S. stating that Japan is likely to continue the curbs, the second quoting a Japanese government official denying the speculation.

The export restraints are scheduled to expire at the end of March.

Senator John Danforth, Missouri Republican, told an audience at the Foreign Correspondents' Press Club of Japan the voluntary curbs on exports should be continued in fiscal 1986, starting in April, in light of the huge American trade deficit with Japan which is likely to exceed $50 billion for fiscal 1985.

Speaking at the Foreign Correspondents' Club, Danforth said that in meeting with government officials, no member of the delegation was given an indication of the Japanese Government's intentions.

Masao Omichi, deputy director of Japan's International Trade and Industry Ministry's (MITI) Automobile Division, said more study is needed on factors such as the yen's rise against the U.S. dollar and other bilateral trade issues before the ministry can make a decision on export curbs.

On the industry side, automotive executives, including Shoichiro Toyoda, president of Toyota Motor Corp., and Yutaka Kume, president of Nissan Motor Co., have made public statements to the effect that the quota system is no longer needed and that they expect the quotas to be dropped next fiscal year.

It is the first time Kume has made such a statement, and Toyoda took the step of publicly criticizing Japanese government officials calling for a quota extension by making his remarks at a news conference.

Danforth, leading a six-member U.S. Senate delegation, arrived in Tokyo with the letter from 13 senators, which also contained a stern warning to Prime Minister Yasuhiro Nakasone and MITI Minister Michio Watanabe (Automotive News, Jan. 13).

The Kyoto News Service report issued from San Diego, where Watanabe was attending a meeting of trade ministers of Japan, U.S., Canada and Europe, quoted an anonymous MITI official as saying quotas would be continued.

But in Tokyo Friday, a ranking MITI official totally denied the report in a statement published by Jiji Press Service. He was reported as saying the quota issue had not yet been raised in San Diego. He said the Reagan Administration is hoping for abolition of the quota while Congress is insisting it stays, and that MITI's policy will be determined after Watanabe met with U.S. Trade Representative Clayton Yuetter Friday, after Automotive News went to press.

Danforth said that when he introduced the quota bill in 1981 he "believed at that time that the U.S. auto industry needed two to three years of protection so that it could be saved from going under."

"However, the problem now is beyond any specific sector," Danforth said. "The problem now is the $50 billion trade deficit the U.S. has with Japan."

Omichi said MITI will consider how the yen's appreciation will affect auto exports to the U.S. and other trade issues before making a decision. He also said the government will consider the senators' letter.

Omichi said that as far as MITI is concerned, the restraint issue "is still a blank sheet of paper."

The English-language newspaper Mainichi Shimbun said one factor that may sway the government to extend the restraints is the increase in the market share of Japanese cars in the U.S. to a record 21.8 percent in 1985 from 19.7 percent in 1984.

It said the Japanese Government has "almost decided" to extend the curbs after members of the U.S. Senate requested an extension in a letter to the Japanese Government. The newspaper did not identify its sources.

The newspaper said the planned entry of Daihatsu Motor Co.—a minicar manufacturer that does not have an allocation of cars under the current quota system—into the U.S. market also is figuring prominently in the government's decision.

If the curbs are lifted, the government expects car exports to the U.S. to rise sharply.

However, the industry would not be too surprised, or upset, if some sort of a quota system with a higher export limit is announced for the 1986 fiscal year.

That way, those in the industry reason, Daihatsu and the small auto makers who are hurting with small quota allocations will be placated, while companies with large number of exports won't be hurt too much.

However, Nissan's Kume said there would be no sharp increase in the number of cars exported by Nissan to the U.S. even if restraints are lifted because the capacity of the dealer network is limited. Toyoda also has said exports would not increase greatly because of higher retail prices for Japanese cars in the U.S. following the rise of the yen's value against the dollar.

Trading halted

Stock rumor puts Bamford deep in Lotus

LONDON.—Stock trading in Group Lotus was suspended last Wednesday (Jan. 15) at the company's request. Clarification of the changes now taking place is expected some time this week.

Rumors concerning the group's three main shareholders—British Car Auctions with 29 percent, Toyota with 21 and J.C. Bamford with 16—have been gathering strength for several weeks.

The main belief is that Bamford, manufacturer of JCB construction equipment, will increase its stake in Lotus. That, in turn, could lead to Anthony Bamford eventually replacing BCA's David Wickins as Group Lotus chairman.

Group Lotus volume was around 850 cars last year. It employed just over 600 people. But it has plans to launch a new sports car this fall, and that would eventually reach production levels of some 3,000 a year.

More important, Lotus engineering contracts are continuing to increase. The company estimates that by 1990, one-third of its anticipated $85 million annual sales will be from outside engineering contracts.

DL combines sportiness and practicality

Subaru 3-Door bows; aimed at young buyers

PENNSAUKEN, N.J.—Subaru has introduced the 3-Door, a hatchback which is a new body style for the company. The car combines fastback styling with a 39.8-cubic-foot cargo area and is targeted mainly at young buyers.

The five-passenger car has the same front seat headroom as the sedan, but sits almost an inch lower, with a windshield raked two more degrees, for a coefficient of drag of 0.32.

The new 3-Door is available with both front-drive and on-demand four-wheel-drive. Its 1.8-liter engine is available with carburetor, single-point fuel injection or turbocharged with multi-point fuel injection.

Standard on the DL model are 82-HP carbureted engine, 5-speed manual transmission with overdrive, four-wheel independent suspension, vented front disk brakes and hill-holder system. It is priced at $8,089, including dealer prep.

The GL—priced at $8,714—features more interior electronics, power steering and power windows. It is available with automatic transmission combined with a 90-HP, fuel-injected engine for $9,543.

The GL 4WD has a carbureted engine and is available either with a 5-speed manual (at $9,289) or 3-speed automatic transmission (at $10,038).

The GL 4WD Turbo has a 110-HP turbocharged engine with 5-speed manual transmission. No automatic is available on this model, which is priced at $12,135.

'85 sales in Japan set another record

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—New-vehicle sales in Japan in 1985 climbed 2.2 percent over the previous year to a record 5,556,844 units. It was the fifth consecutive yearly increase.

The Japan Automobile Dealers Assn., which breaks down vehicle sales figures into two groups—minis and those larger—said vehicle sales excluding minis increased 1.3 percent to 4,028, 132 units, exceeding 4 million for the first time in five years.

JADA said mini-vehicle sales in 1985 increased 4.8 percent over 1984 to an alltime high of 1,528,-712 units.

In the larger-vehicle category, JADA said car sales in 1985 rose 1.4 percent to 2,943,066 units, while truck sales advanced 0.7 percent to 1,063,493 units and buses increased 6.4 percent to 21,-573 units.

By company in the bigger-than-mini class, JADA said Toyota's sales totaled 1,683,387 units, up 3.7 percent, to boost its market share 1.0 point to 41.8 percent.

Nissan was second with 1,047,-276 units, down 2.6 percent, and a market share of 26.0 percent, down from 27.0 percent.

Mazda sales totaled 305,959 units, down 6.7 percent, for 7.6 percent of the market, compared with 8.2 percent in 1984.

Honda sold 301,150 units in 1985 to score a 19.5 percent increase and expand its market share 1.2 points to 7.5 percent. In joining Toyota as the only other company to increase its market share, Honda placed fourth among Japanese auto makers, up one spot from 1984.

Mitsubishi sold 244,890 units in 1985, down 8.2 percent, for 6.1 percent of the market, down from 6.7 percent in 1984.

Isuzu's sales totaled 165,914 units, up 2.1 percent, for a market share of 2.1 percent, the same as in 1984, while Fuji Heavy Industries (Subaru) accounted for 76,288 sales, an increase of 3.6 percent, to maintain its 1.9 percent share.

Hino sold 38,366 units during the year, down 1.8 percent, while Nissan Diesel sold 20,684 units down 2.7 percent. Both Hino and Nissan Diesel managed to hold their market shares at 1.0 percent and 0.5 percent, respectively.

Isuzu, Suzuki eye co-op venture in home market

TOKYO.—Suzuki Motor Co. and Isuzu Motors reportedly have agreed on joint production and marketing of cars and commercial vehicles to cope with the fierce competition in the Japanese market.

The two companies will work out details of the agreement, which will be implemented this spring, and will allow their dealers to sell each other's vehicles.

The move is said to reflect the automotive competition in Japan.

Japanese auto makers, with the exception of Toyota Motor Corp., are said to be operating at a loss in the domestic market.

The first car the two firms' dealers will sell will be Suzuki's 1,000-cc Aska.

Hyundai plans Mitsubishi deal

SEOUL, South Korea.—Hyundai Motor Co. said it will build 3,-000-cc cars in cooperation with Mitsubishi Motors Corp.

The plan for the car, said to be the largest produced in South Korea, calls for an almost equal supply of components from each company. Production is expected to start in the fall of 1987.

The car is expected to be a version of Mitsubishi's redesigned Debonair model that will be introduced later this year. Some components for the Debonair will be produced in South Korea by Hyundai.

4 auto makers seek pact to build Soviet engine plant

Four major auto manufacturers are battling each other for the contract to build a $1 billion engine factory in the Soviet Union.

Alfa Romeo, Fiat, Volkswagen and Mitsubishi were the companies selected by Soviet officials. According to a spokesman for Alfa Romeo, negotiations could last another year or more.

This is the second stage of bidding on the contract for the plant, which will be located in Moscow. Initial proposals were accepted from any company interested in the project, and the Russians narrowed the field to those four companies.

The plant was described as an "intermediate-size" facility. And while Alfa was refused to give specific numbers, reports have indicated the plant will have the capacity to manufacture 250,000 to 300,000 engines per year.

There also is speculation that the Soviet Union will select two companies to work together on the contract.

For Alfa Romeo, the first discussions on this project were arranged by the Italian and Soviet governments since Alfa is a state-owned company.

index

Auction reports	38-39
Automotive World News	29
Classified advertising	40-48
Editorial page	10
Engineering	16
Personnel	28
Production by makes	53
Sales, car	52
Sales, truck	12
Truck highlights	12

60th year—No. 5110

AUTOMOTIVE NEWS (USPS 0965-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

In Transit

Ford of Europe makes its move against the Japanese with a new-generation commercial van

By Richard Feast

The Transit series of medium-weight panel vans and pickup trucks is a crucial element of Ford of Europe's commercial vehicle presence. The new-generation Transit II, which goes on sale Feb. 10, arrives not a moment too soon.

The original Transit, introduced more than two decades ago, was Ford's first true pan-European model. It has been a howling success with more than 2 million produced, but has steadily been losing market share the past few years — despite recent adoption of a super-economy direct-injection diesel engine option.

At the lighter end of the market, the Japanese have made steady sales gains. At the heavier end, European manufacturers such as Volkswagen, Daimler-Benz, Renault and Sevel (the joint venture Peugeot-Fiat van) have moved strongly into the market with contemporary vehicles.

Now Ford is making its move. Transit II has the aero look of such Ford cars as Sierra and Scorpio. Its low drag coefficient (0.37 on the most aerodynamic model) is as good as the target car makers were shooting for only a few years ago. Ford engineers say Transit II offers improved space, carrying capacity and economy, along with much lower operating cost.

Transit II represents a $580 million investment by Ford, which is manufacturing it at Southampton, England — a dedicated Transit plant — and Genk, Belgium, where Sierra is also made.

One of the company's main concerns is to boost Transit outside the United Kingdom, where it has been a market leader the past 20 years. Indeed, its overwhelming success in the U.K. highlights Transit's sales weakness in other countries.

In 1984, the last year for which complete figures are available, 81,200 Transits were sold for 12.6 percent of its market segment and 6.2 percent of Western Europe's total commercial vehicle market. That compares with a heftier 7.5 percent of Europe's total three years earlier.

Of the 81,200 sales, 39,900 were in the U.K. The remainder were scattered across the continent — mainly 11,300 in West Germany, 10,500 in Italy and 6,400 in France. The local opposition — particularly in Germany, where Ford is a substantial vehicle maker — has largely kept the Transit in the background.

Ford's new Transit II is available in three wheelbases and five body styles. At top, the 100L long-wheelbase van; at left, the short-wheelbase van with side-load door; at right, the Transit long-wheelbase chassis cab. Ford hopes the Transit name will become a household word on the European mainland, as it has in the United Kingdom.

There is clearly plenty of room for improvement by Transit in mainland Europe, even if U.K. prospects for sales increases are limited by Ford's historical domination of the market there and by more competitive stances being taken in the U.K. by General Motors' Bedford Commercial Vehicle Division and BL's Freight Rover Division.

To its credit, Transit has become such an important aspect of the U.K. commercial vehicle scene that the name is often used generically for all medium vans and pickups.

The Transit II line is broad. Engine options are 1.6-liter gasoline (65 horsepower), 2.0-liter gasoline (78 hp) and a 2.5-liter direct-injection diesel (68 hp) that was introduced in the old van in April 1984 — the first production application of such a diesel in that size vehicle.

By the end of 1986 a 3.0-liter V-6 gasoline engine will be offered for vehicles with high-speed requirements, such as police cars and ambulances.

Transit II is available in three wheelbases and five body styles including vans, buses, chassis cabs and parcel vans. A double cab on a long wheelbase will be offered later.

Transmissions include four- and five-speed manuals, four-speed with overdrive and automatic. Payloads range from 1,765 to 4,190 pounds. Most versions will be offered in three levels of trim: Popular, Standard and L.

Through computer-controlled flexible automation, up to 12 different Transit II bodies can be produced along the same assembly line. In comparison, Ford officials claim, most advanced automated car factories can build only a maximum of six or seven body variations.

Western Europe's medium-segment commercial vehicle market rose from 468,400 units (45 percent of total industry volume) in 1974 to 641,200 units (49 percent) in 1984. Continued growth is expected, with volume forecast to top 700,000 units by 1989.

Much of the recent growth has come from Japanese importers specializing in vans that generally are smaller than those produced in Europe. This is a sub-sector the Europeans have ignored at some cost, for the Japanese now claim 20 to 25 percent of sales in the segment.

This has forced a reappraisal by European makers, including Ford which has begun to import Japanese-made Mazdas in certain countries. GM Bedford has manufacturing agreements with Isuzu and Suzuki, while Daimler-Benz plans to make Mitsubishis at its Spanish factory. Also in Spain, Nissan's acquisition of controlling interest in Motor Iberica has led to production of the Vanette there.

As the Europeans fight back, Transit II, designed to take on the Japanese, will be followed by others. There is a good chance Transit II will be the last commercial vehicle designed and built exclusively by Ford in Europe. For the longer term, Ford is talking about joint projects with Fiat of Italy.

While Ford and Fiat supposedly have cooled their desire for passenger-car joint ventures following a breakdown of talks last October, they are now turning their attention to commercial vehicles.

Both companies admit they are talking, and the outcome could involve anything from car-derived vans and pickups to special vans, trucks of all weights and buses. This is all that is known at this stage, but widespread belief is Ford and Fiat's real common ground is trucks.

This will mean projects involving Iveco rather than Fiat Auto. Iveco, a separate and clearly defined structure, handles its own R&D, manufacturing, sales and marketing. Iveco concentrates on vehicles heavier than those made by Fiat Auto with whom it has an arm's-length relationship. Iveco is officially registered in The Netherlands.

By contrast, Ford's car and commercial vehicle operations are less clearly defined. R&D is under one umbrella. Genk, for example, makes Sierra cars and Transit vans. Ford's strength is at the lighter end — the Transit and car-derived Escort and Fiesta vans which are sold through the car dealer network.

There is no indication of the health of Ford's commercial vehicle business. All that is known is contained in general references to geographical regions in Ford Motor Co. financial reports, and they refer to cars, commericals and agricultural equipment.

By most industry reckoning, however, the only companies making sufficient returns on European commerical vehicle opera-

Continued on page 30

In Transit

Continued from page 29

tions are integrated manufacturers such as Daimler-Benz, Scania and Volvo. Daf, MAN and Bedford may be over the worst period, but still are not really healthy. The futures of Renault in France, Leyland in the U.K. and Enasa in Spain remain grim.

Giorgia Garuzzo, Iveco's managing director, expects to report a small profit for 1984, the first since 1982. The company has followed the example set by Fiat Auto, by cutting back on overhead and retrenching. Factories at Mainz, West Germany, and Trappes, France, were shut.

It is doubtful that Ford's single European truck plant (at Langley, England) can be profitable on present volumes of just under 13,000 (1984). The Cargo line has not achieved the sales predicted for it, and has made little impact on Ford business outside the U.K., where it is the market leader. While 9,500 Cargos were sold in the U.K. in 1984, the next best region — West Germany — did not even reach 1,000.

Iveco, No. 2 in Europe behind Daimler-Benz with 33,600 units, had a more-even 1984 sales spread: 14,800 in Italy, 6,800 in West Germany, 6,100 in France and 3,100 in the U.K.

Those figures provide an indication of why Iveco might be interested in Ford's sales and dealer network in the U.K. It would give Iveco better balance in the market for trucks over 3.5 tons. It also might provide some relief for Ford at a time when the pressure is on to send a positive financial statement to Dearborn.

Ford management strenuously denies it wants to get out of the truck-making business in Europe. But if talks with Iveco are serious, each company's strengths and weaknesses have to be key subjects.

Iveco does not deal with smaller vans and pickups which are Ford's European strength. Even Transit is more a competitor of vans produced by Sevel, the joint venture set up by Fiat Auto and Peugeot. However, Iveco's Daily and Grinta vans compete against the top-weight Transits.

Ford and Fiat's most obvious common ground, therefore, is in joining forces to design and build medium and heavyweight trucks. However, a collaboration could be more specific, perhaps involving production of engines, transmissions or axles.

Most European gossip has Iveco buying Ford's European truck operations, running them and gradually integrating them into the Iveco structure. There is no confirmation of that scenario, however.

As an alternative, the two could join forces to produce vehicles neither presently makes — for example, four-wheel-drive utility vehicles or lighter-category vans that have become almost the exclusive preserve of Japanese importers. Both categories have grown considerably in recent years, and further market expansion is expected.

One thing does seem certain: Whatever the two companies are discussing, they will agree early on who the boss will be. Failure to do this was the main cause of the breakdown between the two over joint-car operations; they agreed on a lot, but not on who would have the upper hand.

If Ford and Fiat are now seriously talking trucks, it is assumed the power playing will be settled early. ■

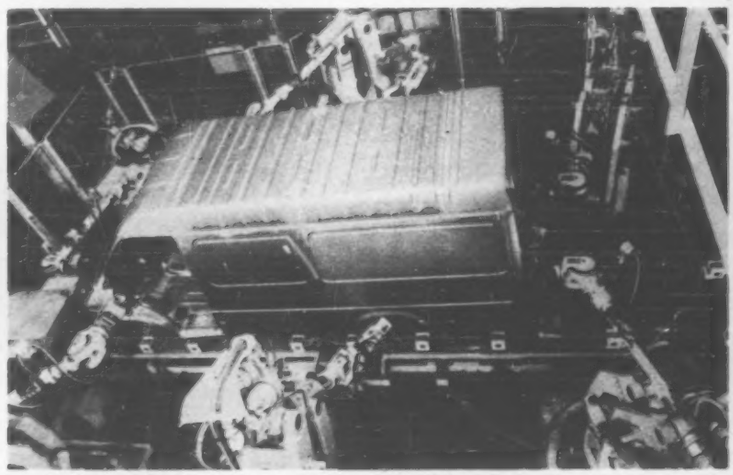
HOW EUROPE'S VAN MAKERS COMPARE

	1984	1983	1982
BL-Freight Rover	16,843	18,152	13,767
Daimler-Benz	56,714	56,713	61,340
Enasa	3,365	3,679	2,840
Ford	87,494	91,295	102,164
GM-Bedford	15,722	17,031	20,289
Iveco	42,600	46,404	45,446
Peugeot SA	26,595	30,881	32,279
Nissan*	15,041	13,978	11,107
Renault	66,749	62,388	63,528
Sevel**	63,430	71,817	56,973
Volkswagen	133,181	134,176	133,572
Total	567,360	595,298	597,999

These are production volumes for Europe's leading manufacturers of special panel vans and pickups up to 3.5 tons. Totals are for all industry, and include some makers not listed.

*Nissan production is through Spain's Motor Iberica, which it controls.
**Sevel is a joint venture by Fiat Auto and Peugeot group.

Source: Planning Research & Systems, London



Ford's Transit II also will be available in a 12-seat bus version (above, left). Ford is manufacturing the new-generation Transit van at its automated Southampton, England, plant (above, right). Ford says up to 12 different Transit bodies can be produced along the same assembly line.

WORLD NEWS BRIEFS

Jaguar gets ready

Still no official word on a launch date for the new Jaguar sedan, but a major supplier reports Sept. 1 this year has been established for Job One production. Jaguar made a record 38,500 cars last year, a 15-percent increase over 1984.

Anti-lock Escort

Ford of Europe's Escort and Orion models will feature anti-lock braking when the facelifted models are unveiled around the time of the Geneva auto show in March. The anti-lock system is Lucas' relatively inexpensive mechanical unit.

Multi-valve Maserati

A version of the Maserati Biturbo featuring six valves per cylinder is announced. The 2.0-liter V-6 has three intake and three exhaust valves.

Japan's extra imports

Foreign car sales in Japan are expected to top 50,000 when the final count for 1985 is completed. That will be second only to the 60,000-plus sold in 1979.

Peugeot 205 for Japan

Automobiles Peugeot's best-selling 205 hatchback goes on sale in Japan in April. It will be

Peugeot 205: Japan-bound

sold by Austin Rover Japan, the Tokyo-based subsidiary of Britain's Austin Rover Group.

Austin exports up

Export sales by Austin Rover Group exceeded 100,000 in 1985 for the first time since 1979. The 104,000 units represent a 15-percent increase over 1984. The company is putting more emphasis on exports — including a U.S. sales launch within a year — while facing increasing pressure in the U.K. from Ford and GM's Vauxhall Motors.

Extra business

"Our 900 dealers in the U.S. could live without it, but they'll live a little better with it," declares Volkswagen sales director Werner Schmidt of the group's decision to export a low-cost model from Brazil to the U.S. starting this year.

Magirus mending

Truck maker Magirus, West German subsidiary of Iveco, expects to report a small profit for 1985. Production rose by about 20 percent, to 11,000 units, in 1985.

Seat formality

Purchase by Volkswagen of a 51-percent share in Seat appears merely a formality following a decision by the Spanish government to cover $1.2 billion in debt and modernization commitments at Seat. VW's supervisory board is expected to approve the purchase at its next meeting, which is scheduled for Feb. 27.

Nissan for Iran?

European press reports suggest Iran is close to signing a car assembly deal with Nissan which would, in effect, replace business currently done by the U.K. division of Automobiles Peugeot.

VW Brasil expands

The Brazilian subsidiary of VW will invest $600 million over the next four years. Among projects involved are exporting truck components to Peterbilt, cars to VW of America and expansion of a cars/oil barter deal with Iraq. VW is the largest of Brazil's four major auto makers.

Siemens scuttled

Robert Bosch of West Germany appears to have beat out Siemens for control of carburetor maker Pierburg. Siemens wanted to buy the company as an entry into the automotive business. However, Bosch, which owns 20 percent of Pierburg, says Rheinmetall will buy the remaining 80 percent.

Bedford's boss

Paul J. Tosch, 45, is appointed chief executive and general manager of General Motors' Bedford Commercial Vehicle division in

Paul J. Tosch

the United Kingdom. He had been chief engineer for the Buick-Oldsmobile-Cadillac luxury-product team in Flint, Mich. Tosch replaces J.T. Battenberg III, who becomes product manager of B-O-C luxury products in Flint. ■

Peugeot may lower the river to raise the D60

By Richard Feast

The latest industrial renovation at Automobiles Peugeot's plants may involve the diversion of a river that runs through one of them. The l'Alane river, which bisects the Sochaux factory in southeast France, occupies a lot of valuable area and is a hindrance to moving about the complex.

Details are scarce because the modernization plan and investment costs have not been made public, but Sochaux is believed to be the company's main financial commitment to new facilities in the coming year.

Sochaux will follow factory modernizations at Mulhouse, where the Peugeot 205 model is produced, and more recently at Poissy, where output of the 309 model will be concentrated.

A spruced-up Sochaux would dovetail neatly with the anticipated — and unconfirmed — Peugeot plan to launch a new-generation upper-medium sedan in the early part of 1987.

Currently known as the D60, the new model is expected to fit in size between Peugeot's 305 and 505 sedans, both of which it will eventually replace. The car — 405 would seem to be a logical name — is certain to form part of a strengthened sales effort by the company in North America late next year.

Peugeot's philosophy is to have three "mother plants" — Mulhouse, Poissy and Sochaux. Each will concentrate on one main model, but would be flexible enough to react to market demands and produce other models. For instance, Poissy, the former Chrysler plant west of Paris, will focus on the 309 and dispatch knock-down kits for assembly at Coventry, England. But Poissy is also being used to build the 205 because demand far exceeds supply from Mulhouse.

In addition, Peugeot satellite factories at Villaverde, Spain, and Coventry provide further flexibility while supplying local requirements. In the case of Spain, 205s (and Peugeot 505s made by the sister Citroen company in Vigo) are being re-exported to the company's European dealers.

At Coventry, where 309 assembly has replaced production of Talbot models, there is strong lobbying for a similar arrangement with the forthcoming D60. Equally strong are Spanish hopes that the D60 will end up there. The Spanish company is currently doing well with a localized diesel version of the old Talbot Solara (known as Escorial), a model in a market segment similar to the D60.

Peugeot sales efforts are now being concentrated on the 309 which launches in other European countries following its introduction in France last year. It got off to a flying start. Peugeot division president Jean Boillot estimated last September that there would be 22,000 orders in France by the end of 1985. That figure was reached by the beginning of November.

Peugeot is confident about sales in France, where its market share continues to rise (21.5 percent last year) on the back of 205 demand. The real concern is exports to the rest of Europe, where Peugeot's image is relatively unknown.

The company has made some progress in Italy — as have other importers — but is being squeezed in the United Kingdom by Ford, General Motors and Austin Rover, and in West Germany by the domestics and Japanese.

Two factors are in Peugeot's favor. Now that its World Rally Championship is confirmed, the company can start promoting its successes against high-tech competitors such as Audi and Lancia.

"Rallying has probably been the most profitable investment Boillot ever made," confides a senior company official. It is believed the sales success in France, where Peugeot is a household name, can be repeated with an appropriate marketing campaign across the rest of Europe.

The second factor is that the 309 is in the leading market category in many northern European countries, whereas southern Europe prefers smaller models such as the 205 and Renault 5 in France, and Fiat Uno in Italy. This means that, in the 309, Peugeot at last will have a true challenger to the chart-topping Volkswagen Golf, Opel Kadett and Ford Escort models.

However, it will take months to realize the full benefit of the 309. The European launch won't be completed until June, and then only with a relatively narrow list of models. The company plans to copy the success of the 205 launch by introducing a number of 309 variants over many months. Introduced three years ago, 205s are still in heavy demand, with the result that daily production (2,350 units) is more than double early expectations.

Given this background, the declared aim of making 309s at a daily rate of 1,000 by May seems modest. If the model is as well-received as initially appears, decisions on boosting daily output will have to be made this spring.

In any case, full sales impact of the 309 will not be felt until the 1987 calendar year. The D60, to be introduced then, will take until 1988 to reach its full market potential.

All this is giving industry analysts renewed faith in the long-term future of Automobiles Peugeot. Jacques Calvet, group president, confirms that Peugeot division led the company back to balanced financial books in 1985, although Citroen is still losing money.

The good news is Peugeot's industrial and commercial restructuring — after taking the ailing Talbot/Chrysler organization on board — and the arrival of some stimulating new products are finally starting to pay off. ■

OVERSEAS PRODUCTION

JAPAN

Cars

	10 mos., 1985	10 mos., 1984
Daihatsu	135,531	140,078
Fuji	206,923	202,039
Honda	771,225	700,967
Isuzu	174,643	69,048
Mazda	670,254	648,736
Mitsubishi	467,569	449,995
Nissan	1,556,855	1,550,665
Suzuki	190,106	130,422
Toyota	2,146,929	2,005,645
Total	6,320,035	5,897,595

Vans, trucks, buses

Daihatsu	346,838	335,663
Fuji	271,658	252,008
Hino	57,029	51,002
Honda	129,924	125,344
Isuzu	316,574	284,291
Mazda	318,361	312,271
Mitsubishi	484,515	457,855
Nissan	547,183	531,373
Nissan Diesel	30,874	31,450
Suzuki	444,086	428,198
Toyota	926,815	841,956
Others	734	509
Total	3,874,591	3,651,830
Total vehicles	10,194,626	9,549,425

BRAZIL

Cars

	10 mos., 1985	10 mos., 1984
Farus	0	32
Fiat Auto	83,469	82,707
Ford	124,156	119,911
General Motors	156,869	140,216
Gurgel	31	28
Puma	0	99
Sta Matilde	67	53
Toyota	0	115
Volkswagen	251,636	240,523
Total	616,228	583,684

Vans, trucks, buses

Agrale	691	465
Fiat Auto	29,352	31,256
Fiat Cam.	112	349
Ford	36,005	32,313
General Motors	25,971	20,915
Gurgel	1,073	729
Mercedes-Benz	26,978	24,043
Puma	0	16
Scania	3,575	2,846
Toyota	2,101	2,661
Volkswagen	42,649	15,991
Volvo	2,846	1,573
Total	171,353	133,157
Total	787,581	716,841

UNITED KINGDOM

Cars

	10 mos., 1985	10 mos., 1984
BL	402,029	327,072
Austin Rover	390,716	317,701
Range Rover	11,313	9,371
Carbodies	1,498	1,301
Ford	266,770	255,147
Jaguar	32,093	28,271
Lotus	696	696
Panther	95	382
Reliant	721	92
Rolls-Royce	2,060	1,682
Talbot	52,483	77,548
TVR	391	330
Vauxhall	127,156	90,392
Others	511	502
Total	886,503	783,415

Vans, trucks, buses

Bedford	51,528	38,800
BL	76,615	58,602
Austin Rover	21,518	14,141
Freight Rover	16,129	14,376
Land Rover	25,770	20,852
Leyland Veh.	13,198	9,233
ERF	1,706	1,477
Foden	379	592
Ford	76,615	58,602
Hestair Dennis	717	780
Metro-Cammell-Weymann	383	425
Reliant	50	158
Renault	4,422	3,846
Seddon Atkinson	1,423	1,447
Others	157	196
Total	229,976	191,799
Total vehicles	1,116,479	975,214

FRANCE

Cars

	10 mos., 1985	10 mos., 1984
Peugeot SA	1,072,847	1,070,832
Citroen	396,811	398,663
Peugeot/Talbot	676,479	672,169
Renault	1,108,456	1,172,419
Total	2,181,303	2,243,251

Vans, trucks, buses

CBM	48	24
Iveco-Unic	85	3,502
Peugeot SA	137,092	100,949
Citroen	61,238	26,843
Peugeot/Talbot	75,854	74,106
Renault	174,655	180,037
Sovam	77	77
Total	311,957	284,589
Total vehicles	2,493,260	2,527,840

OVERSEAS REGISTRATIONS

FRANCE

Cars

	9 mos., 1985	9 mos., 1984
Alfa Romeo	11,245	15,611
Aro	412	756
Austin Rover	22,101	22,144
BMW	20,412	22,716
Fiat Auto	69,061	73,719
Ford	97,603	101,772
FSO	1,195	1,497
GM-Opel	64,219	53,672
Honda	5,879	5,304
Innocenti	907	1,008
Jaguar	185	119
Lada	15,468	18,499
Maserati	72	65
Mazda	12,576	9,059
Mercedes-Benz	15,653	13,499
Mitsubishi	2,571	2,612
Nissan	12,317	10,068
Peugeot SA	441,069	417,880
Citroen	163,372	163,562
Peugeot/Talbot	277,697	256,318
Porsche	1,019	1,101
Renault	371,859	403,631
Saab	1,127	838
Seat	16,519	11,979
Skoda	2,428	3,265
Suzuki	24	0
Toyota	9,474	8,638
VW-Audi Group	80,620	67,881
Audi	18,272	16,989
Volkswagen	62,348	50,892
Volvo	13,032	11,185
Zastava	1,278	1,096
Others	161	130
Total	1,289,805	1,278,650

ITALY

Cars

	10 mos., 1985	10 mos., 1984
Alfa Romeo	98,217	104,683
Austin Rover	20,165	18,541
BMW	18,575	24,692
Fiat Auto	787,014	764,966
Fiat	644,164	644,904
Lancia/ Autobianchi	142,850	120,062
Ford	60,216	62,443
GM-Opel	48,451	44,857
Innocenti	12,843	15,084
Mercedes-Benz	17,251	12,118
Peugeot SA	104,955	96,864
Citroen	55,638	53,176
Peugeot/Talbot	49,317	43,688
Renault	155,185	127,600
Seat	32,132	26,899
VW-Audi Group	124,682	74,603
Audi	15,633	13,288
Volkswagen	109,049	61,315
Volvo	15,135	18,086
Others	16,954	14,481
Total	1,511,775	1,405,917

JAPAN

Cars

	10 mos., 1985	10 mos., 1984
Daihatsu	82,661	90,717
Fuji	65,447	70,717
Honda	237,805	199,079
Isuzu	37,892	37,091
Mazda	161,217	184,945
Mitsubishi	140,581	163,046
Nissan	663,830	670,638
Suzuki	58,039	62,965
Toyota	1,093,143	1,050,421
Imports (all)	41,228	34,261
Total	2,581,843	2,563,880

Vans, trucks, buses

Daihatsu	280,133	253,147
Fuji	184,110	174,172
Hino	33,577	34,021
Honda	119,102	117,176
Isuzu	105,080	105,736
Mazda	132,213	134,426
Mitsubishi	294,114	275,407
Nissan	225,724	229,520
Nissan Diesel	17,896	18,029
Suzuki	342,034	310,125
Toyota	295,419	291,817
Imports (all)	147	145
Total	2,029,549	1,943,721
Total vehicles	4,611,392	4,507,601

used-car auction directory

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service

PENNSYLVANIA

PADE — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

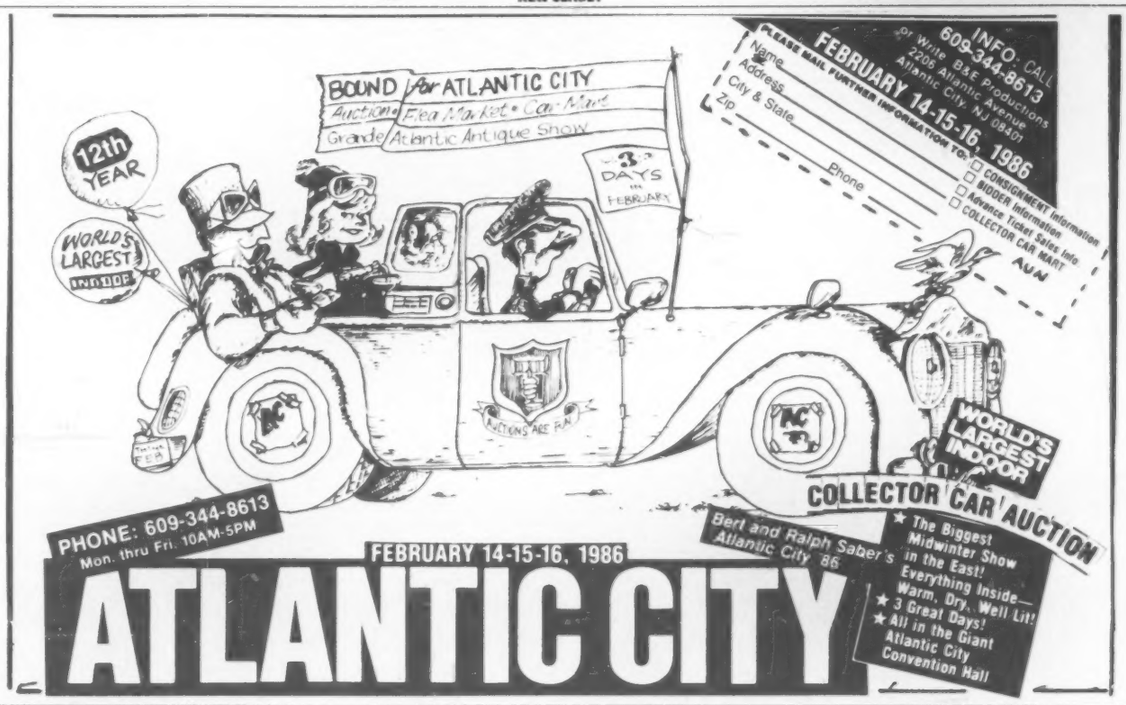
So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
I-81 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION!

NEW JERSEY



factories list auction dates

American Motors

Jan. 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Jan. 22—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend.

Jan. 23—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 24—St. Louis Auto Auction, Bridgeton, Mo.

Jan. 28—D-A Auto Auction, New Stanton, Pa.; American Auto Auction, Walpole, Mass., and Arena Auto Auction, Chicago.

Jan. 29—Columbus Fair Auto Auction, Obetz, O., and Kansas City Auto Auction, Kansas City.

Jan. 30—Fredricksburg Auto Auction, Fredricksburg, Va.; Bel Air Auto Auction, Bel Air, Md.; Evansville Auto Auction, Evansville, Ind., and Northway Exchange, Inc., Clifton Park, N.Y.

Chrysler Corp.

Jan. 21—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 22—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Jan. 23—Albany Auto Auction, Albany, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Jan. 24—Concord Auto Auction, Acton, Mass.

Jan. 28—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

Jan. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Jan. 30—Fredricksburg Auto Auction, Fredricksburg, Va.

Jan. 31—St. Louis Auto Auction, Inc., Bridgeton, Mo.

Ford Motor Co.

Jan. 22—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 23—Skyline Auto Exchange, Fairfield, N.J.

Jan. 28—South Seattle Auto Auction, Kent, Wash.

Jan. 29—Columbus Fair Auto Auction, Obetz, O., and Clanton's Auto Auction, Darlington, S.C.

Jan. 30—Baltimore Washington Auto Exchange, Baltimore; Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

General Motors

Jan. 21—Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Jan. 22—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Jan. 23—Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston.

Jan. 29—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Used Car Sales
Auction Averages

Jan. 1986 to date	$4,763
Month ago	$4,595
Year ago	$4,769

Model Breakdown
Auction Averages

	JAN., 1986	DEC., 1985	NOV., 1985
1986	$7,533		
1985	$8,268	$9,839	$9,989
1984	$5,999	$6,514	$6,690
1983	$5,362	$5,594	$5,820
1982	$4,232	$4,567	$4,752
1981	$3,286	$3,474	$3,543
1980	$2,434	$2,694	$2,738
1979	$1,965	$2,207	$2,254
Overall Average	$4,763	$4,559	$4,714

Chrysler buying its stock from employes, outsiders

Chrysler Corp. expects to purchase approximately 9.5 million shares of its common stock from employes participating in its employe stock ownership plan.

Chrysler is also purchasing up to 25 million shares of its common stock under another program begun a year ago. So far, the company has purchased 13.7 million shares under that program.

"We continue to believe that our stock is undervalued in view of our future product and operating plans, even though its value has risen by about 35 percent since the start of the year," said Chrysler Chairman Lee A. Iacocca.

Chrysler and the UAW agreed in October to terminate the employee stock ownership plan under which almost 13 million shares of common stock had been held in trust for employes. Employes now have the option of receiving or selling the shares. At current market value, an employe participating in the ESOP for the life of the plan will receive approximately $7,800.

Shares in the ESOP were contributed by Chrysler between 1981 and 1984 as part of the federal loan-guarantee program during the company's brush with bankruptcy.

The company said it has agreed to purchase all shares offered to the corporation by its employes in order to maintain an orderly market in its stock.

Iacocca said the purchases under the two programs will reduce to about 100 million the number of common shares outstanding at the end of the year.

Completion of the stock-purchase program would eventually result in the acquisition of an additional 11 million outstanding shares, Iacocca said.

Eurobond venture well-received, Toyota says

TORRANCE, Calif.—Toyota Motor Credit Corp. reported that its first venture—and the first venture of any company of the Toyota family—into the Eurobond market has been well received.

The credit company, which provides wholesale and retail financing for Toyota dealers and their customers in the U.S., entered the international financial market Sept. 27 with a $100-million, four-year, 9.5-percent coupon Eurobond issue.

The action was taken to finance the rapid growth of its receivables portfolio, which amounts to nearly $500 million.

Yale Gieszl, senior vice president of finance and administration for Toyota Motor Sales U.S.A., said the credit company wanted to secure a portion of its funding on terms that more closely match the average life of its retail receivables portfolio.

He said Toyota expects to offer similar issues in the future to support the credit company's growth as a full-service credit corporation.

Eurobonds are purchased by European, Middle East and Far East investors and offer Toyota an opportunity to diversify its funding sources, reducing dependence on the U.S. market, Toyota said.

Auctioneers graduate

HIGH POINT, N.C.—Mendenhall School of Auctioneering graduated 55 students recently. The next class will be Feb. 3-14, 1986.

#1
BASSMASTER
One Bell Road • Montgomery, AL 36117 • (205) 272-9530

DEALER MEETINGS
SALES
PRODUCT
INCENTIVE
MOTIVATION
ADVERTISING
ASSOCIATION
SATELLITE
SERVICE
The Hallmark of Superior Speakers
New FIVE (★) STAR PRESENTATION
"Success Speaks to Success"
NOW BOOKING 1986-1987
Heartsill Wilson Sc.D.
3651 So. Hillcrest Drive
Denver, Colorado 80237
(303)758-9305

COLD WEATHER STARTING & LOW BATTERY PROBLEMS SOLVED HERE!

ElectraStart
- Safe, Portable 12V.
- Clean, Convenient.
- Auto Recharge 110V.
- Heavy Duty, Durable, Demonstrated 9 Year Life.

Available with Chloride TS1000 Battery
- 1000 CC Amps, 180 Min. Reserve. Start 30- 50 units/recharge.
- No Battery Maintenance. No Acid Spills - EVER!

It Always Pays To Use The Very Best.
Perry-Scott Electric
3631 Interlake
Seattle, Washington 98103
800-426-7730 206-633-0404
Distribution Inquiries Invited

Navistar's Springer tells SAE

Buyer profits are key to success

Continued from Page 12

The point is, Springer said, that quality and productivity improvements require team efforts between manufacturers, operators and others. And engineering is a focal point in realizing them.

SAE's interface with manufacturers and operators is critical to the domestic industry's regaining leadership in the world market, Springer emphasized.

"Only you (SAE members) can translate the customer's demand for a better product into manufacturing efficiencies that enhance quality," Springer said.

He called the 1980s the "decade of the customer" and said it requires an "ambitious but frugal agenda." That means redoubling efforts by manufacturers and operators to work together on improving cost-efficiencies, vehicle reliability and comfort—yet learning to live within customers' abilities to pay for products.

It also means making every investment dollar count.

Springer cited five areas of important future product development.

1. Aerodynamics. Fuel efficiency will continue to be a major buying influence. Drag currently accounts for one-half the power used by a line-haul vehicle at cruising speeds. Any improvement will appeal to a driver's sense of performance and bottom-line profitability.

2. Electronics. Diagnostic systems will speed the accurate identification and repair of malfunctions. Monitoring and recording systems will provide operating data bases, performance-evaluation packages, maintenance scheduling and trip logs—all improving quality and serviceability.

3. Vehicle performance. Engines and transmissions that increase vehicle productivity and fuel efficiency, and management systems that monitor horsepower demands at various performance levels and regulate fuel/air mixtures all aid economy and emissions.

Those, along with developing technologies for road stability and safety, aftercooling and turbocompounding and improved tire treading, will greatly increase the value of manufacturers' products on the road and in the marketplace.

4. Driver environment. Manufacturers will have to accommodate the minority of short drivers and the majority of tall, heavy drivers—and do it while reducing the overall sizes of cabs.

It will mean downsizing for exterior efficiency and improving interior comfort and workability.

5. Materials. Steel is likely to remain the top material in truck making, with aluminum a reliable second. But Springer is anxious for technology to mold plastic strong enough to displace steel and aluminum in internal cab support structures.

"When that happens," he said, "we will not only reduce vehicle weight but will also be able to tool panels in half the time and at considerably less cost. That development will affect bottom lines everywhere in the industry," he concluded.

MAJOR MANUFACTURERS BY SEGMENT

	December		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	92,738	75,096	1,210,742	1,113,388
Medium-Duty	3,901	4,095	45,980	40,954
Heavy-Duty	1,103	1,208	15,087	12,373
Ford Total	**97,742**	**80,399**	**1,271,809**	**1,166,715**
Light-Duty	104,166	78,167	1,278,383	1,091,928
Medium-Duty	2,417	1,439	21,747	19,911
Chevrolet Total	**106,583**	**79,606**	**1,300,130**	**1,111,839**
Light-Duty	25,077	20,352	312,274	280,531
Medium-Duty	2,430	1,817	29,000	28,026
Heavy-Duty	820	654	10,856	14,282
GMC Total	**28,327**	**22,823**	**352,130**	**322,839**

LIGHT-DUTY DECEMBER, YEAR-TO-DATE SALES

	December		Year-to-Date	
	1985	1984	1985	1984
Vans	12,622	11,398	182,079	174,075
Aerostar	7,916	0	30,324	0
Club Wagon	2,126	2,319	31,575	32,103
Ranger	19,514	14,467	247,042	220,687
Bronco	4,618	4,377	52,281	47,589
Bronco II	7,259	6,389	104,934	98,049
Pickups	38,683	36,146	562,507	540,885
Ford	**92,738**	**75,096**	**1,210,742**	**1,113,388**
Vans	11,530	8,901	150,868	155,421
Sportsvan	1,550	1,322	21,005	21,902
Astro	10,456	1,544	106,157	1,768
S-10	14,431	12,712	210,051	188,661
S-10 Blazer	16,492	11,416	187,234	142,143
El Camino	2,585	1,427	21,816	22,997
Blazer	4,432	3,474	46,298	46,935
Suburban	5,064	3,678	58,906	50,843
Pickups	37,626	33,693	476,048	461,258
Chevrolet	**104,166**	**78,167**	**1,278,383**	**1,091,928**
Vans	4,127	4,374	63,250	70,504
Ram Wagon	3,048	3,251	40,095	40,283
Voyager	9,709	7,498	106,492	82,793
Caravan	10,631	7,544	113,550	85,929
Mini Ram Van	1,757	2,288	22,785	21,794
Ram 50	5,732	3,992	70,317	51,298
Other Plymouth Trucks	0	0	0	378
Ramcharger	1,376	2,703	29,325	28,551
Rampage	0	1,000	0	10,260
Pickups	9,551	11,483	160,574	134,264
Chrysler	**45,931**	**44,133**	**606,388**	**526,054**
Vans	3,335	2,611	40,607	45,991
Safari	2,406	200	24,892	217
S-15	3,027	2,771	46,953	43,742
S-15 Jimmy	3,463	2,783	42,239	34,519
Jimmy	945	578	9,094	8,488
Caballero	249	194	2,604	2,702
Suburban	1,420	1,119	17,888	16,132
Pickups	9,878	8,636	121,435	121,704
P Model	285	1,460	6,482	7,036
GMC	**25,077**	**20,352**	**312,274**	**280,531**
W-4	69	0	80	0
CJ	3,627	2,944	39,067	42,373
Wagoneer	1,777	1,577	14,102	19,889
Cherokee	9,950	7,559	98,874	69,054
Grand Wagoneer	2,214	1,891	17,809	19,081
Comanche	2,886	0	9,557	0
Pickups	189	215	1,980	3,404
Jeep	**20,643**	**14,186**	**181,389**	**153,801**
Toyota	32,884	25,312	329,930	264,183
Nissan	15,550	16,936	255,601	203,724
Mazda	10,125	9,833	115,464	119,127
Isuzu	7,977	5,413	78,149	45,379
Mitsubishi	1,906	2,106	26,739	17,613
Suzuki	1,607	0	2,646	0
Imports	**70,049**	**59,800**	**808,529**	**650,026**
Industry Total	**358,604**	**291,534**	**4,397,705**	**3,815,728**

*Nissan includes domestically-built units in Tennessee.

EPA chief signs 2 noise rules affecting trucks

WASHINGTON.—Two noise-control regulations for medium and heavy-duty trucks have been signed by EPA Administrator Lee Thomas.

One defers for two years—from Jan. 1, 1986, to Jan. 1, 1988—the effective date of the 80-decibel (dB) noise standard for new medium and HD trucks with GVW ratings greater than 10,000 pounds.

The other lowers by 3 decibels (3dB) the noise limits for interstate motor carriers. The revised sound-level limits for 1986 and later models over 10,000 pounds GVW are: 83 dB at speeds of 35 MPH or less; 87 dB at speeds above 35 MPH, and 85 dB when the engine is accelerated to maximum engine speed with the vehicle stationary.

EPA rejected applying the motor-carrier levels to all post-1977 trucks because of "unexpected and unreasonably high costs for a substantial number of truck users."

Tho actions respond to petitions from the truck industry and are intended to allow truck makers to coordinate design and engineering efforts to comply with both noise and emission standards, specifically EPA's HD engine nitrogen oxide and particulate standards set last March.

EPA said that while deferring the 80 dB standard will mean loss of near-term health and welfare benefits, reducing in-use noise will counterbalance that with short-term benefits and substantial long-term benefits.

Motors Holding buyout

Ronald Mayer, right, president, Motors Holding of Canada, Ltd., presents the Motors Holding Division buyout plaque to Guy Laplante, president, Trois-Rivieres Chevrolet, Inc., Trois-Rivieres, P.Q.

Truck sales set record of 4.68 million

Continued from Page 12

ing trucks in November.

Medium-duty sales for 12 months totaled 53,439, according to preliminary MVMA reports, off from 60,903 in 1984.

Within the medium segment, Class 4 deliveries totaled zero, compared with 4 in 1984. Class 5 deliveries of 5,081 were off from 5,417, and Class 6 deliveries of 48,358 declined from 55,482.

The heavy segment chalked up 229,314 sales, up from 216,172 in 1984.

Within that segment, Class 7 deliveries of 97,007 were up from 78,479 in 1984, while Class 8 deliveries of 132,307 were off from 137,693 in 1984.

In December, the industry retailed 384,187 trucks, up 21.8 percent from 315,459 in 1984.

The heavy segment recorded 20,916 deliveries, up from 18,932 in 1984.

Within the heavy group, Class 7 deliveries of 8,852 were up from 6,448, while Class 8 deliveries of 12,064 were off from 12,484 in 1984.

The medium segment's December deliveries were 4,667, off from 4,993 in 1984.

There were no deliveries in Class 4, according to MVMA. Class 5 deliveries of 63 were off from 613 last year, and Class 6 deliveries of 4,604 were up from 4,380 in like 1984.

Light-duty deliveries totaled 358,604 in December, up from 291,534 in 1984.

Silver Roper

UNION, S.C.—John C. Roper has received a 25-year-dealer award from Chevrolet.

LA-Z START
REMOTE AUTO STARTER
Increase your income with a product that will sell itself — just demonstrate it!
- Small pocket transmitter starts stops engine up to 500
- Customers can forget ice scraping — system activates all preset accessories (heater, air conditioner, radio, etc.)
- Easy, recommended by car owners manual, starter
- Follows factory recommended starting procedures
- LOADED with safety and anti-theft features
- Enjoy the best and safest system available
- Dealers — Call or write for more information

C&A Control Systems
7414 Maynardville Highway
Knoxville, Tennessee 37938
(615) 922-2148

Too soon to judge impact of new incentives

By Edward Lapham
Marketing Editor

The off-pace sales report for early January was inconclusive evidence about the success or failure of the current round of annual-percentage-rate financing incentives.

That means it could be at least one more 10-day period before the industry can determine if the consumer is low-financing sated, requiring a more creative type of incentive for 1986.

One reason for the inconclusive results is that Chrysler Corp. and American Motors upgraded their incentive menus with new annual-percentage-rate financing programs at the end of the period, and Buick added Regal.

The Chrysler program, called "More Ways to Save," runs from Jan. 7 to Feb. 22. It includes a choice of cash rebates up to $1,000 or special APR financing rates.

On Dodge Omni and Plymouth Horizon, the choice is $500 cash, 7.5 APR for 48 months or 9.4 APR for 60 months.

The choice is $500 cash, an 8.6 APR rate for 48 months or a 9.4 APR rate for 60 months on Charger/Tourismo, Aries/Reliant, all Chrysler LeBaron models, all Dodge 600 two-door models and high-line Lancer/LeBaron GTS models.

On the premium Lancer/LeBaron GTS models, the cash option is $1,000.

Also covered by the new program are Dodge Ram D and W-100 and 150 pickup models. There is no cash option, just a 7.9 APR rate for 48 months or a 9.4 APR rate for 60 months.

The APR rates are available only through Chrysler Credit and there is no sold-order protection. Cash allowances may be used as a portion of the downpayment.

The program roughly parallels the 7.9 APR programs adopted earlier by Ford Motor Co. and General Motors. Those programs also expire Feb. 22.

In addition, Chrysler Credit extended a Gold Key lease incentive for 1985 and 1986 models covered in the APR program. The lease incentive makes monthly payments "competitive" with APR payments, a Chrysler spokesman said.

The AMC program runs from Jan. 11 to Jan. 31. It offers cash rebates of up to $700 on Renault Alliance and Encore models or lower APR financing rates. A 7.5 APR rate is available on loans of up to 36 months. The 48-month rate is 7.9 percent.

AMC also is offering a 48-month, 7.9-percent APR rate on two-wheel-drive Jeep Comanche pickups. The Comanche program runs from Jan. 11 to Feb. 22.

Stocks reach 53-month high but days' supply is trimmed

Inventories of unsold new domestic cars rose to a 53-month high on Jan. 1, with little indication of any relief before spring.

In terms of days' supply, the load is slightly less scary.

As of Jan. 1, the 1,629,649 cars in stock represented a 73-day supply. That compares with 1,605,832 and 78 days a month earlier and 1,417,164 and 63 days a year earlier. One must go back to the 1,675,193 of Aug. 1, 1981, to get a unit count greater than that of Jan. 1.

Despite incentives, the number of unsold cars edged higher and days' supply was trimmed only modestly from a month earlier.

If the trend continues, makers will be forced to modify first-quarter production plans and trim weekly output to a level more nearly in line with sales.

Interestingly, Ford Taurus and Mercury Sable, introduced Dec. 26, showed days' supply of 45 and 30, respectively, although they reportedly were hard to find in the nation's showrooms.

Jan. 1 inventory shares by percent were: General Motors, 63.22; Ford Motor Co., 18.46; Chrysler Corp., 14.16; American Motors, 2.55; Volkswagen, 1.18; Nissan, 0.28, and Honda, 0.15.

A month earlier, shares by percent had been: GM, 62.69; Ford, 19.00; Chrysler, 14.04; AMC, 2.60; Volkswagen, 1.18; Nissan, 0.26; and Honda, 0.23. (All figures for VW, Nissan and Honda in this story are based on U.S. production only.)

By size class, the Jan 1 inventory was split this way: Subcompact, 16.50 percent; compact, 21.95; intermediate, 39.78; standard, 11.52, and luxury, 10.25.

Month-earlier shares: Subcompact, 16.54 percent; compact, 22.04; intermediate, 39.47; standard, 11.02, and luxury, 10.93.

Domestic models by size class and days' supply on Jan. 1:

Subcompact—Encore, 172; Fiero, 163; Alliance, 130; Pontiac, 1000, 115; Laser, 113; Nova, 93; Turismo, 86; Horizon, 85; Charger, 83; Volkswagen, 82; Daytona, 75; Omni, 75; Chevette, 64; Lynx, 45; Escort, 26; Nissan, 20, and Honda, 7.

Compact—Capri, 140; Camaro, 105; Eagle, 102; LeBaron, 102; Firenza, 91; Firebird, 89; Skyhawk, 82; Mustang, 79: Aries, 63: Sunbird, 60: Reliant, 57; Tempo, 53: Cimarron, 52: Cavalier, 49, and Topaz, 46.

Intermediate—Regal, 168; Calais, 132; Somerset Regal, 130; Grand Prix, 126; Lancer, 119; Monte Carlo, 111; Cutlass Supreme, 110; Dodge 600, 102; Century, 99; Caravelle, 91; Bonneville, 90; LeBaron GTS, 89; Cutlass Ciera, 84; Marquis, 84; Pontiac 6000, 81; Citation, 78; LTD, 78; Cougar XR-7, 76; Thunderbird, 75; Celebrity, 69; New Yorker, 69; Taurus, 45; Grand Am, 37, and Sable, 30.

Standard—Parisienne, 135; Plymouth, 104; Chevrolet, 98; LeSabre, 81; Diplomat, 77; Crown Victoria, 69; Oldsmobile 88, 66, and Grand Marquis, 61.

Luxury—Electra, 108; Corvette, 105; Toronado, 85; Riviera, 68; Oldsmobile, 98, 65; Seville, 64; Eldorado, 61; Cadillac, 54; Continental, 47; Fifth Avenue, 46; Mark VII, 42, and Lincoln, 32.

NEW-CAR STOCKS

	Jan. 1, 1986	Dec. 1, 1985	Jan. 1, 1985
Alliance	130	108	147
Encore	172	244	129
Total Renault	143	137	139
Eagle	102	122	99
Total AMC	102	122	99
AMERICAN MOTORS	137	135	133
Horizon	85	83	103
Turismo	86	92	112
Reliant	57	79	89
Caravelle	91	72	63
Plymouth	104	89	128
Total Plymouth	72	81	94
Laser	113	134	54
LeBaron K	102	91	81
LeBaron GTS	89	82	85
Cordoba	0	0	0
Fifth Avenue	46	34	66
E-Class	0	0	81
New Yorker	69	73	0
Total Chrysler	80	76	69
Omni	75	89	92
Charger	83	91	111
Daytona	75	98	123
Aries	63	85	89
Lancer	119	99	93
Dodge 400-600	0	0	0
Diplomat	77	64	86
Mirada	0	0	0
Dodge 600	102	90	77
Total Dodge	81	89	93
CHRYSLER CORP.	78	82	85
EXP	0	164	129
Escort	26	36	71
Mustang	79	68	43
Tempo	53	47	64
Taurus	45	0	0
Thunderbird	75	93	50
LTD	78	110	77
Crown Victoria	69	72	114
Total Ford Division	51	60	71
Lynx	45	54	95
Topaz	46	45	76
Sable	30	0	0
Cougar XR-7	76	100	62
Capri	140	127	89
Marquis	84	108	83
Grand Marquis	61	65	116
Total Mercury	61	75	88
Continental	47	59	72
Lincoln	32	41	44
Mark VII	42	58	78
Total Lincoln	36	45	53
Total L-M Division	54	67	78
FORD MOTOR	52	62	73
Skyhawk	82	111	54
Skylark	0	5	61
Somerset Regal	130	136	70
Century	99	107	37
Regal	168	154	52
LeSabre	81	82	60
Electra	108	137	33
Riviera	68	57	45
Total Buick	107	115	50
Cimarron	52	108	54
Seville	64	65	43
Cadillac	54	81	35
Eldorado	61	53	52
Total Cadillac	55	76	41
Chevette	64	59	58
Nova	93	115	0
Cavalier	49	83	46
Citation	78	102	102
Camaro	105	85	83
Celebrity	69	61	39
Malibu	0	0	0
Monte Carlo	111	90	50
Chevrolet	98	100	78
Corvette	105	115	55
Total Chevrolet	75	82	59
Firenza	91	110	70
Omega	0	0	0
Calais	132	87	65
Cutlass Ciera	84	68	27
Cutlass Supreme	110	104	33
Olds 88	66	59	47
Olds 98	65	67	37
Toronado	85	61	67
Total Oldsmobile	88	77	41
Fiero	163	133	118
1000	115	109	51
Sunbird	60	86	54
Phoenix	0	0	83
Firebird	89	66	63
Grand Am	37	32	29
6000	81	75	28
Bonneville	90	125	51
Grand Prix	126	148	66
Parisienne	136	126	84
Total Pontiac	84	81	55
GENERAL MOTORS	83	86	51
VOLKSWAGEN	82	77	6
HONDA	7	8	71
NISSAN	20	18	0
DOMESTIC TOTAL	73	78	63
Subcompact	59	63	79
Compact	66	77	65
Intermediate	88	85	51
Standard	84	83	80
Luxury	62	73	47

Service Index reflects hiccup in shop business

By Arthur Flax
Automotive News Staff

Service and parts business at new-car dealerships in November was down compared with November, 1984, but business for the entire year was running well ahead of the 1984 clip.

According to the Automotive News Service Index, shop business at dealerships in November amounted to 98.1 percent of the volume recorded in the same month in 1984.

November was the first month in 1985 to show a decline in service volume from the year-ago figure. Prior to that, the most recent decline in volume occurred in December, 1984, when the Service Index amounted to 99.7 percent of the December, 1983, figure.

For the first 11 months of 1985, service and parts volume showed a climb of 7.5 percent over the like period a year earlier.

Most indicators in November showed losses from the previous year. Sales of all parts and accessories, the category with the biggest loss, was down 5.4 percent from the 1984 month.

Total labor sales (including both customer-paid and warranty) was the only indicator showing an increase. It was up 3.5 percent.

Gross profit on all labor, parts and accessories sales during the month registered a loss of 1.2 percent. Repair orders written were down 2.3 percent and shop parts sales (both customer and warranty) were down 4.0 percent.

Through November, the top gainer for 1985 was total labor sales, which were 10.6 percent higher than in 1984. Repair orders written were up 8.2 percent in the first 11 months of 1985. Gross profit on all labor, parts and accessories sales were up 7.2 percent. Shop parts sales (including both customer and warranty) were up 6.3 percent. Sales of all parts and accessories were up 4.5 percent.

Figures used in the Service Index are averages compiled from reports on shop business from a cross section of the nation's new-car dealerships.

SERVICE INDEX
98.1★

	Nov., '85 vs. Nov., '84	11 mos., '85 vs. 11 mos., '84
Gross Profit on All Labor and P&A Sales	−1.2%	+7.2%
Repair Orders Written	−2.3%	+8.2%
Total Labor Sales (Customer & Warranty)	+3.5%	+10.6%
Shop Parts Sales (Customer & Warranty)	−4.0%	+6.3%
Sales of All P&A	−5.4%	+4.5%

★—Survey by Automotive News shows that dealers' service and parts business in November, 1985, was 98.1 percent of business in November, 1984. Service business in the first 11 months of 1985 was 107.5 percent of business in the corresponding period in 1984.

Walsh retires, named contributor for Auto News

John E. Walsh, 68, has retired as service editor of Automotive News. He will continue to write for the paper as a Florida-based correspondent.

Walsh joined Automotive News in 1957 from the Detroit Free Press. He was named service editor in 1969, then moved to the post of truck editor in 1971. He covered the truck industry until March, 1985, when he was once again named service editor.

John E. Walsh

He holds a bachelor of arts degree from Syracuse University.

The service editor's position is not yet filled.

Car-sales dip continues as year opens

By Jenny L. King
Detroit Reporter

Early-January new-car sales continued the model-year downturn, despite low-interest incentives.

Sales were down 8.34 percent from 1985, yet were the second highest in a decade and averaged 21,864 deliveries per selling day.

Compared with the late-December mini-boom, when sales swelled to 231,593 under financing incentives, the most recent total was down 57,000.

It was the ninth year-to-year decline in the ten 10-day selling periods of the 1986 model year.

Compared with the same 1985 period, GM sales declined 4.37 percent, Ford was down 11.69 percent, Chrysler dropped 16.07 percent, Honda sales of U.S.-built units fell 29.28 percent and AMC's sales estimate was down 52.60 percent.

In market shares, GM pushed past the 60-percent mark for the first time since mid-May 1985, with 61.17 percent compared with 58.63 percent a year ago.

Ford was down to 22.9 percent from 23.77 percent, Chrysler dipped to 11.85 percent from 12.94 percent and AMC plunged to 0.88 percent from 1.71 percent. VW edged up to 0.68 percent from 0.60 percent, Honda slipped to 1.81 percent from 2.35 percent and Nissan held 0.71 percent.

In year-to-year sales by make, Cadillac was the big winner, up 13.14 percent, followed by Plymouth and VW, up 3.29 percent, and Chevrolet, up 1.5 percent. The losers were Renault, off 54.7 percent; Lincoln, down 40.4 percent; AMC, down an estimated 37.5 percent, and Honda, off 29.28 percent.

DOMESTIC SALES

	Jan. 1-10, 1986	Jan. 1-10, 1985
Renault		
Alliance-Encore	1,300†	2,870†
AMC	250†	400†
AMERICAN MOTORS	1,550†	3,270†
Chrysler	5,644	7,479
Plymouth	8,127	7,868
Dodge	6,958	9,352
CHRYSLER CORP.	20,729	24,699
Ford	27,595	30,047
Mercury	9,899	11,015
Lincoln	2,563	4,300
FORD MOTOR CO.	40,057	45,362
Buick	13,976	18,248
Cadillac	5,916	5,229
Chevrolet	41,601	40,988
Oldsmobile	27,332	28,458
Pontiac	18,190	18,982
GENERAL MOTORS	107,015	111,905
VOLKSWAGEN	1,193	1,155
HONDA	3,167	4,478
NISSAN	1,243	0
U.S. INDUSTRY TOTAL	174,954	190,869

†—Estimate

VW to reduce line speed at U.S. plant

By Kathy Boyer
Detroit Reporter

Production at Volkswagen of America's Westmoreland (Pa.) plant will be halted Jan. 27 for one week. VWoA said the production interruption is to prepare for slower production-line speeds.

The plant, which assembles the Golf and GTI, will cut back its output Feb. 3, and 220 hourly employes will be laid off on Jan. 24.

The cutback at Westmoreland will result in an output of 400 cars a day. In 1985, the plant produced 470 cars a day, bringing the year-end total to 96,000 cars.

Despite the reduction in line speed, production this year is expected to come very close to last year's total and wind up at 92,000 to 96,000 cars, VWoA said.

Reminded that there has been talk that the VW Jetta might someday be assembled at Westmoreland, the spokesman replied, "A year-long conversation has been held by everyone *except* Volkswagen about producing the Jetta at Westmoreland, (but) there are no such plans."

At the Detroit Auto Show, a VWoA official was asked whether Jetta would ever be built at Westmoreland. He answered, "I still light a candle. It's my monthly novena. Novena Jetta."

Volvo to halt bus output

ROCKLEIGH, N.J.—Citing current and foreseeable market conditions, Volvo North America Corp. said it will stop producing and marketing transit buses in North America late this year.

Volvo entered the city bus market here in 1982 and has delivered about 120 buses. The company has contracts to produce 144 more, and it said the contracts will be honored and parts, service and technical support will continue.

Overcompetition has characterized the medium-sized bus market —where about 10 companies, with capacity to build 13,000 buses a year, have been battling for a 2,500-unit-a-year, no-growth market. (Automotive News, Oct. 28, 1985).

Bjorn Ahlstrom, president of Volvo North America, said, "The bus market in the U.S. simply does not and will not permit us to generate an adequate return on our investment."

Nissan completes plant in U.K.

TOKYO.—Nissan Motor Mfg. U.K., Ltd. (NMUK), a wholly owned subsidiary of the Japanese firm, has completed construction of its $35.5 million car plant in Washington New Town, Tyne and Wear County, England.

Installation of machinery, including robots, is underway. Pilot production is scheduled to start in April, with production officially scheduled to begin in July.

NMUK will initially produce a car to replace the Nissan Stanza, which is now sold in Europe at the rate of 24,000 units a year.

The plant consists of three main buildings: A body and assembly shop, a paint shop and an administrative building.

Production Page

U.S. CAR PRODUCTION

	Week Ended Jan. 18, 1986	Week Ended Jan. 19, 1985	Week Ended Jan. 11, 1986	Jan. to Date	Jan. 1, to Jan. 19, 1985	Jan. 1, to Jan. 18, 1986
AMERICAN MOTORS	0	4,103	0	0	7,865	0
Renault Total	0	4,103	0	0	7,865	0
Alliance	0	2,642	0	0	4,990	0
Encore	0	1,461	0	0	2,875	0
CHRYSLER CORP.	29,200	25,366	33,320	72,789	68,103	72,789
Plymouth Total	8,400	7,575	9,901	21,106	19,408	21,106
Horizon	3,100	2,645	3,791	7,964	6,886	7,964
Reliant	3,900	3,347	4,439	9,516	8,426	9,516
Caravelle	1,200	1,310	1,472	3,151	3,343	3,151
Gran Fury	200	273	199	475	753	475
Chrysler Total	10,600	8,798	11,871	26,098	24,213	26,098
LeBaron	2,600	2,530	2,851	6,437	6,547	6,437
LeBaron GTS	2,400	1,242	2,434	5,448	4,043	5,448
Laser	1,000	1,159	1,044	2,469	3,049	2,469
New Yorker/E-Class	1,500	1,396	1,808	3,813	3,596	3,813
Fifth Avenue	3,100	2,471	3,734	7,931	6,978	7,931
Dodge Total	10,200	8,993	11,548	25,585	24,482	25,585
Omni	3,100	2,945	3,535	7,774	7,529	7,774
Aries	2,000	2,268	2,709	5,702	6,293	5,702
Daytona	1,000	890	1,079	2,505	2,285	2,505
Dodge 600	1,700	1,461	1,743	4,064	3,774	4,064
Lancer	2,000	953	1,900	4,371	3,182	4,371
Diplomat	400	476	582	1,169	1,419	1,169
FORD MOTOR	34,089	41,215	33,630	78,495	107,023	78,495
Ford Division	23,153	27,259	22,452	52,891	69,701	52,891
Escort	8,251	6,839	7,651	18,466	18,242	18,466
Mustang	4,215	3,668	3,910	9,362	9,430	9,362
LTD	0	5,891	0	0	14,766	0
Taurus	3,008	0	2,548	6,459	0	6,459
Thunderbird	3,644	4,043	3,657	8,582	10,440	8,582
Crown Victoria	0	2,173	0	0	5,544	0
EXP	0	526	0	0	1,434	0
Tempo	4,035	4,119	4,686	10,022	9,845	10,022
L-M Division	10,936	13,956	11,178	25,604	37,322	25,604
Mercury Total	7,251	10,363	7,506	17,069	27,982	17,069
Lynx	1,633	1,687	1,508	3,637	4,770	3,637
Capri	375	332	680	1,286	1,139	1,286
Marquis	0	2,445	0	0	6,648	0
Sabe	1,482	0	1,282	3,211	0	3,211
Cougar	2,396	3,336	2,454	5,553	8,683	5,553
Grand Marquis	0	1,452	0	0	3,626	0
Topaz	1,365	1,111	1,582	3,382	3,116	3,382
Lincoln Total	3,685	3,593	3,672	8,535	9,340	8,535
Continental	408	649	509	1,080	1,692	1,080
Lincoln	2,766	2,544	2,757	6,406	6,616	6,406
Mark VI/VII	511	400	406	1,049	1,032	1,049
GENERAL MOTORS	96,378	104,532	96,930	231,272	280,937	231,272
Buick Total	16,721	20,124	17,871	41,686	56,560	41,686
Skylark	0	2,549	0	0	6,617	0
Skyhawk	1,865	2,460	1,877	4,544	5,395	4,544
Somerset	2,140	2,015	2,295	5,127	5,493	5,127
Century	5,799	4,410	6,425	15,123	11,982	15,123
Regal	1,031	3,060	611	1,745	7,511	1,745
LeSabre/Electra (rwd)	205	3,950	253	583	11,167	583
LeSabre (fwd)	1,500	0	1,164	3,029	0	3,029
Riviera	350	1,161	312	801	3,371	801
Electra (fwd)	3,831	519	4,934	10,734	5,024	10,734
Cadillac Total	6,074	8,258	4,582	12,386	21,049	12,386
Cimarron	435	504	387	1,011	1,263	1,011
Seville	435	787	249	779	2,261	779
Eldorado	619	1,471	316	1,089	4,230	1,089
Cadillac (rwd)	960	1,365	345	1,354	3,491	1,354
DeVille (fwd)	3,625	4,131	3,285	8,153	9,804	8,153
Chevrolet Total	34,872	36,184	35,424	83,592	100,993	83,592
Chevette	2,715	3,102	2,843	6,717	9,095	6,717
Cavalier	9,591	9,663	9,850	23,217	27,478	23,217
Celebrity	5,898	5,382	6,697	14,625	14,976	14,625
Camaro	4,965	5,478	4,911	11,785	13,833	11,785
Citation	0	1,528	0	0	4,685	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	2,695	3,076	2,679	6,506	6,950	6,506
Chevrolet	9,008	7,503	8,444	20,742	21,362	20,742
Corvette	0	452	0	0	2,614	0
Oldsmobile Total	23,696	27,092	23,332	57,047	70,622	57,047
Omega	0	0	0	0	0	0
Firenza	990	1,717	1,048	2,494	4,617	2,494
Cutlass Supreme	4,759	4,696	4,357	10,324	11,255	10,324
Cutlass Ciera	6,785	8,641	6,896	18,070	21,403	18,070
88/98 (rwd)	480	5,968	952	1,909	15,490	1,909
88 (fwd)	4,080	0	3,939	9,449	0	9,449
Olds 98	3,080	2,520	2,731	6,728	7,869	6,728
Calais	3,110	2,685	3,183	7,340	7,479	7,340
Toronado	412	865	226	733	2,509	733
Pontiac Total	15,015	12,874	15,721	36,561	31,713	36,561
Acadian**	0	234	210	219	321	219
2000 Sunbird	2,895	2,850	2,791	6,784	7,730	6,784
1000	605	546	529	1,313	1,497	1,313
Firebird	2,655	3,074	2,701	6,385	6,959	6,385
Phoenix	0	0	0	0	0	0
6000	2,505	329	2,362	6,065	869	6,065
Grand Prix/Bonneville	0	0	0	0	0	0
Parisienne	2,005	1,367	2,685	5,767	3,748	5,767
Fiero	0	2,389	0	0	4,599	0
Grand Am	4,350	2,085	4,443	10,028	5,990	10,028
HONDA	3,750	3,129	3,572	8,712	8,739	8,712
NISSAN	1,275	0	1,886	4,879	0	4,879
NUMMI*	1,900	200	1,900	4,200	600	4,200
VOLKSWAGEN	2,350	2,053	2,304	5,505	5,213	5,505
Total Cars, U.S.	168,942	180,598	173,542	405,852	478,480	405,852
Total Cars, Canada	20,734	19,987	18,979	45,888	54,955	45,888
N. American Cars	189,676	200,585	192,521	451,740	533,435	451,740
N. American Trucks	89,237	82,828	88,021	212,088	215,547	212,088
North American Cars and Trucks	278,913	283,413	280,542	663,828	748,982	663,828

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto output drops 2.7 pct. for week

By Kathy Boyer
Detroit Reporter

With little overtime scheduled at U.S. car plants last week, estimated production of 168,942 units fell 2.65 percent from the previous week's 173,542.

Last week's target was also down 6.45 percent from the year-ago week's 180,598.

Companies shared last week's scheduled production as follows: General Motors, 57.06 percent; Ford Motor Co., 20.18 percent; Chrysler Corp., 17.28 percent; Honda of America Mfg. Co., 2.22 percent; Volkswagen of America, 1.39 percent; New United Motor Mfg. Co., U.S.A., 1.12 percent, and Nissan Motor Mfg. Co., 0.75 percent.

AMC's Kenosha plant remained idle last week to adjust inventory. The plant is expected to resume operation today (Jan. 20.).

GM's Fiero plant in Pontiac resumed production today (Jan. 20). It had been down to prepare for production of the new Fiero GT and also for inventory adjustment.

Ford slated overtime at its Edison (N.J.) plant Saturday (Jan. 18).

All Ford car plants except Atlanta are scheduled for daily overtime this week (Jan. 20).

Ford's Kansas City plant is slated for overtime Saturday, Jan. 26.

Two nine-hour daily shifts are scheduled at the following Chrysler plants this week: Belvidere, Ill.; Newark, Del., and St. Louis No. 2.

Chrysler's Jefferson (Detroit) plant is slated for two 8½-hour daily shifts this week.

Canada cars top 20,000

Canadian auto makers targeted weekly production of more than 20,000 units for the first time this year.

The estimated output of 20,734 cars last week was 9.25 percent more than the previous week's 18,979 and 3.74 percent above the year-ago week's 19,987.

The truck makers' scheduled output of 18,346 units last week was 1.14 percent more than the previous week's 18,139 but 3.24 percent below the year-ago week's 18,961.

Downtime at General Motors' Oshawa No. 1 plant will continue this week (Jan. 20) for paint conversion. The plant produces the Pontiac 6000 and the Oldsmobile Cutlass Ciera.

Trucks inch ahead of 1985

This year's domestic truck production has inched past 1985's total build at this point.

So far this year, 167,938 trucks have been assembled, 0.89 percent more than the 166,464 completed last year at this time.

Last week's scheduled build of 70,891 units was 1.44 percent more than the previous week's 69,882 and 11.00 percent more than the year-ago week's 63,867.

Nissan's Smyrna (Tenn.) plant resumed production Jan. 13 after being down for two weeks for retooling.

The first new-model Nissan truck was completed Jan. 14. This is the first major model change since Nissan began production in Tennessee in June, 1983.

General Motors' medium and heavy-duty truck plant in Pontiac will be closed for one week beginning today (Jan. 20) due to changes in market demand.

GM's plants in Janesville, Wis., and St. Louis were scheduled for two overtime shifts Saturday.

All Ford plants except Louisville are scheduled for daily overtime this week (Jan. 20).

PRODUCTION

CANADIAN	Week Ended Jan. 18, 1986	Week Ended Jan. 19, 1985	Week Ended Jan. 11, 1986	Jan. to Date	Jan. 1, to Jan. 19, 1985	Jan. 1, to Jan. 18, 1986
AMERICAN MOTORS	400	0	407	807	366	807
FORD MOTOR	11,645	11,292	11,380	27,048	31,602	27,048
GENERAL MOTORS	8,464	8,470	6,967	17,517	22,402	17,517
VOLVO	225	225	225	516	585	516
Total Cars, Canada	20,734	19,987	18,979	45,888	54,955	45,888

U.S. TRUCK	Week Ended Jan. 18, 1986	Week Ended Jan. 19, 1985	Week Ended Jan. 11, 1986	Jan. to Date	Jan. 1, to Jan. 19, 1985	Jan. 1, to Jan. 18, 1986
CHEVROLET	24,964	21,454	24,638	59,772	58,410	59,772
DODGE	0	3,861	0	0	10,377	0
FORD	28,402	22,188	29,097	67,313	56,220	67,313
GMC	7,606	6,369	7,050	17,949	15,559	17,949
INTERNATIONAL	1,493	1,626	1,390	3,472	4,182	3,472
JEEP	5,800	4,146	5,655	13,732	9,948	13,732
NISSAN	576	2,073	2	578	6,178	578
AM GENERAL	50	50	50	122	130	122
MISCELLANEOUS	2,000	2,100	2,000	5,000	5,460	5,000
Total Trucks, U.S.	70,891	63,867	69,882	167,938	166,464	167,938

CANADIAN TRUCK	Week Ended Jan. 18, 1986	Week Ended Jan. 19, 1985	Week Ended Jan. 11, 1986	Jan. to Date	Jan. 1, to Jan. 19, 1985	Jan. 1, to Jan. 18, 1986
CHRYSLER	8,624	8,808	9,175	21,787	23,192	21,787
FORD	3,581	3,605	3,627	8,436	9,056	8,436
GENERAL MOTORS	5,976	6,321	5,174	13,533	16,273	13,533
INTERNATIONAL	165	227	163	394	562	394
Total Trucks, Canada	18,346	18,961	18,139	44,150	49,083	44,150
N. American Trucks	89,237	82,828	88,021	212,088	215,547	212,088

•—Includes window van production. *— Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

BEST COPY AVAILABLE

C2700-1

Automotive News

January 27, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

GM's new look in Europe

NADA

New Orleans to set record for turnout

By Edward Lapham
Marketing Editor

Some 18,000 franchised car and truck dealers, and other auto industry representatives, will descend on New Orleans later this week for the 69th annual NADA convention, Feb. 1-4.

NADA said it will be the "largest NADA convention in history in terms of participants, exhibits and workshops."

Highlighting this year's convention will be addresses by Vice President George Bush, Ford Chairman Donald Petersen and and U.S. Chamber of Commerce Chairman Frank Morsani.

Also during the convention, Northern California Ford/Chrysler-Plymouth dealer James B. Woulfe will replace Southern California Cadillac dealer William J. Symes as NADA president.

In addition to the usual round of informal socializing and the 144,000-square-foot exhibition area with exhibits by 215 suppliers, there will be 146 seminars on 43 topics and make meetings to discuss factory-dealer relations.

Likely to be among the hottest seminars this year are those dealing with selling cars to women, managing multi-franchise organizations, computerization and improving customer satisfaction.

The workshops are divided into four general categories: Business management, general management, sales and lease and service. The workshops will begin Sunday morning in the New Orleans Convention Center.

"We are very excited about the future of the automotive industry

Please turn to Page 18, Col. 3

GM bidding for Leyland truck unit

By Richard Feast
European Editor

LONDON.—General Motors—determined to increase its share of Europe's commercial vehicle business—has focused on Leyland Vehicles, the long-time money-losing truck and bus division of state-owned BL.

An announcement is expected shortly.

What is not clear is whether Leyland alone is up for sale or whether it is being offered with a carrot: The sister Land Rover group with which it is paired. It is Land Rover that makes the luxury Range Rover station wagon, which is scheduled to bow in the U.S. this year.

GM's focus on Leyland Vehicles follows its review of other commercial-vehicle makers. It looked at Pegaso truck builder Enasa, owned by the Spanish state government, but backed away. Then it was dispatched by the West German establishment when it looked at acquiring MAN.

British Government policy is to sell off unwanted state assets. Jaguar was floated, and the Unipart component division may be the next part of BL to go.

The Austin Rover Group's long-term future is far from clear, although it has established design and manufacturing links with Honda.

Land Rover, together with its van-making Freight Rover subsidiary, has historically been a success. It ran into difficulties when Third World sales slumped, but a major reorganization and a switch in emphasis toward more stable Western markets seems about to return it to a sound footing. It is a self-contained and autonomous maker dedicated to four-wheel-drive vehicles and is a substantial exporter.

On the other hand, Leyland Vehicles, with which it is bracketed

Please turn to Page 33, Col. 4

Chrysler's tough road

Chrysler Corp.'s Arizona Proving Grounds near Wittmann include 10 miles of rugged gravel and paved road around the perimeter of the 3,812-acre site. Severe dips along the north side of the road restrict speeds to 15 MPH to prevent vehicle damage. Story from the dedication of the proving grounds is on Page 3.

GM purchases British performance-car firm

General Motors has purchased 58 percent of Group Lotus, the British engineering and performance car manufacturing company, for about $20 million and has made a public offer to buy the rest.

GM paid the equivalent of about $1.80 per share for its stake in Lotus and offered the same price in its public offering for the outstanding shares, making the entire transaction potentially worth about $32 million.

Insiders say GM also is interested in acquiring the Lotus racing team, a separate entity not owned by, but associated with, Group Lotus. The racing team and Lotus name would boost GM's international image.

GM said it was interested in Lotus for its engineering capabilities. Lotus specializes in engines, new composite materials and design technologies.

GM has been Lotus' largest customer for engineering services for the past four to five years, although other makes also contract with Lotus for engineering. Lotus has 28 projects going for 18 customers, including Chrysler Corp., Austin Rover, Peugeot, Rolls-Royce and Toyota.

GM said Lotus will continue to operate as an independent entity with its own product identity and philosophy. It will continue to provide worldwide engineering consulting services "with contin-

Please turn to Page 33, Col. 3

At a Glance

PRICE: 58 percent for $20 million; 100 percent for $32 million

NOTED FOR: Engineering, engines, new composite materials and design, performance car manufacturing, racing.

1984 SALES: $15.5 million

1984 PROFITS: $579,768

GM follows Ford pattern in Europe

By Richard Feast
European Editor

LONDON.—General Motors last week turned its attention to Europe. It established a pan-European operation to coordinate its car business; it bought a majority stake in Lotus, and it negotiated heavily to buy BL's commercial vehicle division.

GM's new European auto operation is to be based in Zurich—neutral territory—and headed by Ferdinand P. Beickler, who has been chairman and managing director of Adam Opel in West Germany.

Ferdinand P. Beickler

The organization, which becomes operational Feb. 1, will be officially known as General Motors Europe—Passenger Cars.

Lotus is not part of GM Europe. Lotus reports directly to Detroit.

GM thus follows Ford Motor Co., which organized a syncronized European supervisory structure 17 years ago. The main difference is that Ford of Europe embraces trucks and tractors as well as passenger cars.

None of the changes affects the corporation's commercial vehicle operations in Europe, the Bedford manufacturing and sales organization in the U.K. or the Covesco company (jointly owned with Isuzu) in West Germany.

However, GM is known to be involved in takeover talks with BL concerning its commercial vehicle division. GM's similar discussions with MAN in West Germany and Enasa in Spain came to naught, but it is understood that the GM-Leyland Vehicles link has made positive progress. An announce-

Please turn to Page 33, Col. 1

No decision soon on quotas

TOKYO.—It is too early for Japan to decide whether it should continue its restraints on car exports to the U.S. when they expire at the end of March, said Michio Watanabe, head of the Ministry of International Trade and Industry.

Watanabe made the statement to the Japanese Cabinet following his return from a three-day meeting with trade ministers of the U.S., Canada and the European Community (EC) in San Diego.

A political decision will be made at the 11th hour by the government and the ruling Liberal-Democrat Party after studying the yen's exchange rate, price hikes by the Japanese auto companies and moves by the U.S. Congress, he said.

Watanabe cautioned that the U.S. and the EC are taking sterner attitudes than anticipated toward their trade deficits with Japan.

MD 20814
BETHESDA
4520 EAST-WEST HWY STE800
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR AN 860499 99 PL2
ACQEDACQDE
*********5-DIGIT 20814

Bill Bisaha

Mid-engined Quicksilver by Zimmer

Zimmer Motor Cars, Florida-based builder of expensive 1920s-looking autos, will do an about-face with the modern-looking Quicksilver, a mid-engined sports-luxury car based on General Motors mechanicals. Price is rumored to be in the mid-$40,000s. Formal announcement is expected at the NADA convention.

Late News

Rolls ups sales, prices

LYNDHURST, N.J.—U.S. sales of Rolls-Royce Motors, Inc., rose 2.5 percent last year to 1,110 from 1,083, making the U.S. the company's largest market for the second consecutive year. The firm said it expects a similar increase for 1986. It said orders are strong and waiting times for its automobiles stretch up to 12 months and to 18 months in the case of the new $198,000 Silver Spur Limousine. The company also announced an average increase of 4 percent for its 1986 models.

Right-to-Workers claim NLRB favor on Saturn

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—After meeting with the General Counsel of the National Labor Relations Board, a National Right to Work Legal Defense Foundatation attorney said he would be "shocked if we lost any aspect of the case" the group has filed to stop the Saturn labor agreement between the UAW and General Motors.

At a press conference immediately after their meeting last week with NLRB General Counsel Rosemary Collyer, officials of the Right to Work foundation said they were "encouraged and convinced the NLRB considered the case a very important matter" and that it would recieve "careful consideration".

The group wants the General Counsel to issue a formal complaint against GM and the UAW and the Saturn labor pact they announced last February.

The National Right to Work Legal Defense Foundation contends the agreement violates federal labor law and a Tennessee right-to-work statute prohibiting pre-hire agreements.

The foundatation claims the deal unlawfully restricts workers' rights in determining workplace representation.

GM would say only that it believes it inappropriate to comment on a matter pending before the NLRB. A UAW spokesman said the union had "no comment at this time."

Rossie Alston, formerly a NLRB staffer and now staff attorney for the right-to-work group, said GM and the UAW have refused to release copies of the labor pact. He said enough details of the agreement have been made public to support his group's case, but the refusal by GM and the UAW to supply the document "indicates both parties know they have a problem."

Labor agreements are not normally made public until ratified by union members, industry sources say.

If the NLRB General Counsel decides to issue a formal complaint, the matter will be refered back to its Detroit office to be brought before an administrative law judge there.

If the decision is to not file a complaint, the case will "stop dead in its tracks," the Right-to-Work group's president, Reed Larson, said.

Larson also said GM is now seeking a conference with the NLRB and that he believes Collyer or her staff will seek a meeting with the UAW on the case.

Alston said he believed the NLRB's Collyer wwill reach a decision on the complaint within a month to six weeks. He said that if a complaint is filed, the Detroit NLRB office normally would have about 60 days to assign the matter to an administrative law judge.

Alston said his group's meeting with Collyer was used to discuss a number of technical matters related to the case such as the statute of limitations and possible defenses that could be used to protect the agreement.

He said no decision had been made whether to appeal the General Counsel's decision if it goes against the right-to-work foundation's position.

In a statement read at the press conference, Larson said, "Rosemary Collyer holds in the palm of her hand the future of labor-management relations affecting the lives of millions of American workers and the entire global economy."

He continued, "If this coercive agreement is allowed to stand, it will mean the end of millions of jobs in the U.S. automobile industry. Al Warren, GM vice president for industrial relations, made it crystal clear.

"Warren said, and I quote, 'I don't think we as a corporation can afford to have nonunion automobile plants in the U.S. any more than the union can. We cannot compete with a nonunion company building automobiles at the prices I think they could do it at in this country.'"

Larson added, "UAW officials have said the Saturn deal gives them 'a license to go after Nissan.'

"If GM and UAW officials succeed in imposing monopoly unionism throughout the auto industry in America, automobile manufacturers will have no choice but to go overseas—to Taiwan, Korea, Mexco, Japan," Larson said.

GM to pay for repairs on engines

WASHINGTON.—General Motors has admitted possible engine-block cracking in some 2.5-liter 4-cylinder engines in 1984 cars and has told the government it will pay for necessary repairs and warrant the engines for 5 years or 100,000 miles.

The Center for Auto Safety estimated that 400,000 engines might be involved. It estimated that with only a 10 percent failure rate, the repairs would cost GM $100 million.

If cracks occur in the cylinder block casting between the valve lifter cavity and water jacket, engine coolant will be lost and the engine will fail.

CAS figures labor at 10½ hours and cost at well over $2,000 per car. GM figures labor at slightly under 9 hours but uses an add-labor section for certain problems.

This "special policy"—issued by GM to dealers, filed with NHTSA and reported by CAS—deals with the charges made by the safety center last February. At that time, GM accused CAS of exaggeration and indicated that any problem that occurred would be handled under the 24-month/24,000-mile powertrain warranty. At that time, most of the cars involved were still under that warranty.

The center has asked GM Chairman Roger Smith to inform all owners of their eligibility for free repairs, if needed.

index

Advertising news	15
Auction reports	23
Classified advertising	24-32
Editorial page	10
Production by makes	35
Registrations, truck	12, 13
Sales, car	34
Service highlights	16
Truck highlights	12

60th year—No. 5111

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

A speed endurance run was featured during dedication ceremonies

St. Louis to get Chrysler minivan

By Mary Connelly
Detroit Reporter

WITTMAN, Ariz.—Chrysler Corp. will boost minivan production to more than 300,000 units a year when a second plant in St. Louis comes on line early in 1987.

Chrysler Motors President Harold K. Sperlich said no decision has been made on where the large, rear-wheel-drive models currently assembled at St. Louis Plant II will be transferred.

St. Louis 2 assembles the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury as well as the Caravelle Salon, sold only in Canada.

Speaking at the dedication of Chrysler's new $12 million proving grounds here, Sperlich said the startup at St. Louis 2 will be slow with a second shift added based on market demand.

"We'll have enough capacity to really go at the market," Sperlich said. "We don't know how high is up. We do feel strongly that up is higher than one plant's worth, and that is why we're moving ahead."

Currently, the minivans are produced only in Windsor, Ont., and the company has been saying for some time it may open an additional source. Chrysler produced 274,000 minivans in the 1985 model year.

In the summer of 1984, Chrysler announced that the St. Louis plant would undergo a $250-million renovation for 1986-model-year production. That decision was reversed due to sales volumes of the Fifth Avenue.

Sperlich also said the fate of the Jefferson Avenue assembly plant in Detroit remains unknown although discussions continue with city, state and UAW officials. The plant has no scheduled product after the 1987 model year.

"We have no idea at this time what the answer is going to be," Sperlich said. "At the moment the facility has no future."

Sperlich reiterated that Chrysler is currently seeking streamlined labor agreements with fewer job classifications and simplified work rules at its plants, including Jefferson.

Noting that the drive for more innovative labor agreements is part of the company's effort to improve product quality and cut costs, Sperlich said there has been "tremendous support from the leadership of the UAW."

He also said it is unclear how the inexpensive, mini-compact market will "shake out" in the U.S. because of the competition with "good-quality" used cars.

"It's an unknown how big that market will be in this country," he said. "It's a huge market in other countries where there isn't the used-car population."

He predicted that of the 26 auto companies currently selling in the U.S. market today, "marginal producers" will eventually "fall out" because sales volumes will not sustain effective dealer, marketing and service organizations.

"You'll come down to the dozen or so significant automobile companies in the world," he said. "The big dozen will dominate."

Chrysler marked the dedication of its 3,812-acre Arizona Proving Grounds with a NASCAR-certified, 24-hour speed and endurance run.

Four 1986 models—two Dodge Daytona Turbo Zs and two Chrysler Lasers—set speed and endurance records running for 24 hours at average speeds of more than 126 MPH.

A Daytona Turbo Z averaged 126.967 MPH for 24 hours and covered 3,048.78 miles on the new proving grounds' 4.2-mile high-speed oval. Its best lap speed was 131.526 MPH.

The average speed for the other cars were: Laser Number 1, 125.896 MPH; Laser Number 2, 126.301 MPH, and the other Daytona, 126.679 MPH.

The four cars were attempting to surpass records set in 1956 when Chrysler dedicated its first proving grounds at Chelsea, Mich.

"The object of the inaugural run," said John D. Withrow, Chrysler's executive vice president for product development, "is to show that our modern fuel-efficient 2.2-liter turbocharged engine can not only keep up with the world-famous Chrysler hemis of the past, but do better."

The new proving grounds, completed in October, are used to test braking performance, vehicle noise, fuel handling, carburetion, ride, handling, vehicle durability and reliability.

Subaru slates own program on lease cars

PENNSAUKEN, N.J.—Subaru will launch a pilot leasing program in New York, Pennsylvania and New Jersey Feb. 24 and, if things go according to plan, it will be expanded to cover the entire nation within one year.

Subaru Leasing Corp., a subsidiary of Subaru Financial Services, which is in turn a subsidiary of Subaru of America, will capitalize and supervise the program. It is negotiating with two firms to service the plan.

Closed-end leases with purchase options and an early termination provision will be offered.

Where state laws permit, lessors will be able to amortize the cost of one of Subaru's nine service contracts across the life of the contract.

Consumer leases are the fastest growing segment of the leasing market, and one that Subaru feels it can easily step into, said Larry Wright, leasing manager of the leasing and financial subsidiaries.

NHTSA proposes truck MPG levels for 1988, 1989

WASHINGTON.—NHTSA has proposed a range of numbers for 1988 and 1989 light-truck CAFE standards.

Its proposal for 1988 calls for combined mileage ratings for four-wheel-drive and two-wheel-drive trucks that would be at some point between 20.5 MPG and 22.0 MPG. For 1989, the proposal calls for a combined truck CAFE number between 20.5 MPG and 22.5 MPG.

Truck makers would be allowed either to average their fuel-economy figures for both 4x4s and 4x2s together to meet the "combined" figure, or to meet separate standards for their 4x4 fleets and their 4x2 fleets.

For the 1988 model year, the separate standard for 4x2s is proposed as being somewhere between 21.0 MPG and 22.5 MPG. For 4x4s, the proposal would put the fuel-economy number between 19.5 MPG and 21.0 MPG.

For the 1989 model year, the proposed range is from 21.0 MPG to 23.0 MPG for the 4x2 fleet and from 19.5 to 21.5 MPG for 4x4s.

Tying the knot

PACCAR will begin marketing this Volkswagen do Brasil Class 7 truck next fall. Although built in Brazil, it is being spec'ed by PACCAR for the North American market with premium U.S.-designed powertrain components.

truck industry news

11-month registrations set record, with all segments up

By Joseph Bohn
Truck Editor

Truck registrations soared to a record high for 11 months, topping the 1984 pace—the previous record—by 15.4 percent.

There were increases in all three segments, though the light segment, as usual, led the upturn.

Medium-duties showed the next strongest gain, followed by heavies with the smallest increase.

Although the mediums and heavies maintained some strength, industry forecasters continue to predict downturns for them in 1986.

The most recent forecast by Rockwell International calls for a drop of 10 to 15 percent in North American medium/heavy deliveries in 1986.

Rockwell President Donald R. Ball, in his forecast to New York financial analysts, didn't foresee any return to the disastrous levels of 1982-1983.

Overall, truck manufacturers registered 4,253,532 units for January-November, up 15.4 percent from 3,686,240 in like 1984.

Light-duty registrations of 3,999,298 were up 15.8 percent from 3,454,729 the previous year.

Within the light segment, Class 1 registrations of 2,756,800 were up from 1,983,239 in 1984. Class 2 registrations of 1,208,663 were off from 1,438,067, and Class 3 registrations of 33,835 were up slightly from 33,423.

Medium-duty deliveries totaled 59,553, up 11.6 percent from 53,372 in the 1984 period. Within the medium segment, Class 4 deliveries of 809 were up from 644. Class 5 deliveries of 5,836 were up from 3,870. And Class 6 deliveries of 52,908 were up from 48,858.

The heavy segment's deliveries of 194,681 were 9.3 percent ahead of 178,139 for the 1984 period.

Within the heavy group, Class 7 deliveries of 70,931 were up from 60,703, while Class 8 deliveries of 123,750 were up from 117,436 in 1984.

Among the heavies, Navistar, which continues to use the International name on its trucks, improved its lead over Ford by a small margin.

International had 21.80 percent of the market after 10 months and 21.87 percent after 11 months.

Ford had 21.04 percent of the heavy market after 10 months and 20.99 percent after 11 months.

Mack's market share fell from 11.91 percent after 10 months to 11.75 percent after 11.

GMC was up a hair, and Freightliner was off fractionally from October to November.

Among the heavies, Ford continues to show the best 11-month gain over 1984, with a market share up 1.82 percentage points, followed by White whose 11-month share was up 0.63 percentage points and Mack whose share was up 0.51 percentage points.

Mercedes-Benz showed a 0.43 percentage-point year-to-year improvement.

Kenworth and Peterbilt had the biggest losses in share. Kenworth's share was off 1.52 percentage points, while GMC's was off 1.11 percentage points from a year-earlier.

International's year-to-year share was off 0.93 percentage points, and Peterbilt's was off 0.87 percentage points.

Other heavy-duty truck makers showed fractional gains over 1984.

Firms improve engine, truck coverage

Cat, Isuzu expand warranties

Caterpillar Tractor and Isuzu Truck of America have expanded their warranties, a general trend among manufacturers these days because of the increased competition in the marketplace.

Caterpillar, of Peoria, Ill., expanded its Extended Service Coverage program to allow more flexible coverage for owners of Cat-powered trucks delivered on or after Jan. 1, 1986.

North American truckers can select the type and length of plan for Cat 3208, 3306B or 3406B engines that best suits their needs.

The new program expands current options and complements Caterpillar half-million-mile Major Component Protection and Full Service Coverage plans.

The Extended Service Coverage for 3208 truck engines is available in 50,000-mile/12-month increments up to 150,000 miles or 60 months.

For the 3306B or 3406B, coverage is available in 50,000-mile/12-month increments up to 300,000 miles or 60 months.

Optional 3306B or 3406B Major Component Coverage extends parts protection on 12 major components up to 500,000 miles or 60 months, whichever comes first.

Major Component Protection is not available on the 3208 truck engines.

Owners of Caterpillar-powered trucks or buses can buy coverage in the above-described increments anytime during the standard warranty period.

Mandatory dealer service stops during the chosen coverage period or is not required.

There are no penalties or coverage reduction proration clauses based on mileage.

Extended Service Coverage can be transferred to the next owner during the coverage period.

Enrollment in the 3306B/3406B Extended Service Coverage program includes one free performance analysis report test. It may be made anytime during the origi-

Please turn to Page 13, Col. 3

Alexander promoted in Fruehauf shakeup

DETROIT.—Leon Alexander has been named executive vice-president-Trailer Operations and president of Fruehauf Division, replacing George F. Malley who resigned.

Joseph Silk, vice president of operations—Fruehauf Division, also resigned, with no successor named.

Although there were no specific reasons for the shakeup, some major truck firms reported scaling back their Fruehauf orders because of quality problems or high prices. Alexander is a 36-year management veteran with Fruehauf's liquid and bulk division. Most recently, he was its vice president and general manager.

Industry working hard to improve its record, MVMA executive says

Study documents big-truck deaths

Nearly 4,500 people die each year in crashes with tractor-trailer rigs, but the industry is working hard to reduce that number, according to an MVMA vice president.

All too often, the big trucks barrel down the highways with inadequate brakes, bald tires and drivers who are tired and/or not necessarily qualified, the Insurance Institute for Highway Safety's report, Big Trucks, charged.

The report said that:

1. In a fatal crash involving a big truck and a passenger car, the car occupant is 35 times more likely to be killed than the trucker.

2. Trucks take a much greater distance to stop than cars. From 55 MPH, most cars stop in 140 to 150 feet. But a loaded rig typically takes 250 to 300 feet to stop. An empty rig takes 300 to 400 feet. And a bobtail can take 500 feet.

3. Many big trucks don't have front brakes. They are required on new rigs, but regulations allow them to be removed from three-axle tractors. They also are often disconnected on two-axle tractors.

4. Nineteen states do not issue classified licenses to handle big trucks. Drivers can go out with general commercial licenses and try to handle 18-wheelers.

5. Truck safety inspections (still relatively rare) turn up these kinds of violations: Only 5 percent of trucks and drivers inspected in Colorado in 1985 were in compliance with all regulations. Two-thirds of the 10,000 trucks recently inspected in Missouri were ordered out of service. Even in states like Washington, where all trucks carrying hazardous cargo are required to be inspected, half of the trucks and drivers have been found to be in violation of truck safety rules, the insurance institute reported.

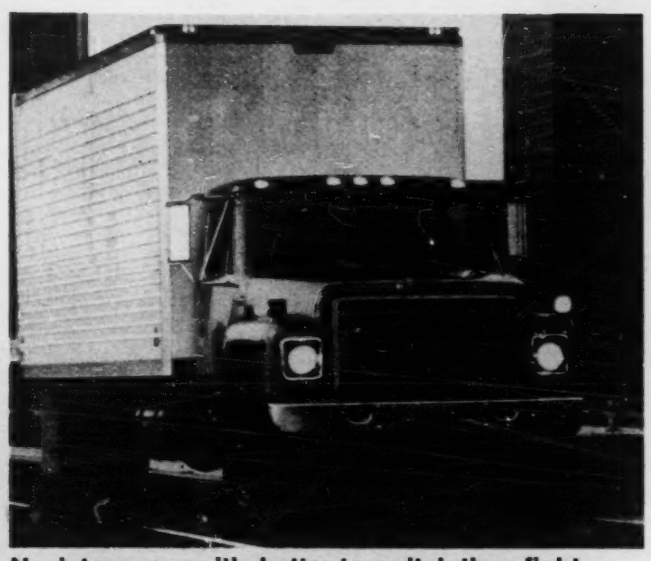
Peter Griskivich, MVMA vice president, also pointed out that a growing fear of big trucks is the Number One problem in the trucking industry, but much was being done to improve it.

Public fear, he added, is at the root of the industry's image problem and poses a real threat to its ability to introduce more productive equipment or get the productivity gains promised truckers by the 1982 highway bill.

The industry has taken positive steps, some in cooperation with government, to make highways safer, Griskivich pointed out.

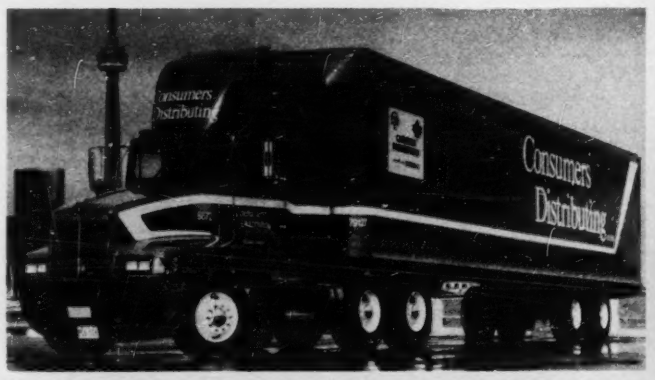
Along with past studies, the Department of Transportation is financing an analysis of mileage traveled by heavy trucks. It will provide, for the first time, accurate information on heavy-truck accident rates by kind of vehicle and road, time of day, cargo carried, etc.

Please turn to Page 13, Col. 1



Navistar proves it's better to switch than fight

Operators of medium-duty trucks and school buses who switched to Navistar International's 6.9-liter diesel V-8 averaged 60 percent better fuel economy than with similar-sized V-8 gasoline engines in 2½-year, 50-vehicle, 2.5-million-mile customer tests. Navistar furnished the oil and all filters for test-drivers and agreed to trade back gas engines for diesels for those who wanted to switch.



Kenworth wins Canadian economy contest

A Kenworth T600A, operated by Eastern Rentals, Ltd., Kingston, Ont., won Canada's "Trucksave" contest, taking first and second places in the 75,000-to-86,000-pound Gross Combined Weight category. Its best average was was 12.09 MPG at a GVW of 84,413 pounds. Another T600A, shown above, won third place, giving Kenworth a clean sweep.

Industry working hard to improve its record, MVMA executive says

Study documents big-truck deaths

Continued from Page 12

The industry recognizes the driver's crucial role in truck accidents, and that is why it created the Professional Truck Driver Institute of America, the MVMA executive added.

The institute is a historic first step in getting bad drivers off the road.

It will accredit truck-driver training programs by establishing uniform, nationwide standards for judging curricula, facilities and quality of instructors. Accreditation will be voluntary.

Certification of truck drivers as professionals is the long-range objective of the Institute since the immediate need is to address the turnover of drivers, estimated to be well over 50 percent in the next decade.

Allaying public fears about sharing the road with larger, more productive trucks led a coalition of industry organizations, labor and government to finance a pair of films on the dynamic behavior of tractor-trailer combinations.

Another safety initiative is the Image and Safety program of the American Trucking Assns. It is directed at the driver, fleet management and legislators.

It includes driver training, better safety information for carriers, support for increased roadside inspections of trucks, the expansion of the Commercial Vehicle Safety Alliance to all states and a more effective National Driver Register than presently exists.

ATA's program reflects the industry's recognition that safety and image are really the same thing, Griskivich said.

He noted that Transportation Secretary Elizabeth Dole has made truck safety her top priority in 1986 and has called on the industry to work with the government on:

1. Increasing the number of roadside truck inspections in states.
2. Requiring a single, classified license for drivers.
3. Strengthening the National Driver Register and extending it to all 50 states within the next three to five years.
4. Reducing the incidence of hazardous-materials accidents.
5. Launching an inspection program for the nation's bus fleet.

U.S. TRUCK REGISTRATIONS

ELEVEN MONTHS, 1985 VS. 1984★

Make	11 mos., 1985	Percent Share of '85 market	11 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Chevrolet	1,146,069	26.95	996,931	27.04	−0.09
Ford	1,129,795	26.56	1,060,437	28.77	−2.21
Dodge	458,742	10.78	385,596	10.46	+0.32
GMC	318,389	7.49	278,722	7.56	−0.07
Jeep	157,661	3.71	133,172	3.61	−0.10
Plymouth	94,676	2.23	72,078	1.96	+0.27
International	66,238	1.56	61,052	1.66	−0.10
Mack	26,272	0.62	23,173	0.63	−0.01
Freightliner	16,434	0.39	14,671	0.40	−0.01
Peterbilt	11,057	0.26	11,676	0.32	−0.06
Kenworth	10,493	0.25	12,313	0.33	−0.08
White	7,802	0.18	6,020	90.16	+0.02
Mercedes	4,011	0.09	2,251	0.06	+0.03
Volvo	2,154	0.05	1,732	0.05	——
Autocar	1,555	0.03	1,170	0.03	——
Western Star	1,039	0.02	616	0.02	——
Miscellaneous☆	801,145	18.83	624,630	16.94	+1.89
TOTALS	4,253,532	100.00	3,686,240	100.00	——

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

ELEVEN MONTHS, 1985 VS. 1984★

Make	11 mos., 1985	Percent Share of '85 market	11 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
International	42,573	21.87	40,621	22.80	−0.93
Ford	40,859	20.99	34,147	19.17	+1.82
GMC	23,630	12.14	23,598	13.25	−1.11
Mack	22,881	11.75	20,030	11.24	+0.51
Freightliner	16,434	8.44	14,671	8.24	+0.20
Peterbilt	11,057	5.68	11,676	6.55	−0.87
Kenworth	10,493	5.39	12,313	6.91	−1.52
Chevrolet	10,290	5.29	9,389	5.27	+0.02
White	7,802	4.01	6,020	3.38	+0.63
Volvo	2,154	1.11	1,732	0.97	+0.14
Mercedes-Benz	1,774	0.91	849	0.48	+0.43
Autocar	1,555	0.80	1,170	0.66	+0.14
Western Star	1,039	0.53	616	0.35	+0.18
Miscellaneous	2,140	1.09	1,307	0.73	+0.36
TOTALS	194,681	100.00	178,139	100.00	——

★—Group 7 and 8 trucks only.

Cat, Isuzu boost warranties on truck engines

Continued from Page 12

nal warranty or selected coverage period.

The in-chassis engine evaluation is conducted under full-load test conditions. The test produces a comparison that will tell if an engine fails to conform to original specifications and will identify most necessary repairs. Repairs can be made under the terms and conditions of the extended service coverage program.

Isuzu Truck, South El Monte, Calif., has adopted a new vehicle warranty policy that greatly expands coverage of the Isuzu NPR Class 3 truck.

The expanded warranty, which retroactively covers all NPR trucks sold in the U.S. since their introduction last spring, expands coverage of the entire vehicle (except tires).

It also provides protection from perforation caused by corrosion.

Previously, the entire vehicle (except tires) had 12-month, 24,000-mile protection. Now, there is no mileage limitation.

The engine and crossmembers in the powertrain also get 24-months, unlimited mileage coverage which includes 100 percent of the cost of parts and labor on the engine and 50 percent of the cost on crossmembers.

Frame (side rails) are covered for 12 to 60 months, unlimited mileage, with 50 percent of the cost of parts and labor paid for by Isuzu.

Perforation from rust is covered for 36 months, with the company absorbing 100 percent of the cost.

SELL YOUR CUSTOMERS ACCESSORIES FROM JUST ANYBODY AND NEXT TIME THEY MIGHT GO TO JUST ANYBODY.

Cutting corners may cost you and your customer more than you bargained for.

You see, genuine Subaru accessories are designed exclusively for a Subaru. The others have to be modified, and never seem to work or fit exactly right.

And with ours, there's never a problem getting service from Subaru dealers in or out of state.

Remember, if your customers feel they've been short changed, it could cost you a customer.

SUBARU PARTS AND ACCESSORIES

© SUBARU OF AMERICA, INC. 1985

NORTHWOOD

DEALER WORKSHOPS

J. A. Bennett

F. R. Gaylord

MIDLAND, MICHIGAN

March 3-7 (5 days)
DEALERSHIP ACCOUNTING $475

March 3-5 (2½ days)
SPEC'ING MEDIUM & HEAVY DUTY TRUCKS $250

J. J. Reed

B. B. Harding

DALLAS, TEXAS

March 3 & 4 (2 days)
DEALERSHIP STATEMENT ANALYSIS $180

March 5/6 (Half-day Session)
DEVISING A PROSPECTING PROGRAM $125

Northwood, C.E. Dept.
Midland, MI 48640-2398
(517) 832-4323

_____ Send registration details _____ Reserve me a seat

Name _____

Address _____

_____ Phone _____

Don't get hung up looking for keys.

If you're losing sales while your sales staff is hunting for keys, let Supra get you off the hook with Supra MAX.™ It keeps your sales staff on the lot selling, and it keeps your vehicles secure.

With the Supra MAX, your key remains safely with the vehicle. Only our Title® key can open the Supra MAX. And locksmiths are not equipped to duplicate Title keys. This one-key system eliminates losses, duplications, and confusing key boards. It's also the toughest and most durable automotive key box on the market.

So if you want the best key boxes made, give us a call about the Supra MAX and our other styles of auto key boxes. They'll keep your sales staff on the lot selling.

SUPRA
WE OPEN DOORS FOR YOU.

Supra Products, Inc.
P.O. Box 3167, Salem, Or. 97302
(503) 581-9101 (800) 547-0252

NO C.P.A. SUPERMAN

Computers. A year's work in a day.
Fast, Inexpensive, Accurate, Complete, Audit Summary, Law-Abiding, Compliant, Detailed, Indexed.

LIFO SYSTEMS, INC.
1600 Airport Freeway
Bedford, Texas 76022

1-800-992-LIFO

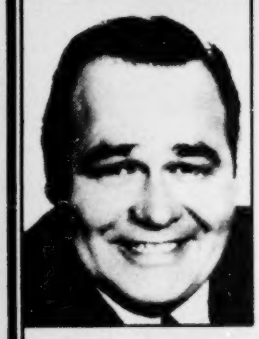
PANTHER FRANCHISES AVAILABLE A few sales points are open in major markets

Call Ralph Wilson at
(212) 239-7040
or visit us at NADA,
Monteleone Hotel,
Rue Royale, New Orleans.
Feb.1 or 2, 5:00–7:30 P.M.

- British Built
- Aluminum Body
- Ford Engine

Suggested Port of Entry Price $23,500

PANTHER The Panther Car Company of North America

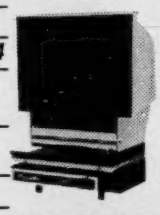


DISCOVER HOW JONATHAN WINTERS WILL MAXIMIZE YOUR T.V. AND RADIO ADVERTISING FOR AS LITTLE AS $1000.00 A MONTH !

IMPACT PRODUCTIONS Invites You To Their Hospitality Suite At The New Orleans Marriot, February 1,2,3.

Top Quality Microfiche Readers,

Standard Model only ***$175***
Double Fiche Carrier only ***$204***
Jumbo Fiche Readers *(BMW, VW etc). only* ***$299***
Panel for 20 Jumbo Fiche only ***$20***
Jumbo Fiche Binder only ***$20***



MICRO VUE PRODUCTS

To order contact:
Nathan Rakov
Microvue Products
4101–A Convoy St.
San Diego CA 92111
(619) 697–3143

Rock Bottom Prices.

Detroit dealer faces trial on energy charges

DETROIT.—Auto dealer Robert Mechigian, of Bob Saks Oldsmobile in Farmington Hills, Mich., must stand trial on charges that he incited other auto dealers to have their utility meters altered illegally, a judge ruled.

Mechigian, free on personal bond pending the trial, could be sentenced to up to five years in jail if convicted of solicitation of energy fraud and four years if convicted of energy fraud.

Both charges are felonies, and he could face the loss of his franchise if convicted. General Motors' franchise agreements force a dealer convicted of a felony to give up the franchise.

Mechigian, according to court testimony, referred a local contractor to three Detroit-area auto dealerships, saying the contractor could reduce their power consumption by altering their electric meters. The contractor, who is on probation for other utility tamperings, testified that Mechigian introduced him to at least a dozen auto dealers.

Marvin Tamaroff, of Tamaroff Buick, and Robert Vermeulen, owner of Page Toyota, both in Southfield, Mich., testified they paid the contractor to alter meters at their dealerships.

Tamaroff repaid more than $14,000 to the utilities, and Vermeulen pleaded guilty last year to energy fraud.

Mazda Central begins work on new HQ building

IRVINE, Calif.—Mazda Motors of America (Central), Inc., has broken ground for its new $15-million corporate headquarters building.

Toru Ogawa, president, called the site dedication an important step in Mazda's growth in the U.S.

"The announcement of this exciting new facility is further evidence of our long-term commitment to the U.S. and its economic growth," Ogawa said.

The new headquarters will be built on an eight-acre site in the Irvine Spectrum business and industrial complex. Construction of the five-story, 118,712-square-foot building is expected to be completed in early 1987. The new facility will house an estimated 250 Mazda Motors employes.

Mazda Central is the importer of Mazda cars and trucks sold in 31 Western and Midwest states through four distributors and more than 500 dealers. It is currently headquartered in Rancho Dominguez, Calif. The company joins two other Mazda organizations, Mazda (North America), Inc., and Mazda Distributors Pacific, in establishing headquarters in Irvine.

GM's CAFE-rescue plan is approved by NHTSA

WASHINGTON.—NHTSA has approved General Motors' plan to generate enough CAFE credits in the 1986 model year to wipe out its 1984 shortfall, which made GM liable for $46,315,695 in fines.

GM's plan—apparently helped by its current 7.9-percent financing on cars with 4-cylinder engines, but not mentioned by NHTSA in its letter to GM—is to reach 26.3 MPG for 1986 models. If achieved, that would result in 14,820,000 credits ($74.1 million) which would more than offset the 1984-model-year shortfall.

IMPORT SALES BY MODEL

	Dec. 1985	Dec. 1984	12 Mos., 1985	12 Mos., 1984
ALFA ROMEO	182	302	4,502	3,702
AUDI	6,343	5,780	74,061	71,237
4000	0	0	0	10,430
4000S	1,219	1,165	17,352	4,890
4000CS Quattro	579	322	4,951	3,983
5000S	3,396	3,255	39,742	41,651
5000CS Turbo	647	758	7,735	6,667
5000CS Turbo Quattro	225	4	751	65
Coupe	277	276	3,633	3,520
BMW	7,692	8,135	87,873	70,897
318	450	2,396	23,111	28,675
325/e/es	4,159	2,678	30,819	15,773
524 TD	226	0	1,831	0
528/535i	1,855	1,867	17,749	15,395
635CSI	355	298	4,423	2,695
735i	647	896	9,937	8,359
CHEVROLET	9,423	2,635	84,860	7,463
Spectrum	4,549	1,365	53,593	2,077
Sprint	4,874	1,270	31,267	10,927
CHRYSLER/MITSUBISHI	13,506	8,212	105,293	91,718
Colt	10,298	6,452	76,313	69,379
Conquest	507	397	5,387	7,069
Vista	2,701	1,363	23,593	15,270
FIAT	0	0	0	316
HONDA	40,866	26,836	406,413	374,819
Civic	16,880	11,970	155,170	137,405
Civic CRX	5,796	4,680	52,861	47,445
Accord	12,735	5,940	121,994	123,045
Prelude	5,455	4,246	75,938	66,924
I.A.I.	0	0	0	1,466
ISUZU	1,918	1,192	26,953	17,233
I-Mark	1,264	323	12,780	4,427
Impulse	654	869	14,173	12,806
JAGUAR	3,114	2,139	20,528	18,044
XJ6	2,490	1,689	16,744	14,564
XJS	624	450	3,784	3,480
LANCIA	0	0	0	21
MASERATI BITURBO	63	90	1,190	2,023
MAZDA	25,468	13,462	211,093	169,666
323/GLC	9,181	3,251	64,444	45,221
626	10,878	6,314	92,839	71,407
RX-7	5,409	3,897	53,810	53,038
MERCEDES BENZ	10,119	9,086	86,903	78,522
190D	189	475	3,067	5,309
190E	1,877	2,627	22,325	17,704
190E-16	182	0	628	0
240D	0	1	0	26
300D	3,471	1,887	18,596	16,659
300CD	37	154	1,556	1,539
300TD	94	263	3,112	2,465
300SD	104	901	6,746	12,189
380SE/420SEL	1,827	964	10,885	7,135
500/560SEL	692	635	7,842	4,557
380/560SL	1,343	1,034	10,508	9,288
500/560SEC	303	146	1,638	1,651
MERCURY MERKUR	888	0	8,974	0
MITSUBISHI	3,601	2,952	49,734	39,104
Starion	402	409	4,841	6,375
Cordia	416	615	8,159	13,194
Tredia	803	907	10,902	13,724
Mirage	910	533	13,066	3,101
Galant	1,070	488	12,766	2,710
NISSAN	39,270	37,820	535,372	485,298
Sentra/210	9,601	13,405	179,235	189,480
Pulsar/310	3,668	2,947	49,816	37,287
Stanza	5,373	3,591	64,398	44,613
Maxima	8,751	6,299	99,051	68,209
200SX	4,414	4,731	65,792	63,465
300ZX	5,159	4,935	67,409	73,097
Hawaii	2,304	1,912	9,671	9,147
PEUGEOT	970	1,995	15,636	20,007
PORSCHE	2,484	1,797	25,173	19,611
944	1,618	1,277	16,705	13,036
911	638	416	5,882	4,472
928	228	104	2,586	2,103
RENAULT	395	877	7,205	12,243
18i	112	197	2,411	2,971
Fuego	283	680	4,794	9,272
SAAB	3,445	2,999	39,068	33,631
900	1,011	818	11,353	8,369
900S	1,144	949	11,836	9,993
900 Turbo	658	1,214	14,259	14,408
9000 Turbo	599	0	795	0
Tourist	33	18	825	861
SUBARU	16,246	12,762	178,175	157,385
TOYOTA	53,745	47,065	620,047	557,981
Starlet	0	0	0	259
Corolla	13,215	12,397	168,378	157,876
Tercel	5,342	8,254	88,841	103,013
Celica	10,120	6,467	80,480	85,213
Supra	1,180	2,509	23,569	29,871
Camry	12,368	7,974	128,132	93,725
Cressida	3,298	3,975	45,290	34,456
Land Cruiser	770	354	4,740	4,037
Van	1,934	2,648	32,631	33,626
4Runner SR 5	527	745	5,495	6,498
MR2	2,751	0	32,309	0
Hawaii	2,240	1,742	10,179	9,404
Other	0	0	3	3
VOLKSWAGEN	10,275	8,783	140,505	103,402
Rabbit Convertible	915	625	12,644	11,552
Jetta	7,280	4,855	83,783	37,975
Vanagon	624	1,147	16,803	17,985
Quantum	857	1,246	13,948	18,645
Scirocco	599	910	13,552	17,245
VOLVO	4,321	4,194	104,267	99,454
DL	1,863	1,607	39,169	44,339
GL	346	658	9,578	24,271
GLT Turbo	10	405	2,166	9,866
Diesel	0	256	1,938	5,589
740 Series — Gas	1,368	666	32,141	1,406
740 Series — Diesel	130	0	5,023	0
760 Series — Gas	413	355	10,186	8,872
760 Series — Diesel	12	108	2,104	3,485
Tourist	179	139	1,962	1,626
YUGO	1,698	0	3,895	0
IMPORT TOTAL	256,032	199,113	2,838,116	2,441,651

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Jan. 29—Huge "SOLD" Sale, 10:30 A.M., 150 Absolute Sale.
Jan. 30—Thurs., 5 P.M.—Semi-monthly Fleet & Lease Sale. Complimentary buffet served at 4 PM.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

P A D E — Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION

factories list auction dates

American Motors

Jan. 28—D-A Auto Auction, New Stanton, Pa.; American Auto Auction, Walpole, Mass., and Arena Auto Auction, Chicago.

Jan. 29—Columbus Fair Auto Auction, Obetz, Ohio, and Kansas City Auto Auction, Kansas City.

Jan. 30—Fredricksburg Auto Auction, Fredricksburg, Va.; Bel Air Auto Auction, Bel Air, Md.; Evansville Auto Auction, Evansville, Ind., and Northway Exchange, Inc., Clifton Park, N.Y.

Chrysler Corp.

Jan. 28—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

Jan. 29—Southern Auto Auction, Warehouse Point, Conn.; Columbus Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Jan. 30—Fredricksburg Auto Auction, Fredricksburg, Va.

Jan. 31—St. Louis Auto Auction, Inc., Bridgeton, Mo.

Ford Motor Co.

Jan. 28—South Seattle Auto Auction, Kent, Wash.

Jan. 29—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

Jan. 30—Baltimore Washington Auto Exchange, Baltimore; Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

General Motors

Jan. 29—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Jan. 30—Arena Auto Auction, Chicago, and Ohio Auto Auction, Grove City, Ohio.

Used Car Sales
Auction Averages

Jan. to date	$4,833
Month ago	$4,559
Year ago	$4,992

Model Breakdown
Auction Averages

	JAN., 1986	DEC., 1985	NOV., 1985
1986	$8,769		
1985	$8,576	$9,839	$9,989
1984	$6,172	$6,514	$6,690
1983	$5,352	$5,594	$5,820
1982	$4,294	$4,507	$4,752
1981	$3,266	$3,474	$3,543
1980	$2,476	$2,694	$2,738
1979	$1,986	$2,207	$2,254
Overall Average	$4,833	$4,559	$4,714

China taxes cars owned by foreign firms

BEIJING, China.—As if things weren't tough enough, foreign firms doing business in China—already chafing from foreign exchange and housing problems—were dealt another blow: A tax on cars retroactive to last May.

The Peking Highway Tax Collection Center delivered its New Year greeting by announcing that the new tax of $12.50 a month per car applies to all foreign companies. Diplomats, however, are exempt from the tax.

A tax official said the Ministry of Communications decided to impose the tax last year, but failed to notify the foreign companies.

The tax notice is said to coincide with government demands that embassies and news organizations sign new contracts for the employment of Chinese staffs, with pay hikes of about 50 percent. Businesses faced similar pay increases last year for their staffs.

It is estimated that 1,000 firms from more than 30 countries have opened offices in Beijing since 1979.

Fredlund's 50th

Fredlund Bros., Inc. (Chrysler-Plymouth-Dodge), Cambridge, Minn., receives a 50-year-dealer award from Chrysler Corp. From left are Douglas Fredlund, Jerry Fredlund and Don Fredlund, dealership owners, and Stanford Woods, assistant manager of Chrysler's Minneapolis zone.

Nationwide hikes discounts on passive-restraint cars

COLUMBUS, O.—Nationwide Mutual Insurance Co. will provide new and increased insurance-premium discounts to policyholders whose cars have air bags and/or automatic seat belts.

The discounts apply to all 1986 Mercedes-Benz models and some 1986 Volvo, BMW and Toyota Cressida models.

The discounts will apply to "first-party" auto coverages and will include medical payments, family compensation and personal injury protection for policyholders whose cars have safety equipment that operates automatically.

Insurance-premium discounts for those coverages will include 40 percent on cars with air bags that protect both the driver and front-seat passengers. That is 10 percentage points higher than current discounts.

The new discounts will be 25 percent on cars with air bags on the driver side only and 10 percent on cars with other automatic safety systems.

President Paul A. Donald said Nationwide's range of auto safety discounts, recognizing different levels of crash protection, is the first of its kind in the insurance industry.

The discount package, introduced by Nationwide in New York State last year, will be filed in all appropriate states with a projected effective date of April 1.

Nationwide's new program expands a 30-percent discount on first-party coverages that the company has provided since 1973 to car owners having air bags protecting all front-seat occupants.

EPA may place metal degreaser on hazard list

WASHINGTON.—The EPA is proposing to list trichloroethylene, a widely use metal degreaser, as a hazardous pollutant.

The decision means the agency will study what risk the chemical poses to public health and how best to control it. It could also result in the EPA proposing standards to limit ambient emission of the pollutant.

Trichloroethylene is considered by the EPA to be a probable human carcinogen. When inhaled, it can also impair the central nervous system, cardiovascular system, the liver and kidneys. The agency estimated that emissions of the substance result in about 4.1 cancer deaths each year across the country. For those who work with the solvent, the risk of getting cancer is about 9.4 in 100,000 when exposed for 70 years, the EPA said.

About 65,000 metric tons of trichloroethylene were produced in 1983 and about 57,000 metric tons of it evaporated in the shops, factories and industrial facilities that use it, EPA said. Ninety percent of 1983's production was used for metal degreasing and the remainder as a secondary solvent in producing adhesives, paint, pesticides and pharmaceuticals, the agency said.

EPA's studies of the chemical are expected to take about two years.

Potamkin brothers lecture on success

PHILADELPHIA.—Robert and Alan Potamkin, brothers who are leading auto dealers, lectured on their successes in the automobile industry before the Wharton Entrepreneurial Club at the Wharton School of Business Administration at the University of Pennsylvania here.

Both are graduates of Wharton. The brothers were characterized by Arthur Bobrow, club president, as two of the university's most successful graduates.

Stock of unsold imported cars highest in 3 years at 338,315

By Kathy Boyer
Detroit Reporter

The stockpile of unsold imported cars in the U.S. was the highest in three years as 1986 opened.

The Jan. 1 inventory count was 338,315 cars, according to Automotive News estimates. Not since the 355,603 in stock on Feb. 1, 1983, had the total been so high.

The figures may surprise some import-car dealers, who generally have been complaining of inventory shortages. They were, perhaps, reflecting the market trend.

For despite the upward bulge in actual numbers, the selling supply was skinned back to 28 days as opposed to the figure of 49 days represented by that peak inventory of 35 months ago.

The comparative size of the Jan. 1 inventory can best be measured against the fact that stocks have reached 300,000 only four times since February, 1983.

The import-car stock of 338,315, compares with the month-earlier total of 304,079, and a year-earlier figure of 259,933. The latest days-supply figure for cars, 28, compared with 31 days a month earlier and 32 a year earlier.

Import trucks were a bit of a different story. Inventories Jan. 1 dipped slightly to 102,664 from 103,138 a month earlier, which had been the highest in 10 months. On Jan. 1 a year ago, the count had been 114,485.

Truck inventories represented a 38-day supply on Jan. 1, compared with 41 days a month earlier and 45 days a year earlier.

The Jan. 1 combined imported car and truck inventory rose to 440,979—the highest count since Feb. 1, 1983, when 448,308 units were reported. In the 35 months since then, the combined stockpile has topped 400,000 only two other times.

The combined Jan. 1 inventory represented a 30-day supply, compared with 33 days a month earlier and 36 days a year earlier.

Several makes ran counter to the downward trend. Although Volvo's daily selling rate stayed nearly the same, it had much more stock than it had the previous month. A spokesperson said, "This was a kind of planned buildup to accommodate sales for January and February, which are anticipated at about 10,000 per month."

Yugo's increase was due to all but 142 vehicles arriving late at its dealerships.

Alfa Romeo's increase was a combination of slower sales and and late shipments. Jaguar reported lower inventories resulting from shipments that did not arrive.

On Jan. 1, import-car inventories were divided this way: Japan, 62.79 percent; Germany, 25.18 percent, and other countries, 12.03 percent.

One month earlier, the shares were: Japan, 63.59 percent; Germany, 26.06 percent and other countries, 10.35 percent.

All inventory figures in this story include dealer and port inventories and everything in transit in between. Days' supplies are figured on the basis of selling days, excluding Sundays and holidays.

These are the import cars by country of origin and their days' supplies (the rule of thumb is that any make with less than a 15-day supply is hard to find in a showroom):

Japan—Honda, 8; Toyota, 11; Mazda, 13; Subaru, 25; Mitsubishi, 31; Nissan, 35; Isuzu, 107, and Chevrolet imports, 138, (including 89 for the Suzuki-built Sprint and 191 for the Isuzu-built Spectrum).

Germany—Mercedes-Benz, 19; Porsche, 56; BMW, 62; Audi, 64, VW, 83, and Merkur, 108.

Other countries—Jaguar, 3; Yugo, 24; Saab, 47; Alfa Romeo, 57; Peugeot, 103, and Renault, 263.

Trucks and their days' supplies: Isuzu, 65; Chrysler, 61, Nissan, 58; Mitsubishi, 54; Toyota, 23, and Mazda, 21.

All import truck figures include Nissan's domestic models.

Calvert elected in Houston

HOUSTON.—Mike Calvert, Mike Calvert Toyota, has been elected chairman of the Houston Automobile Dealers Assn.

IMPORT STOCKS

	Jan. 1, 1986	Dec. 1, 1985	Jan. 1, 1985
Spectrum	191	131	205
Sprint	89	64	38
Chevrolet	138	96	125
Chrysler Corp.	52	67	49
Honda	8	6	18
Isuzu	107	101	74
Mazda	13	18	37
Mitsubishi	31	32	22
Nissan	0	26	36
Subaru	25	17	12
Toyota	11	11	15
JAPAN	19	24	26
Audi	63	62	78
BMW	62	68	59
Mercedes-Benz	19	24	21
Merkur	107	139	0
Porsche	56	52	43
VW	83	71	64
GERMANY	57	59	53
Alfa Romeo	111	62	59
Jaguar	3	16	6
Peugeot	103	90	39
Renault	263	221	194
Saab	47	37	27
Volvo	120	54	80
Yugo	24	14	0
OTHER COUNTRIES	68	51	55
TOTAL IMPORT CARS	28	31	33
Isuzu	65	103	68
Mazda	21	21	33
Mitsubishi	54	32	23
Nissan*	58	55	56
Toyota	23	23	35
Chrysler	61	66	71
TOTAL IMPORT TRUCKS	38	41	45
TOTAL IMPORT VEHICLES	30	33	36

*—Includes domestic trucks.

Monte Carlo LS joins Chevy lineup

The Monte Carlo LS joins the Chevrolet lineup for 1986. The Luxury Sport features a new aerodynamic front fascia and flush-mounted composite headlamps. Engine choices are a 4.3-liter fuel-injected V-6 or a 5.0-liter V-8.

Volvo scales back plans for new Uddevalla plant

By Stig Bjorklund
Staff Correspondent

GOTHENBURG, Sweden.—Volvo has scaled back its ambitions for its future plant in Uddevalla, about 30 miles north of here.

Instead of a complete manufacturing plant on the site of the present shipyard, there will be only a final assembly plant—at least initially.

The product will be Volvo 740 cars with painted bodies coming from the main Gothenburg plant. The original plan had been to use the Uddevalla plant to increase production capacity for the 240.

The decision eliminates the need for a body and paint shop which had been a stumbling block because of emissions (Automotive News, Jan. 13). Volvo President Pehr G. Gyllenhammar, in an official statement, described the change in plans as the only way to break the deadlock with the government board and get anything started in Uddevalla.

Volvo could wait no longer for the necessary permits regarding emissions from the future plant's paint shop, he said.

Since several parties have been arguing about which maximum level could be acceptable, and since the bids have been so far apart, any official figure would inevitably have resulted in an appeal from some of the parties involved. The risk, therefore, was that the matter would drag on for months.

Apart from taking a load off the Volvo Torslanda plant here, which after more than 20 years is due for a modernization anyhow, the change of plans for Uddevalla means the Volvo production roof is going to stay at some 300,000 cars a year for some time to come.

Nothing is promised about a future expansion of the Uddevalla plant, which is now going to need a maximum of 1,000 persons instead of 1,200 as was planned.

When full production of 80,000 cars a year is going to be reached also remains an open question. Production start in Uddevalla is now scheduled for April, 1988, instead of summer, 1987, as was originally planned. Recruiting will start this spring.

Mid-January count is best since 1979

Sales spurt to a seven-year peak

By Jenny L. King
Detroit Reporter

New-car sales in mid-January soared to the highest level recorded in seven years.

Nudged by special interest rates on several domestic models, new-car buyers returned to the showrooms Jan. 11-20 and did enough buying to push sales 30,000 above the year-earlier period, making this year's tally the strongest since the pre-recession year of 1979.

The mid-January count of 199,246 was up 18.13 percent from 168,668 in 1985. It also was an increase of 13.88 percent over the 174,954 sales reported Jan. 1-10. Year-to-date sales were up 4.08 percent, to 374,200 from 359,537.

American Motors was the only domestic maker that failed to match or surpass its 1985 level. In fact, AMC's sales estimate of 1,550 was the lowest of any company's total for the period and was off 50.40 percent from 3,125 a year earlier. AMC earned just 0.78 percent of the period market, down from 1.85 percent in 1985.

General Motors reported domestic sales of 117,014, an increase of 18.18 percent from 99,016. Ford Motor Co. was up 20.98 percent, to 49,616 from 41,012. Chrysler's 24,577 sales were up 13.25 percent from 21,702.

Volkswagen, up 24.68 percent to 1,637 from 1,313, had the best year-to-year sales gain of any of the domestics in terms of percentage of increase. Honda was up 13.72 percent, to 2,843 from 2,500, and Nissan reported first-year sales of 2,009.

GM's share of the market for the period crept up to 58.73 percent from 58.70 percent. Ford claimed 24.90 percent compared with 24.32 percent in 1985. Chrysler was off to 12.34 percent from 12.87 percent.

Honda slipped to 1.42 percent from 1.48 percent while VW was up to 0.82 percent from 0.78 percent. Nissan earned 1.01 percent of the mid-January market, and AMC dropped to 0.78 percent from 1.85 percent.

Year-to-year make sales were up for 12 of the 15 makes on the charts a year ago.

Three showed losses: AMC was down an estimated 41.67 percent; Renault, 51.67 percent, and Buick, 7.16 percent.

Plymouth was up 22.18 percent; Chrysler, 10.44 percent, and Dodge, 8.09 percent. Ford climbed 24.63 percent; Mercury, 16.32 percent, and Lincoln, 5.46 percent.

Pontiac, up 86.30 percent, nearly doubled its year-ago total. Oldsmobile was up 28.62 percent; Chevrolet, 6.27 percent, and Cadillac, 2.91 percent. VW was up 24.68 percent, and Honda was up 13.72 percent.

There were eight selling days in the period both years. This year's daily rate of 24,906 was up 18.13 percent from 21,084 in 1985.

Top nameplates for Jan. 11-20 were: Cavalier, 12,820; Celebrity, 10,556; Cutlass Ciera, 10,317; Escort, 9,797, and Tempo, 8,444.

DOMESTIC SALES

	Jan. 11-20, 1986	Jan. 11-20, 1985
Renault Alliance-Encore	1,375†	2,825†
AMC	175†	300†
AMERICAN MOTORS	1,550†	3,125†
Chrysler	7,307	6,616
Plymouth	8,355	6,838
Dodge	8,915	8,248
CHRYSLER CORP.	24,577	21,702
Ford	34,224	27,461
Mercury	11,798	10,143
Lincoln	3,594	3,408
FORD MOTOR CO.	49,616	41,012
Buick	18,181	19,584
Cadillac	6,719	6,529
Chevrolet	40,521	38,129
Oldsmobile	29,416	22,870
Pontiac	27,177	11,904
GENERAL MOTORS	117,014	99,016
VOLKSWAGEN	1,637	1,313
HONDA	2,843	2,500
NISSAN	2,009	0
U.S. INDUSTRY TOTAL	199,246	168,668

†—Estimate

General Tire offers life-of-car warranty

By David Nypaver
Crain News Service

MARCO ISLAND, Fla.—General Tire has introduced a premium all-season radial for the aftermarket with a lifetime guarantee.

The Ameri-Classic steel-belted radial is guaranteed as long as the purchaser owns the vehicle, with a free replacement for road hazard damage during the first 30,000 miles. It will go on sale in April.

General Tire said the tire features a dual-compound tread formula. It said the center compound allows for better traction and smoother ride, while a harder compound in the shoulder improves handling and resists abrasion during cornering.

The tire also has belt-edge overlays that prevent the buildup of damaging internal heat, an inner liner to reduce rapid wear from underinflation and an internal coating of puncture sealant.

General Tire originally advertised the new radial with a 60,000-mile guarantee but after further testing decided to make the guarantee last the life of the vehicle.

The new tire will be available in 12 sizes. Ray Evans, senior vice president of sales and marketing, expects that 25 percent of its sales will come from customers who buy a new car and have the tires switched to the Ameri-Classic.

General Tire has also introduced a V-rated version of its XP-2000 high-performance tire and a medium truck-tire line, the Ameri-Steel IV.

Big brake fluid reservoirs to stay

WASHINGTON.—NHTSA has abandoned a rule that would have allowed smaller brake fluid reservoirs in trucks over 10,000 pounds GVW.

The agency had proposed use of the smaller reservoirs if the vehicles were equipped with self-adjusting brakes and a brake indicator lamp that is activated by low brake fluid.

NHTSA said, however, that after analyzing comments and available data, it concluded that "smaller brake fluid reservoirs would unnecessarily result in an added safety risk without any compensating safety benefits."

Nissan first to move cars on U.S. ship

Nissan Motor Co. will become the first Japanese auto maker to use U.S.-registered vessels to ship vehicles to North America.

The auto maker announced it will charter ships owned by Marine Transport Lines, Inc. (MTL), Secaucus, N.J.

Nissan Motor Car Carrier, a Nissan subsidiary which operates seven carrying vessels, will sign a three-year contract with MTL to transport 30,000 to 40,000 cars annually to the U.S. and Canada beginning next year, a Nissan spokesman said.

MTL will build a freighter capable of carrying 4,000 vehicles. MTL will start the service in the second half of 1987, said company Chairman James Rand.

The carrier will be built by Sumitomo Ship Builders in Japan for an estimated $20 million, he said.

It will carry the U.S. flag and be crewed by U.S. citizens.

Rand said MTL had been negotiating with Nissan for almost two years and that its contract with the company calls for it to transport vehicles around the world.

Toyota Motor Corp. uses U.S. vessels to ship automotive components to the U.S.

Three American carrier lines transport parts destined for New United Motor Mfg., Inc. (NUMMI), in Fremont, Calif.

Toyota announced it is studying the possibility of using U.S. ships to carry about 10 percent of its exports—or 60,000 units—to the U.S.

The U.S. has been dissatisfied with Japanese auto manufacturers' use of Japanese ships rather than American vessels in exporting their vehicles to the U.S. The Japanese are said to prefer their own ships because of their lower rates.

While MTL is the immediate beneficiary of increased U.S. pressure on the Japanese to open up the car-carrier business, U.S. Congressional sources say they will not slacken their efforts to open the market further.

The sources said hearings on the matter will likely be held in early March in the House Merchant Marine and Fisheries Committee. Its chairman, Rep. Walter B. Jones, North Carolina Democrat, has a bill pending that would require that at least half of all Japanese cars exported to the U.S. be transported by U.S. vessels.

In the Senate, Frank Murkowski, Alaska Republican, is expected to try to attach a resolution calling for negotiated opening of the market to trade reciprocity legislation sponsored by Senator John Danforth, Missouri Republican.

Danforth has led the Senate's efforts to open up Japanese markets to U.S. competition.

Many in the shipping industry believe that Korean auto makers will also ship vehicles on their national carriers. Hyundai currently has orders in place for two car carriers to handle its exports.

In a reversal of the situation, General Motors recently signed a contract with a non-U.S. car carrier to handle its imports from Daewoo Motors in Korea. GM said that it "preferred to work with people already in the business."

Japanese auto makers have given the same reason to explain their preference for Japanese carriers.

Production Page

U.S. CAR PRODUCTION

	Week Ended Jan. 25, 1986	Week Ended Jan. 26, 1985	Week Ended Jan. 18, 1986	Jan. to Date	Jan. 1, to Jan. 26, 1985	Jan. 1, to Jan. 25, 1986
AMERICAN MOTORS	2,750	0	0	2,750	7,768	2,750
Renault Total	2,750	0	0	2,750	7,768	2,750
Alliance	2,375	0	0	2,375	4,932	2,375
Encore	375	0	0	375	2,836	375
CHRYSLER CORP.	29,600	22,105	29,631	102,820	90,769	102,820
Plymouth Total	8,800	6,307	8,384	29,890	26,233	29,890
Horizon	2,900	1,901	3,097	10,861	9,331	10,861
Reliant	4,500	2,906	3,859	13,975	11,273	13,975
Caravelle	1,200	1,093	1,242	4,393	4,453	4,393
Gran Fury	200	407	186	661	1,176	661
Chrysler Total	10,800	8,241	10,834	37,132	32,211	37,132
LeBaron	2,700	2,216	2,658	9,195	8,677	9,195
LeBaron GTS	2,100	1,029	2,466	7,614	4,885	7,614
Laser	1,000	1,250	1,052	3,521	4,308	3,521
New Yorker/E-Class	1,400	1,334	1,489	5,202	4,892	5,202
Fifth Avenue	3,600	2,412	3,169	11,600	9,449	11,600
Dodge Total	10,000	7,557	10,413	35,798	32,325	35,798
Omni	3,100	1,974	3,123	10,897	10,074	10,897
Aries	2,200	2,216	2,101	8,003	8,561	8,003
Daytona	1,000	841	1,025	3,530	3,075	3,530
Dodge 600	1,400	1,409	1,706	5,470	5,135	5,470
Lancer	2,000	707	2,048	6,419	3,735	6,419
Diplomat	300	410	410	1,479	1,745	1,479
FORD MOTOR	35,185	33,942	34,007	113,598	144,406	113,598
Ford Division	23,892	21,996	23,101	76,731	94,174	76,731
Escort	7,944	6,677	8,258	26,417	24,825	26,417
Mustang	4,202	3,088	4,209	13,558	12,517	13,558
LTD	0	3,473	0	0	20,076	0
Taurus	3,438	0	2,939	9,828	0	9,828
Thunderbird	3,619	3,008	3,655	12,212	13,949	12,212
Crown Victoria	0	1,534	0	0	7,167	0
EXP	0	510	0	0	1,951	0
Ter...	4,689	3,656	4,040	14,716	13,689	14,716
L-M Division	11,293	11,946	10,906	36,867	50,232	36,867
Mercury Total	7,603	8,481	7,221	24,642	37,450	24,642
Lynx	1,506	1,538	1,620	5,130	6,376	5,130
Capri	388	287	381	1,680	1,421	1,680
Marquis	0	1,685	0	0	8,954	0
Sable	1,710	0	1,451	4,890	0	4,890
Cougar	2,420	2,507	2,419	7,996	11,611	7,996
Grand Marquis	0	1,098	0	0	4,770	0
Topaz	1,579	1,366	1,350	4,946	4,318	4,946
Lincoln Total	3,690	3,465	3,685	12,225	12,782	12,225
Continental	410	630	410	1,492	2,313	1,492
Lincoln	2,769	2,454	2,765	9,174	9,054	9,174
Mark VI/VII	511	381	510	1,559	1,415	1,559
GENERAL MOTORS	99,106	94,040	96,419	330,419	387,619	330,419
Buick Total	16,223	19,515	17,019	58,207	77,585	58,207
Skylark	0	2,357	0	0	9,166	0
Skyhawk	1,862	1,441	1,937	6,478	7,521	6,478
Somerset	2,140	2,677	1,998	7,125	8,273	7,125
Century	5,478	4,730	5,952	20,760	16,849	20,760
Regal	1,124	2,756	1,158	3,006	10,630	3,006
LeSabre/Electra (rwd)	204	4,240	205	787	14,853	787
LeSabre (fwd)	1,760	0	1,526	4,815	0	4,815
Riviera	640	1,314	319	1,410	4,748	1,410
Electra (fwd)	3,015	0	3,908	13,826	5,545	13,826
Cadillac Total	7,262	7,751	5,659	19,233	29,471	19,233
Cimarron	435	424	483	1,494	1,858	1,494
Seville	484	941	254	1,082	3,194	1,082
Eldorado	691	1,780	371	1,532	5,976	1,532
Cadillac (rwd)	1,560	1,256	899	2,853	4,856	2,853
DeVille (fwd)	4,092	3,350	3,652	12,272	13,587	12,272
Chevrolet Total	33,839	32,502	34,417	116,976	138,367	116,976
Chevette	2,801	2,837	2,643	9,446	12,745	9,446
Cavalier	9,529	8,124	9,243	32,398	38,391	32,398
Celebrity	5,531	5,596	5,869	20,127	20,984	20,127
Camaro	4,968	3,552	4,953	16,741	18,797	16,741
Citation	0	1,537	0	0	6,213	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	2,695	2,580	2,725	9,231	9,546	9,231
Chevrolet	8,315	8,276	8,984	29,033	28,825	29,033
Corvette	0	0	0	0	2,866	0
Oldsmobile Total	24,012	22,492	23,266	80,629	95,800	80,629
Omega	0	0	0	0	0	0
Firenza	993	1,477	954	3,451	6,042	3,451
Cutlass Supreme	5,001	3,944	4,659	15,225	15,482	15,225
Cutlass Ciera	6,300	7,035	6,649	24,234	28,696	24,234
88/98 (rwd)	480	4,774	510	2,419	21,458	2,419
88 (fwd)	4,336	0	4,070	13,775	0	13,775
Olds 98	3,333	1,941	3,137	10,118	10,191	10,118
Calais	3,110	2,257	3,059	10,399	10,394	10,399
Toronado	459	1,064	228	1,008	3,537	1,008
Pontiac Total	17,770	11,780	16,058	55,374	46,396	55,374
Acadian**	0	304	316	535	555	535
2000 Sunbird	2,939	2,578	3,126	9,954	11,077	9,954
1000	605	744	727	2,040	2,410	2,040
Firebird	2,652	1,950	2,559	8,941	10,046	8,941
Phoenix	0	0	0	0	0	0
6000	2,823	430	2,604	8,987	1,269	8,987
Grand Prix/Bonneville	0	0	0	0	0	0
Parisienne	2,001	1,579	2,007	7,770	5,568	7,770
Fiero	2,400	2,400	0	2,400	7,202	2,400
Grand Am	4,350	1,795	4,719	14,747	8,269	14,747
HONDA	3,750	2,581	3,832	12,544	12,258	12,544
NISSAN	1,792	0	1,791	7,187	0	7,187
NUMMI*	1,900	200	1,900	6,100	800	6,100
VOLKSWAGEN	2,350	1,671	2,148	7,653	7,446	7,653
Total Cars, U.S.	176,433	154,539	169,728	583,071	651,066	583,071
Total Cars, Canada	20,800	17,487	20,494	66,448	75,542	66,448
N. American Cars	197,233	172,026	190,222	649,519	726,608	649,519
N. American Trucks	88,435	74,582	90,180	301,466	301,444	301,466
North American Cars and Trucks	285,668	246,608	280,402	950,985	1,028,052	950,985

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Car production rises; week hits 1986 high

By Kathy Boyer
Detroit Reporter

U.S. auto makers estimated last week's production at 176,433 cars, the highest total since the week ended Dec. 14, when 182,811 were assembled.

Last week target was 3.95 percent more than the previous week's 169,728 and 14.17 percent more than the year-ago week's 154,539.

Companies shared last week's estimated production as follows: General Motors, 56.16 percent; Ford Motor Co., 19.94 percent; Chrysler Corp., 16.78 percent; Honda of America Mfg. Co., 2.13 percent; American Motors, 1.56 percent; Volkswagen of America, 1.33 percent; New United Motor Mfg. Co., U.S.A., 1.08 percent, and Nissan Motor Mfg. Co., 1.02 percent.

GM announced it will cut production and lay off some 350 employes at its Arlington (Tex.) plant on Feb. 10. A company spokesman said the reason for the cutback was softening demand for the Oldsmobile Cutlass Supreme and Chevrolet Monte Carlo.

GM notified workers that there are no current plans to replace the plant's aging rear-wheel-drive product line with a front-wheel-drive (GM10) product.

GM also announced plans to cut production 18.8 percent on Feb. 10 at its Bowling Green (Ky.) plant, which assembles the Chevrolet Corvette.

American Motors' Kenosha plant assembled its first cars of the year last week. The plant had been down for several weeks for inventory adjustment.

But the plant is closed again for the next two weeks because of slow sales.

When the plant reopens on Feb. 10, the daily production rate will be reduced from 550 units to 430, idling 875 people.

Ford slated Saturday (Jan. 25) overtime at its Kansas City and Atlanta plants.

Chrysler scheduled Saturday overtime at the following plants: Newark, Del.; St. Louis (No. 2), and Jefferson (Detroit).

Chrysler's Belvidere (Ill.), Newark and St. Louis plants are also scheduled to operate two nine-hour daily shifts this week (Jan. 27).

Canadian output highest of year

Last week, Canadian car and truck makers scheduled their highest production of any week this year.

The estimated build of 20,800 cars was 1.49 percent more than the previous week's 20,494 and 18.95 percent above the year-ago week's 17,487.

Last week's estimated output of 18,826 trucks—the highest of any week this year—was 1.43 percent more than the previous week's 18,561 and 22.25 percent more than the year-ago week's 15,399.

Trucks extend 1986 lead

Truck production is extending its year-to-date lead over 1985.

So far this year, 238,275 units have been assembled, 2.05 percent more than the 233,483 completed last year at this time.

The gain during the previous week was 0.89 percent.

Last week, the makers estimated production of 69,609 trucks, 2.81 percent below the previous week's 71,619, but 17.62 percent more than the year-ago week's 59,183.

General Motors' medium- and heavy-duty truck plant in Pontiac resumes production today (Jan. 27) after being idle for one week due to changes in market demand.

GM slated overtime Saturday (Jan. 25) at the following plants: Lorain, Ohio; Lordstown, Ohio, and Baltimore.

Ford scheduled Saturday (Jan. 25) overtime at its Twin Cities and Lorain, Ohio, plants.

CANADIAN CAR

	Week Ended Jan. 25, 1986	Week Ended Jan. 26, 1985	Week Ended Jan. 18, 1986	Jan. to Date	Jan. 1, to Jan. 26, 1985	Jan. 1, to Jan. 25, 1986
AMERICAN MOTORS	410	598	410	1,227	966	1,227
FORD MOTOR	11,645	9,124	11,562	38,610	42,894	38,610
GENERAL MOTORS	8,520	7,540	8,301	25,874	30,872	25,874
VOLVO	225	225	221	737	810	737
Total Cars, Canada	20,800	17,487	20,494	66,448	75,542	66,448

U.S. TRUCK☆

	Week Ended Jan. 25, 1986	Week Ended Jan. 26, 1985	Week Ended Jan. 18, 1986	Jan. to Date	Jan. 1, to Jan. 26, 1985	Jan. 1, to Jan. 25, 1986
CHEVROLET	24,148	19,174	25,580	84,536	83,549	84,536
DODGE	0	3,727	0	0	14,138	0
FORD	28,061	21,152	29,003	95,975	77,513	95,975
GMC	7,051	5,974	7,135	24,529	22,953	24,529
INTERNATIONAL	1,495	908	1,498	4,972	5,245	4,972
JEEP	5,800	3,662	5,902	19,634	14,094	19,634
NISSAN	1,004	2,436	451	1,457	8,251	1,457
AM GENERAL	50	50	50	172	180	172
MISCELLANEOUS	2,000	2,100	2,000	7,000	7,560	7,000
Total Trucks, U.S.	69,609	59,183	71,619	238,275	233,483	238,275

CANADIAN TRUCK

	Week Ended Jan. 25, 1986	Week Ended Jan. 26, 1985	Week Ended Jan. 18, 1986	Jan. to Date	Jan. 1, to Jan. 26, 1985	Jan. 1, to Jan. 25, 1986
CHRYSLER	9,080	7,783	8,778	31,021	32,000	31,021
FORD	3,600	3,491	3,604	12,059	12,661	12,059
GENERAL MOTORS	5,976	3,974	6,010	19,543	22,594	19,543
INTERNATIONAL	170	151	169	568	706	568
Total Trucks, Canada	18,826	15,399	18,561	63,191	67,961	63,191
N. American Trucks	88,435	74,582	90,180	301,466	301,444	301,466

☆—Includes window van production. *— Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News®

February 3, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$45 per year, $1.00 per copy

NADA Does New Orleans

MD 20814
BETHESDA
4520 EAST-WEST HWY STE800
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
ACQ6EAC02E AN 860599 99 KS2
**********5-DIGIT 20814**********

Group will take fight to consumers

FDA says subsidies cost public $240 a car

By John A. Russell
New York Staff Writer

NEW YORK.—Preliminary figures released last week by the Ford Dealers Alliance show that incentives given to large fleets cost the consumer $240 to $280 per car.

FDA said that counters the argument by manufacturers that the incentives do not affect the public.

In addition, while manufacturers have claimed that sales to fleets are necessary to maintain volume, the study shows that overall sales of new cars would increase between 30,000 and 80,000 units per year if there were no incentives.

Ed Mullane, FDA president, termed the study new ammunition in the battle his organization has long waged against fleet subsidies centives. For the FDA, it provides the impetus to wage that war on the state level and bring the consumer into the fray.

Mullane made it apparent that FDA is changing its tactics slightly when he stressed that this is a consumer issue as well as a dealer issue. While the thrust will be to obtain legislation barring subsidies, FDA will be moving to increase public awareness of such incentives and raise public ire against them.

"The political pressure has to come from the consumer, not the dealer," Mullane said, "and when we make that happen, the legislators will see that this is no special-interest cause or single-industry bill."

The study was commissioned by the FDA last year. It hired Mathtech, a research arm of Martin Marietta Corp. based in Princeton, N.J. Mullane said the company was asked to study the effects of fleet incentives on all segments of the market.

The complete study, which Mullane said is being printed, will be ready for distribution this month.

Mullane made the information public last week in a speech before the Indiana Automobile Dealers Assn. In an interview with Automotive News, he said his fight has shifted to the state level. That is a tactic Mullane has advocated since it became apparent there would be little action at the national level.

"Our new direction is to throw our entire resources, our entire dealer body, our entire spirit into key state battles," Mullane said.

As for the reason the dealers have failed in stopping the incentives, Mullane said, "We have failed to convince our legislators that this is a consumer issue."

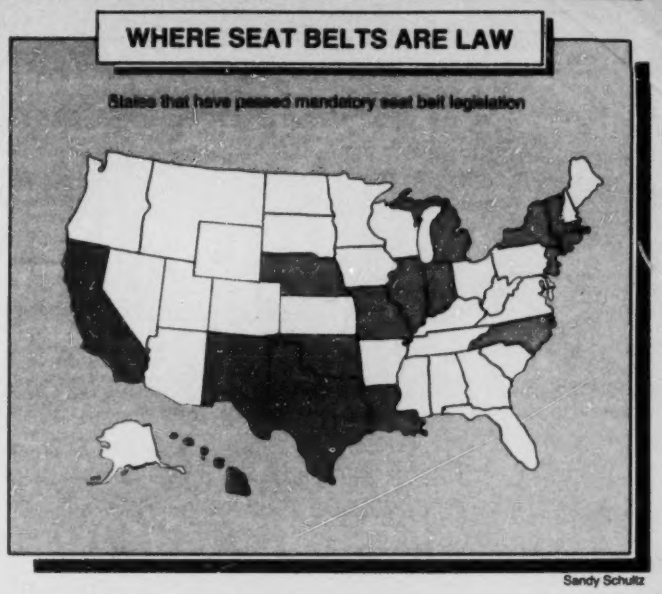
The study by the FDA is continuing since manufacturers' fleet programs change, but Mullane believes the dealers now have the weapons they need.

Another tactic which Mullane has been advocating will be introduced shortly—display stands with anti-subsidy postcards in dealership showrooms and service departments. Customers will be invited to sign the cards and send them to their legislators.

Mullane said that approach has been used successfully in the past and he drew the example of senior citizens putting pressure on legislators not to deduct withholding tax from interest-bearing accounts.

Advertising also is being prepared for dealers to run in local newspapers. The ad campaign will be geared to getting consumer support for the fight.

"The consumer will act in his own behalf," Mullane said, "and the legislator will be responsive to his only boss—the voter."



Sandy Schultz

Trade deficit in autos is $31 billion for '85

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Trade in passenger cars made up $31 billion of the nation's $148 billion trade deficit for 1985, according to the Commerce Department.

The 1984 U.S. trade deficit of $123.3 billion included $25 billion for passenger cars.

The Commerce Department report does not include good overall measures of trade in trucks and in auto parts. Data on those sectors is spread among several merchandise categories in the report.

The Commerce Department said passenger-car imports to the U.S. totaled $37.617 billion for 1985. It estimated exports of passenger vehicles at $6.020 billion.

In 1984, imports of passenger cars were $30.207 billion; exports were $4.868 billion.

In 1985, Japan was once again the largest exporter of cars to the U.S. with $17.126 billion worth of vehicles. In 1984, Japan sent $13.099 billion worth to the U.S.

Canada had the second largest value of import shipments to the U.S. in 1985, estimated at $11.323 billion. In 1984, Canadian shipments totaled $10.095 billion.

Car shipments on a country-by-country basis from nations other than Japan and Canada are not available in the Commerce Department report.

Overall car shipments to the U.S. from nations other than Japan and Canada totaled $9.328 billion in 1985, Commerce said. In 1984, those countries accounted for $7.013 billion in shipments (numbers do not add due to rounding).

On the export side, the biggest customer for U.S. auto shipments continues to be Canada. It $5.724 billion worth in 1985, after receiving $4.560 billion in 1984.

Shipments to Canada represent the majority of U.S. automobile exports, but the value of those shipments was only half as large as Canada's auto exports to the U.S. for 1985.

All other nations combined took $2.960 billion worth of U.S. passenger cars last year, the Commerce Department said, down from $3.07 billion in 1984.

The 1985 U.S. trade deficit with Japan was estimated at $49.7 billion, largest of any nation.

UAW President Owen Bieber, commenting on the trade deficit figures, said that during the year ending March 31, Japan will have increased its shipments of vehicles to the U.S. by 450,000 units at a cost of about 90,000 U.S. jobs.

Bieber said the Commerce Department figures "show that the erosion of this country's trade position now amounts to a national emergency."

index

Advertising news	24
Auction reports	190-192
Book reviews	36
Classified advertising	193-200
Editorial page	10
Obituaries	204
Production by makes	210
Registrations, car	166, 168
Truck highlights	12

60th year—No. 5112

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Passive restraints returning to court

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Furthur oral argument along with supplemental briefs in State Farm's challenge to the Transportation Department's passive-restraint rule has been set by the federal appellate court for the District of Columbia.

Supplemental briefs dealing with developments in the states and mandatory-use laws are expected from both sides by Feb. 28, and additional oral argument is set for March 11.

The central issue in the State Farm challenge to the passive-restraint standard is whether it is legal to couple rescission of a vehicle regulation mandating a phase-in of automatic belts or air bags to passage of belt-use laws in states having two-thirds of the nation's population.

A secondary issue is whether DOT acted in accord with proper procedures when the standard was remanded to it by the U.S. Supreme Court. Earlier, the Supreme had overruled an attempted rescission of the standard by former NHTSA chief Raymond A. Peck. The court was responding to an earlier challenge by State Farm.

Attorney James Fitzpatrick, representing State Farm and others, said he welcomed the upcoming oral arguments as a way to make clear to the court that states want both passive restraints and belt use-laws and to get action from Transportation Secretary Elizabeth H. Dole. So far, Dole has refused to rule whether state laws meet the minimum federal criteria set forth in the standard she announced in July, 1984.

That standard—208—requires auto makers to phase-in passive protection: 10 percent for 1987 models, 25 percent for 1988 models, 40 percent by 1989 models and 100 percent by 1990 models. But rescission of the federal regulation is automatic if by April 1, 1989, states with two-thirds of the nation's population have passed appropriate belt-use laws.

In several letters, Fitzpatrick has urged Dole to rule on whether state laws meet federal criteria. Meanwhile, Rep. John Dingell, Michigan Democrat, who has petitioned for changes in almost all the federal criteria, has been urging Dole not to make any such ruling and, in fact, to give only the most careful advice to states lest she restrict her options for changing the criteria.

Said Dingell in his latest epistle: "Giving advice that assumes that the criteria are permanent may be misleading to the states. Just as importantly, DOT should learn from the actions of the states . . . Again, Washington is not all knowing."

Dole—although promising a decision "shortly" on a December TV show—has carefully avoided doing anything. DOT's official position is not to certify any state laws until the D.C. circuit court has ruled since the major focus of the legal challenge concerns state belt-use laws.

Now, with the issue due for briefing by all parties and queries by appellate judges, Fitzpatrick hopes Dole will be forced to make some ruling lest the government be accused of changing the rules in the middle of the game.

State Farm's position is that DOT failed to show that state laws which do not have to be enforced and, indeed, may be revoked are an effective substitute for passive restraints in vehicles and that DOT could have used state laws to supplement passive protection rather than replace it.

So far, the states that have passed laws speak for about 50 percent of the population. Sixteen states and the District of Columbia have passed mandatory-belt-use laws.

New York—whose belt use law was passed before Standard 208 was made final—has joined State Farm in the pending litigation. Gov. Mario Cuomo has petitioned NHTSA for exemption from the standard and for a ruling on the status of the New York law which the state is reluctant to strengthen lest it endanger the future of passive restraints.

New Mexico also has come in on the side of State Farm and others who are challenging DOT.

State Farm and others challenging the standard insist that none of the 17 state laws meet federal criteria. For example, California's law becomes inoperative if DOT rescinds the passive-restraint mandate because of state laws; Hawaii says its law must not be used to rescind passive restraints.

Massachusetts' law requires that all 1990 vehicles have an "an occupant crash protection device" and that its law not be interpreted as rescinding automatic protection. On the other hand, Michigan's law will self-destruct if DOT requires passive protection systems.

Missouri declares its law null and void if enough laws meeting federal criteria are not enacted by April 1, 1989. North Carolina's law becomes ineffective if it is found not to meet the federal criteria needed to be counted to wipe out passive restraints.

The 11 other states with mandatory-use laws are Connecticut, Illinois, Indiana, Louisiana, Nebraska, New Jersey, New Mexico, New York, Oklahoma, Texas and the District of Columbia. There may well be problems with the final federal criteria in some of those states, too.

Cadillac dealer buys 51 pct. of Excalibur

By Richard Johnson
Detroit Reporter

Excalibur Automobile Corp., the cash-strapped Milwaukee-area neo-classic maker, has reached an agreement to sell a majority interest in the firm pending approval of U.S. Bankruptcy Court.

R.V. Robinson, an Atlanta Cadillac dealer, signed an agreement last week to acquire 51 percent of the company as an equity stock purchase. The remaining 49 percent will be retained by current owners and co-founders David and William Stevens, who will continue to operate the 21-year-old business.

William Stevens late last week declined to reveal the purchase price before reviewing the matter with his attorney.

He said the various stages of creditor review mean the deal won't be completed until at least May.

Citing cash-flow problems, Excalibur filed for reorganization under Chapter 11 of federal bankruptcy laws last fall. Excalibur has maintained production since petitioning for protection from creditors.

However, Stevens said, operations have "slowed" in recent weeks because of a cash shortage and model changeover.

Stevens said one of the first orders of business for the restructured company will be expansion of its product line.

Excalibur now builds the Series V Phaeton and Roadster models and plans to unveil a two-door sedan at this week's Chicago Auto Show. A four-door sedan version and a limousine are reportedly coming later this year.

Mini-computers for Pontiac field sales personnel

And now—the paperless briefcase

PONTIAC.—At General Motors, one currently hears a lot about the coming of the paperless office—the day when computer data bases in every GM division will make dinosaurs out of the filing cabinets.

While that day may be fast approaching, Pontiac has already pioneered what will be of more immediate benefit to its people who spend more of their time on the road than in the offices. For its sales force, Pontiac is introducing what might be called the paperless briefcase.

That high-tech briefcase is actually a small computer which forms the basis of the Pontiac Field Communication System.

Designed to make district sales, service and fleet managers more effective in the field, the system's ultimate objective is service and complete customer satisfaction.

"As far as receiving information," said Joe Thompson, manager of Pontiac's sales communication section, "district managers are always relying either on telephone conversations or, worse yet, letters—which of course put them two to three days behind the facts.

"Using a terminal, printer and telephone hookup (all of which can fit into a small suitcase under a plane seat), the sales person on the road can have access to information that is updated nightly," Thompson said.

The new system was the result of brainstorming between the sales communication staff and GM's newly acquired subsidiary, Electronic Data Systems late in 1984.

Pontiac sales people decided what kinds of information would make field personnel more effective, and the EDS people came up with the right software programs to make those ideas reality.

Already available are daily sales reports and current distribution and owner-relations information. On-line access to vehicle production, history and car locator files makes it convenient to retrieve specific pieces of data.

The district managers have also created internal programs for searching through files as well as spreadsheet and telecommunications programs.

Thompson said this is the sort of information that Pontiac personnel must have to help customers and dealerships resolve concerns quickly and effectively. By hooking up the computer to a telephone, a Pontiac representative can, for instance, pull up the warranty history for any Pontiac sold between 1982 and the previous day.

For a district manager, that information is essential in order to make objective decisions for customer assistance.

Customer problems at particular dealerships are going to be easier to resolve, Thompson predicted, when a district manager can pull up a history of customer comments on his computer and look for a pattern of buyer dissatisfaction or poor dealer performance.

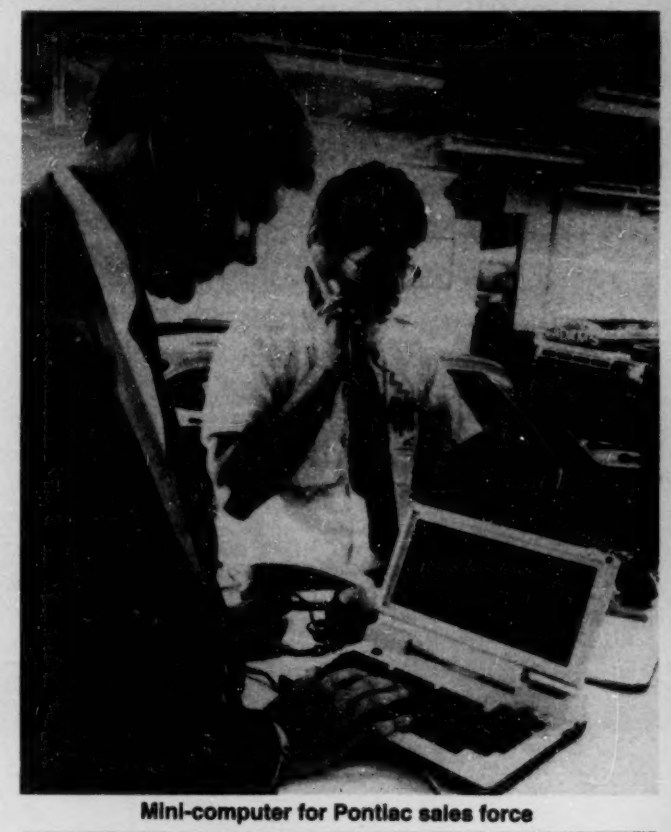
Having Pontiac zone representatives use the mini-computers to provide local sales trends and up-to-date distribution information are obvious benefits as well, said Thompson.

The portable computers are also helping the 15 regional fleet managers in their dealings with corporate fleet customers, he said.

"During a meeting with a prospective customer, it's quite an advantage to take out the computer and produce price comparisons between a Pontiac 6000 and seven other competitive models."

Thompson and his colleagues from Pontiac's headquarters in Michigan will be visiting all of the division's 26 sales zones around the country until March.

By then, he hopes, Pontiac district managers would sooner leave home without their credit cards than without their paperless briefcases.



Mini-computer for Pontiac sales force

Here's A Proven Way To
RAISE YOUR CSI

The Gift Connection has been called *The most effective follow-up program in the automotive industry.* Let us show you how to:

- lower your cost of sale
- generate referrals
- create positive word of mouth advertising
- raise your CSI

"Thanks to The Gift Connection, our CSI sales points went from 70 to 90."

Even if you currently use a follow-up program, you owe it to yourself and your dealership to use The Gift Connection at NADA Booth 316 or Call Toll Free

1-800-448-4438

KEY-MATIC
THE ONLY COMPUTERIZED KEY CONTROL SYSTEM!!
DEFINITELY SOLVES YOUR KEY PROBLEM
and—
—STOCKS ALL YOUR KEYS
—DISPENSES YOUR KEYS
—DISPLAYS WHO HAS "OUT" KEYS
—LISTS CONSOLIDATED ACTIVITIES ON EACH SALES PERSON AND VEHICLE
—COMPUTERIZED TRAFFIC LOG OF CUSTOMER NAME, ADDRESS, TEL. NO.
—PLUS MORE CONTROL FEATURES
for more information, contact your KEY-MATIC distributor, or
J. A. WELCH, President
KEY-MATIC INDUSTRIES, INC.
TALLAHASSEE, FL. 32317-3791
Visit us at KEY-MATIC suite in Holiday Inn, Royal Street in New Orleans, N.A.D.A. Convention.

DIGITAL
CAR STEREO
$67.50
WITH CLOCK
2 year over the Counter Exchange
FREE CATALOG
WE HAVE IT ALL
NATIONAL ELECTRONICS DIST.
26b Mercury Street
East Meadow, N.Y. 11554
516-579-6868

Environmentalists sue EPA; seek curbs on 8 pollutants

NEW YORK.—In a suit filed in Federal District Court here, the Natural Resources Defense Council has charged EPA with failing to curb eight cancer-causing air pollutants.

The environmental group, which has been notably successful in litigation, wants a court-ordered schedule to require EPA to list eight pollutants as "hazardous," thus forcing EPA to set emission-control regulations.

Inciuded among the eight are two metals—cadmium and chromium, small amounts of which are used in the manufacture of cars—and six organic chemicals including butadiene (used in synthetic rubber), acrylonitrile (used in plastics and acrylic fibers) and ethylene dichloride (used as an additive to leaded gasoline and as a feedstock for vinyl chloride).

Last year, EPA labeled each of those compounds as either a "known" or "probable" human carcinogen. Emission-limiting regulations are estimated to be at least four years in the future.

David Doniger, a senior attorney for NRDC, said that under the law, EPA must list them as "hazardous air pollutants" and then issue emission standards with an ample safety margin within one year.

Except for acrylonitrile, EPA has merely said it "intends" to limit emissions but does not when or how.

As for acrylonitrile, EPA said emissions should be limited but would leave it to the states and even remove itself if the states decide not to take action. State pollution officials have criticized EPA's acrylonitrile decision.

NRDC said that toxic pollution is a national problem and leaving such hazardous pollutants to state control "was rejected 15 years ago."

Doniger added: "EPA's approach will revive destructive competitive pressures between states. Citizens should never be forced to sacrifice their health for fear of hurting their state's business climate."

November registrations dip 5 pct. as domestics fade

By Jenny L. King
Detroit Reporter

New-car registrations for November were down 5.31 percent from the same month a year earlier. They plummeted 20.54 percent from October, 1985.

Table on Page 168

November domestic registrations were off 16.06 percent, to 510,303 from 607,933.

Imports claimed an additional 8.44 percentage points in November, compared with a year ago, as they climbed to 33.98 percent from 25.54 percent. The total of 262,739 was up 26.03 percent from 208,481.

According to registration numbers gathered by R.L. Polk & Co., the November tally of imports plus domestics was 773,042. The preceding year, it was 816,414. The total for October, 1985, was 972,928. Except for 1984, the November sum was the best since 1978 when registrations numbered 825,525.

Eleven-month registrations reached 9,984,971, up 7.42 percent from 9,295,510 in 1984. Domestics were up 4.17 percent, to 7,288,901 from 6,997,389. Imports were up 17.32 percent, to 2,696,070 from 2,298,121. Their share of the market expanded to 27.00 percent from 24.72 percent.

By market classes, the November market was divided in this fashion: Imports, 33.98 percent; intermediates, 25.38 percent; compacts, 14.83 percent; subcompacts, 10.25 percent; luxury models, 8.42 percent, and standards at 7.14 percent.

A year earlier, it was imports, 25.54 percent; intermediates, 25.06 percent; compacts, 17.92 percent; subcompacts, 12.22 percent; standards, 10.30 percent, and luxury cars, 8.96 percent.

Excluding imports, the November market was dominated by intermediates which cornered 38.44 percent of the total. They were followed by compacts at 22.47 percent, subcompacts at 15.52 percent, standards at 10.81 percent and luxuries at 12.76 percent.

Bigler retires

HARRISBURG, Pa.—Robert Bigler, vice president on the executive staff of the Pennsylvania Automotive Assn. and an employe of PAA for 38 years, has retired. He was director of the PAA title and tag service.

NEW-CAR MARKET SHARES IN U.S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., November, 1985	Percent Share of Market	Regis., November, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 11 Mos., 1985	Percent Share of Market	Regis., 11 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	109,541	14.17	113,877	13.95	+0.22	1,447,932	14.50	1,429,954	15.38	−0.88
Ford	84,527	10.94	110,726	13.56	−2.62	1,266,608	12.69	1,174,713	12.64	+0.05
Oldsmobile	71,683	9.27	73,517	9.01	+0.26	988,162	9.90	962,457	10.35	−0.45
Pontiac	57,470	7.43	52,189	6.39	+1.04	721,084	7.22	632,206	6.80	+0.42
Buick	54,616	7.07	75,707	9.27	−2.20	791,465	7.93	844,673	9.09	−1.16
Mercury	29,069	3.76	43,998	5.39	−1.63	482,739	4.83	478,031	5.14	−0.31
Dodge	22,800	2.95	31,514	3.86	−0.91	398,038	3.99	330,939	3.56	+0.43
Chrysler	22,766	2.95	27,675	3.39	−0.44	345,901	3.46	294,670	3.17	+0.29
Cadillac	21,081	2.73	26,993	3.31	−0.58	275,895	2.76	282,995	3.05	−0.29
Plymouth	16,693	2.16	24,771	3.03	−0.87	301,706	3.02	259,072	2.79	+0.23
Lincoln	11,933	1.54	12,339	1.51	+0.03	148,804	1.49	131,141	1.41	+0.08
AMC	8,090	1.05	14,608	1.79	−0.74	120,341	1.21	176,294	1.90	−0.69
GENERAL MOTORS	314,391	40.67	342,283	41.93	−1.26	4,224,538	42.31	4,152,285	44.67	−2.36
FORD MOTOR CO.	125,529	16.24	167,063	20.46	−4.22	1,898,151	19.01	1,783,885	19.19	−0.18
CHRYSLER CORP.	62,259	8.06	83,960	10.28	−2.22	1,045,645	10.47	884,701	9.52	+0.95
AMC	8,090	1.05	14,608	1.79	−0.74	120,341	1.21	176,284	1.90	−0.69
IMPORTS	262,739	33.98	208,481	25.54	+8.44	2,696,070	27.00	2,298,121	24.72	+2.28
MISC. DOMESTIC	34	0.00	19	0.00	−0.00	226	0.00	254	0.00	−0.00
TOTAL	773,042		816,414			9,984,971		9,295,510		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

One began in 1913

Delaware deals top 60 years

WILMINGTON, Del.—Three new-car dealerships in Delaware—each family oriented—have been in business for 60 years or more.

Among the oldest auto dealerships in the state are Stapleford's Chevrolet-Oldsmobile, St. Georges; Frank W. Diver, Inc., a General Motors dealership here, and Porter Chevrolet, Newark.

Stapleford's Chevrolet-Oldsmobile is probably the oldest auto dealership in Delaware. Started by Norman B. Stapleford in 1913 in Delaware City and moved to St. Georges in the 1920s, the dealership changed locations several times within that area. It has been at its present location since 1948.

Charles E. Stapleford Sr., son of the founder, operates Stapleford's with his wife, Alice, and two sons, Charles Jr. and Richard.

For the 72 years Stapleford's has been in business, it's been a family deal, and it will continue to operate as a family-run business for another generation.

Another family-run dealership, in operation since 1915, is Frank W. Diver, Inc. Frank W. Diver Sr. started his dealership, selling Franklins. Clifford P. Diver, his son and the current owner, then began selling Packards and Studebakers after World War I.

Diver's moved to its present location here in 1937, and since 1952, the dealership has been selling GM cars.

Today, the firm is operated by three Diver brothers—Clifford, Frank Jr. and Richard—and the next generation of sons is ready to take over.

Porter Chevrolet has been in operation since 1925. It is the last of three dealerships that were originally operated by John F. Porter Sr. He established his first dealership, Wilmington Auto Sales, in that city, and then moved to two other locations there. The Newark dealership was opened in the 1940s as Newark Auto Sales.

Richard C. Porter II is the current owner of Porter Chevrolet and president of William H. Porter, Inc. When John F. Porter Sr. died in 1952, his two sons, John Jr. and William H., took over the business.

John Jr. operated the two Wilmington dealerships, which have since been sold, while William H. took over the Newark dealership.

The first dealer law in Delaware went into effect on April 14, 1907. That law created a "dealer's class," in which the owner had to pay a $3 registration fee for a license. In 1907, only seven car dealerships were registered in Delaware.

According to C. Russell McCabe, archivist at the State Bureau of Archives and Records Management, many of the earlier car dealers were hardware-store owners or other businessmen who sold cars on the side. Auto dealers were not listed by the state in a separate category until Jan. 1, 1916.

Mazda unit to supply computer software

HIROSHIMA, Japan.—Mazda Motor Corp. has established a subsidiary here, Mazda C & T Co., to develop and sell computer software in response to the growing needs of companies associated with the auto firm.

Mazda owns 60 percent of the new company, and three other firms in the Mazda Group own the other 40 percent. The subsidiary also will market computers and other information-processing equipment supplied by NEC Corp., of Tokyo.

Armstrong's 25th

Dan H. Armstrong, right, Armstrong Buick, Inc., Gladstone, Ore., receives his 25-year-dealer award from W.E.L. Powell, Buick's Portland zone manager.

Abt Associates Inc.

A *leader* in

Automotive Industry Research

- Customer Satisfaction Programs
- Market Research and Strategy
- Health Care Cost Containment
- Consulting and Custom Research

Abt Associates welcomes Dealers to NADA!

Abt Associates Inc.
55 Wheeler Street
Cambridge, MA 02138
(617) 492-7100 or (800) 624-7100

For information, contact:
Martin Stein, Wendell Knox, Stuart Sinclair, or Susan Windham at the above telephone number

DEALER MEETINGS

SALES
PRODUCT
INCENTIVE
MOTIVATION
ADVERTISING
ASSOCIATION
SATELLITE
SERVICE

The Hallmark of Superior Speakers

New FIVE (★) STAR PRESENTATION
"Success Speaks to Success"
NOW BOOKING 1986-1987

Heartsill Wilson Sc.D.
3651 So. Hillcrest Drive
Denver, Colorado 80237
(303) 758-9305

LA-Z START
REMOTE AUTO STARTER
Increase your income with a product that will sell itself — just demonstrate it!
C&A Control Systems
(615) 922-2148

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
NOVEMBER, 1985 VERSUS NOVEMBER, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,029	68,368	7,541	93,312
Encore FWD	1,665	39,942	5,329	64,654
Eagle 4WD	173	2,321	287	3,527
Eagle 4WD SW	1,223	9,710	1,451	14,791
TOTAL AMC	8,090	120,341	14,608	176,284
Chrysler Laser FWD	2,113	48,215	3,925	48,201
LeBaron GTS FWD	5,083	60,974	362	390
LeBaron FWD	4,779	73,733	6,965	80,255
LeBaron SW FWD	533	6,785	890	9,453
E Class-NY FWD	4,468	52,683	6,137	73,490
NY Fifth Ave-Newpt	5,790	103,511	9,396	82,881
Total	22,766	345,901	27,675	294,670
Plymouth Horizon FWD	3,581	78,301	6,851	70,976
Turismo FWD	2,094	49,251	3,837	43,357
Reliant FWD	6,403	97,250	7,843	91,567
Reliant SW FWD	1,344	28,821	2,585	34,152
Caravelle FWD	2,598	32,604	2,490	4,790
Gran Fury	673	15,479	1,165	14,230
Total	16,693	301,706	24,771	259,072
Dodge Omni FWD	3,154	66,422	6,031	61,762
Charger FWD	2,322	53,246	3,926	47,552
Daytona FWD	2,203	45,705	3,590	40,139
Aries FWD	5,139	81,497	7,427	72,850
Aries SW FWD	1,224	24,822	2,395	28,594
Lancer FWD	3,441	43,415	339	358
600'84/400'83 FWD	3,537	51,074	5,252	55,697
Diplomat	1,780	31,857	2,554	23,987
Mirada	0	0	0	0
Total	22,800	398,038	31,514	330,939
TOTAL CHRYSLER CORP.	62,259	1,045,645	83,960	884,701
Ford Escort FWD	24,888	297,080	24,543	244,356
Escort SW FWD	5,480	73,007	6,844	74,965
EXP FWD	177	18,354	3,168	27,054
Mustang	11,333	144,673	12,318	122,666
Tempo FWD	15,432	260,220	21,706	231,249
Taurus FWD	3	4	0	0
Taurus SW FWD	3	3	0	0
LTD	7,357	141,346	12,977	133,798
LTD SW	2,136	35,913	3,544	46,696
LTD Crn. Victoria	7,505	127,201	10,377	127,198
LTD Crn. Victoria SW	1,419	23,374	2,190	26,838
Thunderbird	8,794	145,433	13,059	126,834
Total	84,527	1,266,608	110,726	1,174,713
Lincoln Town Car	8,821	104,568	8,799	77,184
Mark VII	1,375	18,720	1,489	26,634
Continental	1,737	25,516	2,051	27,323
Total	11,933	148,804	12,339	131,141
Mercury Lynx FWD	4,710	63,485	4,935	48,144
Lynx SW FWD	986	13,209	1,220	12,791
LN7 FWD	0	0	0	0
Capri	910	14,513	21,378	16,059
Zephyr	0	0	0	0
Topaz FWD	4,047	69,323	6,435	67,600
Sable FWD	0	0	0	0
Sable SW FWD	1	1	0	0
Marquis	3,570	76,101	6,760	80,698
Marquis SW	836	10,152	1,078	12,552
Grand Marquis	7,005	114,590	10,132	116,696
Grand Marquis SW	639	10,913	1,192	14,309
Cougar	6,365	110,452	10,868	109,182
Total	29,069	482,739	43,998	478,031
Lincoln-Mercury Division Total	41,002	631,543	56,337	609,172
TOTAL FORD MOTOR CO.	125,529	1,898,151	167,063	1,783,885
Buick Skylark FWD	503	57,989	8,268	94,254
Skyhawk FWD	4,987	72,541	7,400	102,428
Skyhawk SW FWD	314	5,326	752	9,968

	1985 Month	1985 Year	1984 Month	1984 Year
Somerset Regal FWD	7,200	85,520	4,237	6,189
Century FWD	15,958	192,256	15,978	164,941
Century SW FWD	1,391	22,232	2,416	25,899
Regal	7,350	107,157	11,858	172,583
LeSabre	2,747	100,040	12,477	133,324
LeSabre FWD	501	525	0	0
Electra	0	0	224	34,496
Electra FWD	8,820	89,428	5,553	39,578
Buick SW	1,364	12,012	1,464	13,691
Riviera FWD	3,481	46,439	5,080	47,322
Total	54,616	791,465	75,707	844,673
Cadillac DeVille	26	1,786	1,570	81,144
DeVille FWD	10,322	99,012	7,961	39,582
Cimarron	1,418	20,724	1,395	16,765
Fleetwood & Chassis	1,881	37,986	3,616	35,334
Fleetwood FWD	1,097	31,301	2,777	15,761
Eldorado FWD	4,123	57,145	6,455	62,557
Seville FWD	2,214	27,941	3,219	31,852
Total	21,081	275,895	26,993	282,995
Chevrolet Nova	5,817	24,076	0	0
Chevette	8,071	119,874	10,102	154,628
Camaro	12,521	187,597	14,431	183,547
Cavalier FWD	22,503	315,821	21,712	262,380
Cavalier SW FWD	3,899	69,156	6,267	80,066
Citation FWD	833	45,281	6,135	84,894
Celebrity FWD	21,569	250,476	19,442	208,001
Celebrity SW FWD	5,232	77,448	6,722	83,854
Monte Carlo	9,295	102,206	6,851	109,126
Impala	574	39,618	2,950	46,525
Caprice	13,541	134,808	11,470	135,397
Chevrolet SW	2,642	46,915	4,584	54,576
Corvette	3,044	34,656	3,211	26,960
Total	109,541	1,447,932	113,877	1,429,954
Oldsmobile Omega FWD	0	0	593	34,049
Firenza FWD	2,643	36,995	3,726	43,691
Firenza SW FWD	502	8,426	984	12,619
Calais FWD	9,399	113,513	4,366	6,299
Cutlass Ciera FWD	20,347	265,045	13,251	182,405
Cutlass Ciera SW FWD	2,606	38,437	2,449	37,631
Cutlass Supreme-Calais	14,133	203,773	18,825	282,858
Delta 88	6,199	157,139	16,777	211,697
Delta 88 FWD	1,767	1,788	0	0
98	0	0	157	36,901
98 FWD	10,050	111,079	7,990	51,717
Oldsmobile SW	1,726	20,761	815	24,895
Toronado FWD	2,311	31,206	3,584	37,695
Total	71,683	988,162	73,517	962,457
Pontiac 1000	1,448	20,721	2,012	24,962
Firebird	6,547	93,277	7,002	91,946
Sunbird FWD	6,448	98,309	8,111	104,729
Sunbird SW FWD	433	7,724	735	10,817
Grand Am FWD	13,215	101,656	5,057	7,704
Phoenix FWD	0	0	598	12,619
Bonneville	3,276	49,240	3,754	60,400
6000 FWD	11,239	132,613	7,799	93,765
6000 SW FWD	1,184	16,066	896	16,862
Grand Prix	3,154	53,666	4,337	66,589
Parisienne	4,161	48,722	4,572	39,531
Pontiac SW	901	13,632	1,370	14,748
Fiero	5,464	85,458	5,946	87,534
Total	57,470	721,084	52,189	632,206
TOTAL GM CORP.	314,391	4,224,538	342,283	4,152,285
Miscellaneous Domestic	34	226	19	254
Domestic Station Wagon Total	38,018	574,845	52,843	660,767
Domestic Grand Total	510,303	7,288,901	607,933	6,997,389
Import Total	262,739	2,696,070	208,481	2,298,121
Grand Total All Registrations	773,042	9,984,971	816,414	9,295,510

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

auction directory

INDIANA

GENERAL MOTORS AND THE INDIANAPOLIS AUTO AUCTION

ANNOUNCE

"The Great Riviera Round-Up"

WEDNESDAY: FEB. 19th, 1986: 11:00 A.M.

500 Units ★★★ 2 SELLING LANES

300 ★ BRASS HATS

200 ★ 1985 GM OFF-LEASE BUICK RIVIERAS

★ LOADED WITH EQUIPMENT ★

★ 25-35,000 MILES ★

★ A GREAT RETAIL OPPORTUNITY ★

PLUS

★ GM FREIGHT INCENTIVES ON OFF-LEASE RIVIERA'S PURCHASED ★

0-100 miles	$25	301-400 miles	$100	601-700 miles	$175
101-200 miles	$50	401-500 miles	$125	701-800 miles	$200
201-300 miles	$75	501-600	$150	801-900	$225
★ 900-more	$250 ★				

PRIZES ★★ TO SWEETEN THE PIE ★★ PRIZES

• FREE — 7 DAY/6 NIGHT VACATION TO *The French Riviera,* FOR 2
(1st High Off-Lease Riviera Buyer)

• FREE — 4 DAY/3 NIGHT VACATION TO *The Mexican Riviera,* THEN FLY TO *Puerto Vallarta, Mexico,* FOR 2
(2nd High Off-Lease Riviera Buyer)

• FREE — 4 DAYS/3 NIGHTS VACATION IN *Las Vegas,* AT THE *Riviera Hotel Casino,* FOR 2
(3rd High Off-Lease Riviera Buyer)

Delta Gets You There™

You'll Fly to Las Vegas from your nearest DELTA city. For information call DELTA at 1-800-221-1212.

• PLUS — 5 ★ $100 CASH DRAWINGS FOR BUYERS OF BUICK RIVIERA OFF LEASE VEHICLES!!!
— Free Country Breakfast
— Free Ham & Beans Lunch

GM DEALERS ONLY! ★ ★ DON'T MISS THIS ONE!

500 CARS ★ ★ 2 LANES OF EXCITEMENT

WED. FEB 19th 11:00 A.M.

CALL 317-298-9700 FOR HOTEL RESERVATIONS

Bumper-damage cost studied in laboratory, real world

WASHINGTON.—NHTSA said that when it compared the levels of damage repair costs from laboratory bumper tests with the costs of insurance accident repairs, it found a general relationship to exist for only two of the four groups of test models studied.

NHTSA used 23 1983 and 1984 models to compare real-world accident-repair data from low-speed bumper-involved front and rear accidents.

The agency found noteworthy two aspects of the paper which was presented in Detroit in December at a meeting sponsored by the Insurance Institute for Highway Safety and the MVMA.

Those were that sometimes cars that had the most damage in the lab test also had the most damage in the real world; the other was that the inconsistencies in the real-world data are of such magnitude as to offset the variation seen between the real-world and the laboratory data.

NHTSA wants written comments on its technical paper no later than Feb. 24. It also wants advice on how to go about setting up a bumper rating system—first mandated by Congress in a 1972 law.

The agency also wants information about:

1. How the marketplace has affected the types of current bumpers available.

2. Whether a real-world data base could be developed to determine accurately the correlation between lab data and real life.

The queen, her court, the pace car

The 1986 Tournament of Roses Queen and her court try out the pace car used in the New Year's Day parade in Pasadena, Calif. The car is a 1986 Oldsmobile Cutlass Ciera custom convertible by Car Craft Co., Lima, O. Queen Aimee Lynn Richelieu is at the wheel.

factories list auction dates

Chrysler Corp.

Feb. 4—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summitt, Mo.; Portland Auto Auction, Portland, Ore., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 5—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Northstar Auto Auciton, Shakopee, Minn.

Feb. 6—Tim Anspach Auto Auction, Albany; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Feb. 7—Concord Auto Auction, Acton, Mass.

Feb. 11—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Feb. 13—Fredricksburg Auto Auction, Fredricksburg, Va.

Feb. 14—Concord Auto Auction, Acton, Mass., and St. Louis Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Feb. 4—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis.

Feb 5—Northway Auto Auction, Cliffton Park, N.Y.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 6—Nashville Auto Auction, Nashville

Feb. 12—Concord Auto Auction, Acton, Mass.; Salt Lake Auto Auction, Salt Lake City, and Hatfield Auto Auction, Hatfield, Pa.

Feb. 13—Southwest Auto Auction, Phoenix; Arena Auto Auction, Chicago; Atlanta Auto Auction, Red Oak, Ga., and Dallas Auto Auction, Grand Prairie, Tex.

Feb. 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 20—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N.J., and Skyline Auto Exchange, Fairway, N.J.

Feb. 25—South Seattle Auto Auction, Kent, Wash.

Feb. 26—Columbus Fair Auto Auction, Obetz, O., and Clanton's Auto Auction, Darlington, S.C.

Feb. 27—Baltimore Washington Auto Exchange, Baltimore, Md., and Big H Auto Auction, Houston.

General Motors

Feb. 4—Dallas Auto Auction, Grand Prairie, Tex.

Feb. 5—Hatfield Auto Auction, Hatfield, Pa.

Feb. 6—St. Louis Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich., and Southwest Auto Auction, Phoenix

Feb. 11—Florida Auto Auction of Orlando, Ocoee, Fla.; Denver Auto Auction, Englewood, Colo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 12—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 13—Nashville Auto Auction, Nashville

Feb. 18—South Seattle Auto Auction, Kent, Wash.

Nissan

Feb. 20—Nashville Auto Auction, Nashville

Used Car Sales
Auction Averages

Jan. 1986	$4,651
Month ago	$3,701
Year ago	$4,451

Model Breakdown
Auction Averages

	JAN., 1986	DEC., 1985	NOV., 1985
1986	$8,769		
1985	$8,509	$9,839	$9,989
1984	$5,943	$6,514	$6,690
1983	$5,206	$5,594	$5,820
1982	$4,136	$4,507	$4,752
1981	$3,163	$3,474	$3,543
1980	$2,402	$2,694	$2,738
1979	$1,954	$2,207	$2,254
Overall Average	$4,651	$4,559	$4,714

Toyota selects Giffels to design U.S. factory

SOUTHFIELD, Mich.—Giffels Associates, Inc., Michigan's largest architectural/engineering firm, has been selected by Toyota Motor Corp. to design the Japanese auto maker's first independently owned and operated auto-assembly plant in the U.S.

The $800-million plant will be built near Georgetown, Ky.

Peugeot faces a full overhaul of image and products in U.S.

By John A. Russell
New York Staff Writer

LYNDHURST, N.J.—Peugeot is on the move again in the U.S and Pascal Hanault, its new executive vice president and chief operating officer, made it clear there will be sweeping changes in the image of the products and the attitudes in the organization.

This revamping will culminate at the end of the decade or slightly sooner with a new model to be added to the 505 lineup, giving Peugeot two model lines in the U.S.

Another problem surfaced for Hanault last week: He must find a new advertising agency. Ogilvy & Mather resigned the account by mutual consent.

In his first interview since he took the helm of Peugeot Motors of America in November, Hanault outlined his strategy. It will focus on image, attitudes, dealers and product.

First and foremost, in light of recent events, Hanault stressed: "Dealers are our first customers" and "I want the dealers to be our strength."

Hanault will be visiting dealers in major markets during the next few months. Then, he will expand his travels to all dealers. It is apparent that the 38-year-old executive is moving quickly to mend fences with his dealers.

Last year, many Peugeot dealers revolted and demanded the resignations of the top executives of PMA. Their anger centered on marketing and distribution of the product.

In November, PMA President Pierre Lemaire announced he would retire in June of this year and he would no longer be the chief operating officer. The reins were handed over to Hanault, who had been assistant director for parts of Automobiles Peugeot in France.

Hanault acted quickly. By mid-January, he had accepted the resignations of James Fitzhenry, general manager for sales and marketing, and Edward Blunt, marketing manager. Fitzhenry's position had been in doubt from the time Lemaire announced his retirement.

Hanault appointed Jean-Phillippe Fournier national marketing manager and John Kubernat, of PMA, interim national sales manager. With that move, he split sales and marketing into two departments. Fournier had been head of the commercial (sales) department of Automobiles Peugeot in Paris.

Now, Hanault wants the company to "move forward" and quickly. He has already changed the advertising and wants Peugeot to have a performance-competition image in the U.S.

"The image of Peugeot is not established in the U.S.," he said. "We are unknown to some extent."

Advertising now will highlight Peugeot's rally tradition throughout the world. Hanault wants a "dynamic image" for his product. Also in the works are television commercials that will air in the spring in 14 major markets. Hanault said the focus will be similar to that of the print advertising.

He said he wants to bring Peugeot's expertise in competition and technology to the public. The competition pitch will draw attention to Peugeot, and he said the company had to use something to get that public attention quickly.

Peugeot is developing a "performance image" in the U.S. Hanault stressed that he was not talking about being the "top performance car" in the sense of top speed; rather, a product that has speed with ride and handling. His main targets are BMW, Volvo and Audi.

He believes he has a product on which to hang the corporate image—the 505 Turbo with intercooler and 150 HP. For the 1986 model year, he is planning two spring introductions of special edition 505s. There will be a Turbo GL model to be sold "below $16,500" and, toward the end of the spring, another special edition of the sedan and wagon which he declined to describe in detail.

"Our dealers should understand we are committed to the market and have long-range product forecasts to 1990," he said.

Those product plans include the second model line to be positioned as an "up-middle-range car." He stressed that it is not a replacement for the 505. The 505 will be retained.

Hanault did not go into great detail about the new model except to say it will be introduced before the end of the decade. He said it will be priced so that the "low-range 505 and the high-range new model would compete."

Before the end of the decade, the company will introduce anti-lock braking systems, a new V-6 gas engine and a new 2.2-liter engine. More than likely, they will be introduced for the 1987 model year.

Speaking of a projected 20-percent sales gain this year, he said, "We should change the dealer attitude toward PMA and the PMA attitude toward dealers." He said he wants to develop a person-to-person relationship with the dealers.

Visiting dealers will be nothing new for Hanault. In Europe, he spent one or two days each month visiting dealers. He said that each month, he wants to know how dealers perceive the market. He has established guidelines inside PMA. He has made it plain that he is setting the direction and expects those at the company to follow that direction.

In another move, Hanault said the expanded warranty the company announced last May has been extended to all 1985 models. The warranty is three years/36,000 miles and five years/50,000 miles on the powertrain.

It has been a bone of contention among some dealers because customers who purchased earlier were annoyed. Hanault moved fast to change that.

Asked what image Puegeot will have, Hanault said "family-sports sedan" is the identity he wants to carve.

Why family? "Because ours is a four-door with large seats."

But the operative words are sports sedan and performance.

SALES BY NAMEPLATE

1985 Position	Nameplate		1984 Position
1	Cavalier	431,031	377,446 — 1
2	Escort	420,690	353,578 — 2
3	Celebrity	363,619	322,198 — 3
4	Cut. Ciera	333,585	242,209 — 8
5	Chevrolet	245,826	258,902 — 5
6	Tempo	281,144	256,532 — 7
7	Century	234,508	217,042 — 9
8	Cut. Supreme	217,504	302,087 — 4
9	Camaro	199,985	202,172 —10
10	Olds 88	188,129	258,297 — 6
11	Cadillac	187,664	195,177 —12
12	LTD	180,514	196,907 —11
13	6000	165,728	125,828 —23
14	Crown Victoria	162,334	169,253 —14
15	Mustang	157,821	138,296 —19
16	Thunderbird	157,209	154,865 —17
17	Honda	145,976	133,601 —21
18	Reliant	138,833	138,154 —20
19	Grand Marquis	135,202	143,594 —18
20	Chevette	129,927	164,917 —15
21	Calais	122,810	14,881 —73
22	Olds 98	122,421	100,419 —31
23	Grand Am	121,273	16,751 —71
24	Lincoln	117,606	90,869 —37
25	Sunbird	116,837	126,916 —22
26	Aries	116,284	111,964 —27
27	LeSabre	115,212	164,314 —16
28	Cougar XR-7	113,405	120,964 —25
29	Regal	112,590	182,185 —13
30	Monte Carlo	112,585	115,930 —26
31	Fifth Avenue	109,010	94,340 —34
32	Firebird	100,160	104,414 —30
33	Electra	99,185	84,414 —38
34	Fiero	90,303	93,485 —35
35	Somerset	95,098	13,811 —74
36	Marquis	87,855	103,722 —29
37	LeBaron K	87,482	98,830 —33
38	Lynx	85,871	67,725 —46
39	Skyhawk	85,639	121,858 —24
40	Horizon	84,500	78,298 —39
41	VW	77,537	73,838 —40
42	Topaz	73,098	73,454 —41
43	Alliance	71,494	100,366 —32
44	Omni	71,473	67,933 —45
45	LeBaron GTS	71,018	2,494 —77
46	Parisienne	69,049	62,084 —49
47	Eldorado	58,310	70,577 —42
48	New Yorker E.	57,413	39,303 —58
49	Charger	57,171	51,940 —52
50	Grand Prix	57,153	71,609 —43
51	600	55,330	42,843 —55
52	Skylark	54,513	104,589 —28
53	Bonneville	52,972	65,387 —47
54	Turismo	52,817	47,109 —53
55	Laser	50,957	53,131 —51
56	Lancer	49,615	1,980 —78
57	Firenza	49,580	62,456 —48
58	Daytona	49,533	44,717 —54
59	Riviera	48,834	53,398 —50
60	Citation	43,677	92,174 —36
61	Sentra	39,794	——— ———
62	Encore	39,179	69,235 —44
63	Corvette	37,956	30,424 —63
64	Caravelle	35,954	9,074 —76
65	Nova	35,594	——— ———
66	Diplomat	34,919	28,623 —65
67	Toronado	32,093	41,605 —56
68	Seville	29,034	35,349 —59
69	Continental	27,679	31,110 —62
70	Cimarron	23,754	18,014 —69
71	1000	22,424	28,004 —66
72	Mark VII	19,853	29,496 —64
73	EXP	17,927	31,213 —61
74	Gran Fury	17,627	16,609 —72
75	Capri	15,389	17,739 —70
76	Eagle	12,776	20,654 —67
77	Taurus	4,056	——— ———
78	Sable	2,430	——— ———
79	Phoenix	896	13,202 —75
—	Malibu	———	881 —79
—	Mirada	———	282 —80
—	Cordoba	———	136 —81

NIADA chooses Tupper for post of executive VP

DALLAS.—Charles F. Tupper, 43, is the new executive vice president of the National Independent Automobile Dealers Assn.

The Dallas attorney, who specializes in the automotive field, assumed the chief paid position with the association Feb. 1.

Tupper succeeds Philip Smith who resigned last June.

Charles F. Tupper

NIADA is headquartered in Raleigh, N.C., but will move to the Dallas area this spring. The association was organized in 1946.

Tupper has as executive vice president of the New Car Dealers Assn. of Metropolitan Dallas and also has been a dealership executive.

Said Tupper, "This position with NIADA provides the opportunity to work with these leaders of the automotive industry on a national scale, to influence the way the industry and the public view the used-car dealer and to work directly with professional state association executives throughout the country."

Officers appointed in Philadelphia

The Automotive Trade Assn. of Greater Philadelphia has elected Jay Dunphy 1986 president. Seated are Joseph Faulkner, left, vice president, and Dunphy. Standing, from left, are: Darrell Gordon, secretary; Bert Parrish, executive director, and John Lindsay, treasurer.

Chrysler Jefferson workers authorize concessions pact

By Mary Connelly
Detroit Reporter

UAW workers at Chrysler Corp.'s Jefferson Avenue assembly plant have authorized the union to negotiate a concessionary local agreement in attempt to save jobs after the 1987 model year.

The UAW said last Thursday (Jan. 30) Chrysler had not yet indicated what it would require from the union if the company decided to renovate or replace the aging plant. Jefferson assembles compact Plymouth Reliant and Dodge Aries models, and Chrysler has said it has no product plan for the plant after the 1987 model year.

Members of UAW Local 7 unanimously agreed Jan. 26 to try to negotiate a contract that would preserve jobs at Jefferson, the UAW said. Any such agreement would have to be voted on by the local membership.

Union and Chrysler officials have been meeting to reach a local agreement following ratification of a three-year national contract in October.

Concessions would not include items such as wages and benefits covered in the national agreement, the UAW said.

Instead, any negotiations are likely to center on changes in work rules and job classifications.

Chrysler is currently seeking streamlined labor agreements with fewer job classifications and simplified work rules at its plants, including Jefferson. The company maintains the changes will increase flexibility and productivity.

The City of Detroit has also been involved in talks with Chrysler regarding possible economic incentives and has reportedly offered to make available more than $200 million in city, state and federal assistance as part of a massive plant redevelopment.

"Chrysler may be waiting to see what the state is going to do since they have input already from the union and the city," said one UAW representative.

Chrysler Motors President Harold K. Sperlich said recently that discussions are continuing with union, city and state officials.

"The UAW has been able to save those jobs in the past," a union spokesman said. "In the 1970s, they were talking about closing Jefferson."

"A closing would have a great impact on the Detroit area if those jobs go down the drain."

There are 4,800 persons employed at the Jefferson plant.

More Yugos slated for U.S.

By John A. Russell
New York Staff Writer

NEW YORK.—Yugo America announced that Zastava, the Yugoslavian manufacturer, has added a new assembly line to produce additional Yugo cars for the U.S. market.

William Prior, president of Yugo America, said the manufacturer has discontinued its 750 model and that production capacity is being used to produce cars for the U.S. Zastava expects that production to begin in April.

In addition, he said, the Zastava body plant has been reorganized for Yugo GV production. That includes new robotic systems for door assembly.

Prior also announced that Srba Vasovic, general manager of the Zastava factory, has been elected to the Yugo America board of directors.

Yugo America, Prior said, now has 160 dealers and expects to have 240 by late summer. He announced the appointment of 18 dealers in the West. Fifteen of those are in California, two in Arizona and one in Oregon.

The California dealerships are:

Almaden Toyota, San Jose; Bob Stall Chevrolet, San Diego; Burgess Honda, Dale City; Cerritos Ford, Cerritos; Clippinger Chevrolet, Covina; Cormier Chevrolet, Long Beach; Crossroads Chrysler-Mazda, North Hollywood, and Freeway Ford, Los Angeles.

Also in California: Hawthorne Mazda, Hawthorne; Humphrey Motors, Hayward; Irvine Toyota, Irvine; Key Chevrolet, Cupertino; McAllister Cadillac, Whittier; Ogner Porsche-Audi, Woodland Hills, and Quaid Imports, Riverdale.

The Arizona dealerships are Sands Chevrolet, Glendale, and Bob Lewis Porsche-Audi, Tucson.

In Oregon the company appointed Ron Tonkin Chevrolet in Portland.

Japan builds 12.2 million; world's best

TOKYO.—Production of vehicles by Japanese auto makers reached record highs for both 1985 and the month of December, according to the Japan Automobile Manufacturers Assn. (JAMA).

JAMA said the auto companies produced a record 12,271,083 vehicles in 1985, an increase of 7.0 percent, to surpass second-place U.S. for the sixth consecutive year.

Preliminary figures showed 11,487,481 cars and trucks produced in the U.S. in 1985.

According to JAMA, Japanese car output in 1985 climbed 8.1 percent to 7,646,816 units, while trucks totaled 4,544,698, up 5.2 percent, and buses increased 10.2 percent to 79,569 units over the year-ago total.

Preliminary U.S. figures showed that the U.S. topped Japan in car production with 8,182,084, but trailed in trucks with 3,305,397.

JAMA attributed the 1985 production gains to higher exports, especially those to the U.S. and China. Although exports to China are declining now, the levels were high early in the year, the association said. Shipments to the U.S. began spiraling last April, when the Japanese Government relaxed export restrictions.

December's production, JAMA said, totaled 1,016,186 units, up 11.4 percent from a year ago to mark the 15th consecutive monthly year-to-year rise. December production included 647,233 cars, up 14.9 percent; 365,488 trucks, up 7.4 percent, and 3,465 buses, up 59.1 percent over the year-ago volume.

Jama said record exports for 1985 totaled an estimated 6.73 million units, an increase of 10 percent, while domestic shipments amounted to 5.5 million, up 2.2 percent, also a new high.

Domestic shipments included 3.10 million cars, up 0.3 percent, while trucks totaled 2.43 million, an increase of 4.7 percent, and buses totaled 21,500 units, an increase of 6.4 percent over the same period the year before.

Export totals for December, to be released later, are expected to show an increase of 12 percent from a year earlier.

Chrysler at work on V-6 engine for use in 1990s

DETROIT.—Chrysler Corp. reportedly is developing a new V-6 engine with plans for introduction in the early 1990s.

The V-6 will power a number of yet-to-be-introduced Chrysler products and will be built in the U.S. A production site is yet to be announced.

No details on the new V-6 have been released. It is likely that it would replace Chrysler's 2.2-liter and 2.5-liter 4-cylinder engines in some upscale applications.

Chrysler recently introduced a V-6 based on its own V-8 for the Dakota pickup. It also has an agreement with Mitsubishi Motors Corp. to buy as many as 450,000 or 500,000 3.0-liter V-6 engines per year from the Japanese firm, starting in mid-model-year 1987 or 1988.

Chrysler is also studying the feasibility of building a wind tunnel at its new Auburn Hills (Mich.) Technical Center.

Production Page

U.S. CAR	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
AMERICAN MOTORS	0	0	2,823	2,823	7,768	2,823
Renault Total	0	0	2,823	2,823	7,768	2,823
Alliance	0	0	2,378	2,378	4,932	2,378
Encore	0	0	445	445	2,836	445
CHRYSLER CORP.	30,200	25,330	32,008	135,428	115,074	135,428
Plymouth Total	8,300	7,726	9,177	38,567	33,540	38,567
Horizon	3,100	2,682	3,043	14,104	11,432	14,104
Reliant	3,700	3,431	4,481	17,656	14,779	17,656
Caravelle	1,100	1,237	1,399	5,692	5,746	5,692
Gran Fury	400	376	254	1,115	1,583	1,115
Chrysler Total	11,600	8,429	11,975	49,907	40,552	49,907
LeBaron	2,800	2,326	2,913	12,208	10,893	12,208
LeBaron GTS	2,500	1,327	2,500	10,514	6,214	10,514
Laser	1,100	1,076	1,051	4,672	5,358	4,672
New Yorker/E-Class	1,500	1,395	1,756	7,058	6,326	7,058
Fifth Avenue	3,700	2,305	3,755	15,455	11,761	15,455
Dodge Total	10,300	9,175	10,856	46,954	40,982	46,954
Omni	3,100	2,908	3,153	14,050	12,448	14,050
Aries	2,400	2,333	2,479	10,682	10,777	10,682
Daytona	1,000	1,018	1,044	4,574	4,216	4,574
Dodge 600	1,700	1,594	1,727	7,497	6,744	7,497
Lancer	1,900	843	1,939	8,258	4,542	8,258
Diplomat	200	479	514	1,893	2,255	1,893
FORD MOTOR	35,430	36,660	35,695	149,538	176,393	149,538
Ford Division	23,913	23,885	24,161	100,913	114,709	100,913
Escort	7,758	7,125	7,879	34,110	31,790	34,110
Mustang	4,059	3,418	4,166	17,581	14,551	17,581
LTD	0	5,026	0	0	23,353	0
Taurus	4,483	0	3,764	14,637	0	14,637
Thunderbird	3,581	4,066	3,665	15,839	17,949	15,839
Crown Victoria	0	0	0	0	7,122	0
EXP	0	551	0	0	2,466	0
Tempo	4,032	3,699	4,687	18,746	17,478	18,746
L-M Division	11,517	12,775	11,534	48,625	61,684	48,625
Mercury Total	7,827	9,137	7,851	32,717	45,273	32,717
Lynx	1,561	1,660	1,571	6,756	7,913	6,756
Capri	291	330	384	1,967	2,069	1,967
Marquis	0	2,366	0	0	10,642	0
Sable	2,209	0	1,881	7,270	0	7,270
Cougar	2,398	3,389	2,434	10,408	14,181	10,408
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,368	1,392	1,581	6,316	5,735	6,316
Lincoln Total	3,690	3,638	3,683	15,908	16,411	15,908
Continental	410	661	408	1,900	2,981	1,900
Lincoln	2,768	2,577	2,766	11,939	11,624	11,939
Mark VI/VII	512	400	509	2,069	1,806	2,069
GENERAL MOTORS	100,313	106,316	97,575	429,201	484,305	429,201
Buick Total	15,098	20,150	15,571	72,653	95,920	72,653
Skylark	0	2,439	0	0	11,522	0
Skyhawk	1,860	2,066	1,696	8,172	9,308	8,172
Somerset	2,140	2,446	2,183	9,308	10,570	9,308
Century	4,996	4,710	5,464	25,742	21,231	25,742
Regal	1,124	2,368	1,161	4,167	12,881	4,167
LeSabre/Electra (rwd)	205	3,610	218	1,006	18,982	1,006
LeSabre (fwd)	2,045	0	1,616	6,716	0	6,716
Riviera	736	1,114	391	1,897	5,849	1,897
Electra (fwd)	1,992	1,397	2,842	15,645	5,577	15,645
Cadillac Total	8,143	8,023	6,492	26,606	36,915	26,606
Cimarron	435	620	408	1,902	2,310	1,902
Seville	560	818	229	1,387	3,993	1,387
Eldorado	794	1,512	364	1,999	7,473	1,999
Cadillac (rwd)	2,016	1,051	1,449	4,758	5,899	4,758
DeVille (fwd)	4,338	4,022	4,042	16,560	17,240	16,560
Chevrolet Total	33,847	38,265	33,610	150,594	172,583	150,594
Chevette	2,805	3,607	2,423	11,873	15,588	11,873
Cavalier	9,341	9,571	9,578	41,788	46,743	41,788
Celebrity	6,187	6,510	5,461	26,244	26,950	26,244
Camaro	4,962	4,756	5,030	21,765	22,269	21,765
Citation	0	1,614	0	0	7,751	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	2,693	3,159	2,688	11,917	12,640	11,917
Chevrolet	7,859	8,253	8,430	37,007	37,776	37,007
Corvette	0	795	0	0	2,866	0
Oldsmobile Total	25,504	26,965	24,001	106,122	120,176	106,122
Omega	0	0	0	0	0	0
Firenza	995	1,330	996	4,449	7,784	4,449
Cutlass Supreme	5,003	3,969	4,847	20,074	19,319	20,074
Cutlass Ciera	6,778	7,988	6,435	31,147	36,343	31,147
88/98 (rwd)	480	6,734	487	2,906	25,873	2,906
88 (fwd)	4,720	0	4,357	18,516	0	18,516
Olds 98	3,887	2,994	3,335	14,007	12,684	14,007
Calais	3,110	3,034	3,277	13,676	13,734	13,676
Toronado	531	916	267	1,347	4,439	1,347
Pontiac Total	17,721	12,913	17,901	73,226	58,711	73,226
Acadian**	0	372	226	761	859	761
2000 Sunbird	2,675	2,559	2,859	12,549	14,175	12,549
1000	605	813	654	2,694	3,148	2,694
Firebird	2,658	2,570	2,630	11,577	11,970	11,577
Phoenix	0	0	0	0	0	0
6000	3,033	510	2,855	12,052	1,708	12,052
Grand Prix/Bonneville	0	0	0	0	0	0
Parisienne	2,000	1,665	1,947	9,716	7,190	9,716
Fiero	2,400	2,398	2,334	4,734	9,602	4,734
Grand Am	4,350	2,026	4,396	19,143	10,059	19,143
HONDA	3,750	3,417	3,844	16,388	14,449	16,388
NISSAN	1,761	0	1,787	8,943	0	8,943
NUMMI*	1,900	5	1,900	8,000	1,000	8,000
VOLKSWAGEN	0	2,029	1,896	7,199	8,987	7,199
Total Cars, U.S.	173,354	173,757	177,528	757,520	807,976	757,520
Total Cars, Canada	20,350	20,353	20,937	86,935	92,429	86,935
N. American Cars	193,704	194,110	198,465	844,455	900,405	844,455
N. American Trucks	90,158	89,158	89,816	393,005	381,279	393,005
North American Cars and Trucks	283,862	283,268	288,281	1,237,460	1,281,684	1,237,460

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

AMC, VWoA down; car production slips

By Kathy Boyer
Detroit Reporter

With production halted at American Motors and Volkswagen of America last week, domestic auto output fell slightly from the previous week's build.

The makers' estimated output of 173,354 cars last week was down 2.35 percent from the previous week's 177,528.

The prior week's total was the highest of any week since the week ended Dec. 14, when 182,811 cars were assembled.

Last week's estimate was about even with (0.23 percent below) the year-ago week's 173,757.

Companies shared last week's estimated output as follows: General Motors, 57.86 percent; Ford Motor Co., 20.44 percent; Chrysler Corp., 17.42 percent; Honda of America Mfg. Co., 2.16 percent; New United Motor Mfg. Co., 1.10 percent, and Nissan Motor Mfg. Co., U.S.A., 1.02 percent.

As reported earlier, AMC's Kenosha plant was idle last week (Jan. 27) and will also be down this week (Feb. 3) for inventory adjustment.

VWoA's Westmoreland (Pa.) plant was down last week to prepare for slower production-line speeds for the Golf and GTI models.

GM's Bowling Green (Ohio) plant resumes production today (Feb. 3).

The plant had been down since the beginning of the year to prepare for production of the Corvette convertible.

On Jan. 30, Ford resumed production of the EXP at its Wayne (Mich.) plant as the Escort EXP. The EXP had been out of production since February, 1985.

Ford slated Saturday (Feb. 1) overtime at its Atlanta plant.

Chrysler scheduled overtime Saturday at its Newark (Del.) and St. Louis (No. 2) plants.

The same Chrysler plants are slated for daily overtime this week (Feb. 3), along with the Belvidere (Ill.) facility.

'86 Truck output passes 300,000

Year-to-date truck production in the U.S. moved above 300,000 last week and lengthened its lead over the 1985 total for the third consecutive week.

So far this year, 310,973 trucks have been assembled, 4.43 percent more than the 297,791 completed last year at this time.

The estimated output of 71,442 trucks last week was 0.81 percent above the previous week's 70,865 and 1.89 percent more than the year-ago week's 70,120.

Three General Motors plants were scheduled for overtime last Saturday (Feb. 1). They were Janesville, Wis.; St. Louis, and Lordstown, O.

Ford slated overtime Saturday at its Norfolk and St. Louis plants.

Canadian output drops for week

Canadian car makers scheduled production of 20,350 units last week, 2.80 percent below the previous week's 20,937, which was the highest output so far this year.

Last week's build was almost the same as the year-ago week's 20,353.

Truck manufacturers pegged production of 18,716 trucks last week, 1.24 percent below the previous week's 18,951 and 1.69 percent below the year-ago week's 19,038.

American Motors' Brampton (Ont.) plant has been down since Jan. 27 to prepare for Jeep Wrangler production. When the plant resumes production March 3, it will continue to build the AMC Eagle along with the Wrangler, which is also produced in Toledo.

PRODUCTION

CANADIAN CAR	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
AMERICAN MOTORS	0	0	383	1,200	964	1,200
FORD MOTOR	11,645	11,280	11,520	50,130	52,018	50,130
GENERAL MOTORS	8,480	8,848	8,809	34,643	38,412	34,643
VOLVO	225	225	225	962	1,035	962
Total Cars, Canada	20,350	20,353	20,937	86,935	92,429	86,935

U.S. TRUCK☆	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
CHEVROLET	23,851	25,433	25,395	109,634	104,148	109,634
DODGE	0	4,065	0	0	18,265	0
FORD	30,014	22,587	29,019	126,947	101,378	126,947
GMC	7,739	7,493	6,855	32,072	28,949	32,072
INTERNATIONAL	1,490	1,629	1,485	6,452	6,718	6,452
JEEP	5,000	4,400	5,248	24,082	17,756	24,082
NISSAN	1,298	2,363	813	2,564	10,687	2,564
AM GENERAL	50	50	50	222	230	222
MISCELLANEOUS	2,000	2,100	2,000	9,000	9,660	9,000
Total Trucks, U.S.	71,442	70,120	70,865	310,973	297,791	310,973

CANADIAN TRUCK	Week Ended Feb. 1, 1986	Week Ended Feb. 2, 1985	Week Ended Jan. 25, 1986	Jan. Est.	Jan. 1, to Feb. 2, 1985	Jan. 1, to Feb. 1, 1986
CHRYSLER	8,629	8,763	9,219	39,789	39,783	39,789
FORD	3,581	3,684	3,495	15,535	16,152	15,535
GENERAL MOTORS	6,336	6,334	6,068	25,971	26,568	25,971
INTERNATIONAL	170	257	169	737	985	737
Total Trucks, Canada	18,716	19,038	18,951	82,032	83,488	82,032
N. American Trucks	90,158	89,158	89,816	393,005	381,279	393,005

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

February 10, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

GM shakeup spurs wave of speculation

By Michelle Krebs and John K. Teahen Jr.
Automotive News Staff

The health of a General Motors executive brought major changes in the corporation's hierarchy last week. The changes opened up several new avenues of speculation about who will be the next GM president.

Alexander A. Cunningham, 60, was placed on a disability leave of absence, after which he will retire. No date was given for his retirement. He also has given up his seat on the board of directors.

Cunningham, executive vice president in charge of North American Automotive Operations, suffered a second heart attack in November. He underwent bypass surgery seven years ago following a heart attack. As a result of the heart condition, Cunningham has decided to relinquish his GM duties.

Lloyd E. Reuss

The 38-year GM veteran had been thought to be the heir apparent to the GM presidency, succeeding F. James McDonald, who will be 65 in August, 1987.

Last summer, Cunningham was put in charge of everything on wheels in North America. Truck and bus operations were added to his responsibilities for North American car operations.

Robert C. Stempel

The race for the presidency now seems to have narrowed to Robert C. Stempel and Lloyd E. Reuss, though other executives are not necessarily out of the running.

New jobs for Reuss and Stempel represent a split-up of Cunningham's responsibilities with some additions.

Reuss, 49, becomes a board member and executive vice president in charge of North American Passenger Car Groups. He had been vice president in charge of the Chevrolet-Pontiac-GM of Canada Group (CPC). Before that, he had been Buick general manager.

Stempel, 52, also was appointed to the board and was named executive vice president in charge of the Truck and Bus Group and Overseas Group. Stempel was vice president in charge of the Buick-Oldsmobile-Cadillac Group. He had been general manager of Pontiac and Chevrolet as well as managing director of Adam Opel AG

Please turn to Page 74, Col. 1

Joe Wilssens

Buick's NADA reception—a splash with GM dealers and brass

Woulfe, Morsani chart dealer path for future

By John A. Russell
New York Staff Writer

NEW ORLEANS.—Speakers at the closing session of the NADA convention last week—James B. Woulfe, NADA's new president, and Frank Morsani, chairman of the U.S. Chamber of Commerce—addressed ways to ensure the continued strength of the auto industry and the nation's business.

As expected, Woulfe announced that NADA will form a blue-ribbon committee, called Project 2000. He took up the theme sounded by former NADA President William J. Symes at the opening session of the convention—that NADA's mission "is to protect and strengthen the franchise system." (Automotive News, Feb. 3.)

Morsani, an auto dealer from Florida, called auto dealers "America's truest, purest entrepreneurs." He said there are warning signs that the economic recovery in which vigorous enterprise is possible may be interrupted.

He outlined what he termed the 10 imperatives—five for government and five for the private sector—which would "ensure prosperity into the next decade."

Woulfe said that Project 2000's findings will help form NADA strategies in the future and will be "our way to reinforce the franchised dealer role" and remind manufacturers "who their true friends are."

"What Project 2000 is all about is looking at every proposed change to the franchise system and making sure we who represent franchised dealers have a say in it," Woulfe explained.

He promised dealers that NADA will continue to fight fleet subsidies, odometer fraud and the gray market. He termed those "destructive to the franchise system."

He added that the committee

Please turn to Page 63, Col. 1

NADA

On the inside . . .

Make Meetings—Page 12
Workshops—Page 22
Events—Page 38
Receptions—Page 54
Exhibits—Page 62

$500 cost saving goal of simpler Omni/Horizon

By Mary Connelly
Detroit Reporter

Chrysler Corp., in a move that could boost sales through productivity gains rather than financial incentives, is trying to reduce manufacturing costs by $500 per car on its Omni and Horizon subcompacts.

The effect of the program would limit the choice of equipment options for Omni and Horizon buyers—and provide manufacturing cost savings that would be passed on to consumers.

An announcement of the changes could come as early as Thursday. In the last month, the changes have been outlined for union officials and some major dealers.

One union official who participated in talks in mid-January said tentative plans then called for Chrysler to begin offering simplified option packages.

William Campbell, financial secretary and treasurer of UAW Local 1268, said that limiting the number of buyer choices would allow Chrysler to reduce the manufacturing cost of Omni and Horizon. Campbell's local represents workers at Chrysler's Belvidere (Ill.) assembly plant, where the subcompacts are produced.

Chrysler would not comment on Campbell's report. But sources inside Chrysler said the company was working hard to bring the price of Omni and Horizon into the $5,700-range, a drop of about $500 from the current sticker price.

Omni and Horizon currently have a base price of $6,209. Chrysler's $500 cost-saving target is comparable in value to current financing incentives, which expire later this month. If the manufacturing cost savings could be achieved, they would allow Chrysler to give consumers the same value as today after the incentives expire, or a greater savings if the incentives are renewed.

In a statement last week, Chrysler acknowledged it was "evaluating ways to reduce costs, especially on subcompact models, which face growing competition. We are generally trying to achieve with manufacturing cost reductions what we are now doing with incentives."

Chrysler's move comes at a time when competition in the subcompact market is intensifying. The South Korean Hyundai Excel is

Please turn to Page 74, Col. 1

Car sales set record in Europe

By Richard Feast
European Editor

LONDON.—New-car sales in Western Europe last year almost certainly reached a new high.

At just under 10.6 million units, the total was up 4.3 percent from the previous year and very slightly above the previous peak of around 10.55 million in 1979.

Those early indications, from country associations and company sources, confirm that the Volkswagen-Audi group was the market leader for the first time with 12.9 percent.

The West German maker held the lead for most of the year and finished comfortably ahead—in European terms—of Fiat Auto (12.3 percent), Ford (11.9 percent), Peugeot SA (11.5 percent), General Motors (11.4 percent) and Renault (10.7 percent).

The definitive figures will not be known for several weeks, but year-end statistics from three of the four major markets (West Germany, the U.K. and France) and several others have been confirmed. There may be some minor changes when the counting finally stops, but the record year and VW's No. 1 position seem set to stand.

The high general demand for

Please turn to Page 74, Col. 4

Late News

GM's Smith sees 15 million sales

CHICAGO.—General Motors Chairman Roger B. Smith, calling the 1985 alltime sales record of 15.7 million vehicles "a very tough act to follow," predicted that in 1986 the "industry could sell more than 15 million vehicles—especially with the right actions in Washington on CAFE and effective follow-through on the budget and trade deficits." Smith spoke at a luncheon marking the opening of the Chicago Auto Show.

Spelling lesson

CHICAGO.—Chevrolet General Manager Robert Burger held a brief spelling session during the division's press conference at the Chicago Auto Show last week. Speaking in the elegant Drake Hotel, Burger said the new two-door sport coupe is the Beretta (not Baretta), and the companion four-door is the Corsica. "They are even more exciting in the flesh than they are in the spy photos I keep seeing," he quipped.

Chicago Auto Show roundup
Page 2

NEWSPAPER

Air-bag use seems near at Porsche

WASHINGTON.—Porsche is tilting toward including passenger-side air bags along with driver-only air bags on the Porsche 944.

Although Porsche has not set a date to install the air bags, it wants a quick answer from NHTSA on whether doing so will be worth two vehicle credits to count as part of the phase-in requirement of the passive-restraint standard.

The company is being supported by the Insurance Institute for Highway Safety, which considers it a way to encourage use of air bags instead of automatic belts. IIHS also supported Ford's earlier and successful petition to gain 1.5 vehicle credit for its driver-only air-bagged cars.

In its petitions, Porsche said passenger-side air bags offer greater protection than passive belts "especially in light of the general discomfort, inconvenience and obstructions created by automatic belts." Porsche asked NHTSA for expedited consideration in view of the "extensive" leadtime needed.

Porsche said that granting extra credit will encourage development since there could be three years of practical experience with air bags before passive restraints are mandated across the board—or at least until they are automatically rescinded because of passage of state belt-use laws covering two-thirds of the nation's population.

Chevy, Pontiac offer incentives on big rwd cars

Chevrolet and Pontiac began a round of incentives Feb. 1 on their big, rear-drive cars.

At Pontiac, dealers are reimbursed their wholesale cost of $615 for free air conditioning on each Parisienne delivered during February, March and April. Demos will not be included, but the cash incentive does apply to units already in stock as well as those ordered.

At Chevrolet, Caprice and Impala get incentives, divided $125 to the salesman, $25 to the sales manager and $100 to the dealer.

Both models have been overstocked since November. They were not included in the low-interest rate incentives launched by GM Dec. 26. GM said those incentives, which expire Feb. 22, would emphasize its four-cylinder models to improve its Corporate Average Fuel Economy rating.

Pontiac plans to end Parisienne sedan production in mid-year; the wagon will remain in production along with the full-size Chevrolet sedans and wagons.

index

Auction reports	64-65
Classified advertising	66-73
Editorial page	10
Production by makes	79
Truck highlights	8

60th year—No. 5113

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Hatchback Corsica for '88

Jim Dunne/Popular Mechanics

Chevrolet is slated to get the mid-sized L-bodied Corsica late this year as a 1987 model, but it will wait until 1988 to introduce the hatchback version, snapped here.

Political furor quashes Ford-Austin Rover deal

By Richard Feast
European Editor

LONDON.—Political furor erupted last week when the U.K. Government suggested selling BL's Austin Rover Group (ARG) to Ford and confirmed that a General Motors' takeover of the state-owned company's Leyland Trucks and Land Rover divisions is close.

The revelations caused such a terrific backlash from the politicians—and not just from opposition Members of Parliament—that the government executed a rare U-turn.

Ford is not to buy ARG after all, although it looks as though the GM purchase will go through.

The one concrete aspect to emerge from a very confusing and politically heated few days is that For Sale notices have been pasted on all assets of the BL organization.

The philosophy is not new, but the Conservative government under Prime Minister Margaret Thatcher has added a new urgency to the job. It wants it done before the next election, either next year or in early 1988.

That was underlined when Trade and Industry Secretary Paul Channon confirmed that talks about the sale of Leyland/Land Rover are at an advanced stage (Automotive News, Jan. 27).

Channon also said separate discussions are taking place for the sale of Leyland Bus operations to the Laird Group, the U.K.-based owner of bus maker Metro-Cammell-Weymann.

Those moves will leave ARG as the only constituent of BL. The government naturally turned to Ford, the country's market leader and a substantial vehicle producer here. Even before the political jingoism prompted cancellation of the talks, it was difficult to see just what Ford would have gained from a purchase of ARG.

Ford already outsells ARG in the U.K.—485,000 to 328,000 last year—and has always complained that inefficiencies at its Dagenham and Halewood plants in the country mean under-utilized capacity. In the rest of Europe, Ford outsells ARG by more than eight to one, and in the U.S., ARG is only just putting together a distribution system to sell the Sterling sedan beginning early next year.

For more than two years Ford has steadily been reducing its head count and lowering its European breakeven to provide the parent with a better return on investment. To have taken on Austin Rover at this stage would have been to move in the opposite direction of recent events.

The American multinationals, GM and Ford, were being portrayed as the bogeymen of the piece here last week.

The apparent willingness of Honda to buy 10 percent of Austin Rover, with whom it has product development and production links, was not widely known in the U.K. last week. But if companies which have been major vehicle makers in the U.K. for 50 years (GM) and 75 years (Ford) are being given a hard time, a Japanese company's interest in ARG is likely to be greeted with even greater animosity.

Given the government's determination to rid itself of ARG and recent events, it is difficult to understand the company's longterm future. Self-interested parties do not want it sold to an overseas group; it is too big to be taken over by a local component supplier, even a Lucas or GKN; its financial record prevents management raising money to buy it and, for the same reason, it is unlikely to prove attractive enough to institutional investors if launched on the stock market.

Honda eying stake in Austin Rover

TOKYO.—Honda Motor Co. reportedly will acquire a 10-percent interest in Austin Rover, the car division of BL, the British-Government-owned auto manufacturer.

According to reports published here, negotiations between the two firms are expected to be completed by the end of April. Honda already is developing cars with Austin Rover.

Domestic sales up; imports set record

By Jenny L. King
Detroit Reporter

Retail deliveries of new domestic cars in January inched up one percent above a year ago to the best total for the month since 1979.

Sales of imported cars were a record, making January the ninth consecutive month in a series of "bests" which began last May. Imports claimed 27.18 percent of a relatively strong market, up from the last few years but well below record penetration of 31.08 percent in 1982.

Domestic sales in January numbered 635,904, up 1.25 percent from 628,037 a year earlier, but short of the 644,536 reported back in 1979. The tiny increase over 1985 indicated that the current financing incentives helped—but not much.

Imports numbered 237,351, up 14.60 percent from 207,115.

Combined sales of 873,255 were up 4.56 percent from 835,152 in January, 1985.

The domestic sales gain was achieved on the strength of General Motors' 3.74-percent increase. Ford Motor Co. narrowly missed its year-ago mark and Chrysler Motors was down 8.29 percent.

GM reported sales of 376,353 units, up some 13,000 from 362,780 in 1985. Ford sales added to 149,380, down 0.92 percent from 150,762. Chrysler dropped 8.29 percent, to 78,195 domestics from 85,260 the preceding year.

Honda was off 0.77 percent, to 13,263 from 13,366.

The other three makers were all in the 6,000 range. American Motors, at 6,389, was down 36.03 percent from 9,987. Volkswagen, at 6,321, was up 7.46 percent from

Please turn to Page 78, Col. 1

GM seeks more Japan cars

TOKYO.-General Motors has asked the Ministry of International Trade and Industry (MITI) to increase car export quotas to the U.S. for both Isuzu Motors, Ltd., and Suzuki Motor Co.

According to Henry V. Leonard, GM's top official here, GM asked MITI to raise Isuzu's quota of car shipments to the U.S. to 200,000 units and Suzuki's to 100,000 for fiscal 1986, which begins April 1. The limits for fiscal 1985 are 120,000 for Isuzu and 60,000 for Suzuki.

Chevrolet dealers in the U.S. sell the Isuzu Spectrum and the Suzuki Sprint.

The request to the Japanese Government came amid a growing public clamor by labor leaders and members of Congress for Japan to extend its voluntary export quota of 2.3 million cars to the U.S. beyond the March 31 expiration date so that the U.S. trade deficit with Japan will not exceed last year's $49.5 billion.

Leonard said the request was made when a GM executive attended a meeting of Isuzu shareholders here in late January. He said it was pointed out to MITI that GM's original contract with Isuzu called for 200,000 units a year, but restraints have held the number below that level.

Leonard said Chevrolet dealers have a low inventory of cars exported by Isuzu and are in dire need of more cars. However, Automotive News reported that Chevrolet dealers had an 89-day supply of the Suzuki Sprint and a 191-day supply of the Isuzu Spectrum on Jan. 1.

GM owns 34.2 percent of Isuzu and about 5 percent of Suzuki. Isuzu also markets cars in the U.S. though its subsidiary, American Isuzu Motors.

According to reports, GM made the request because it believes it needs to obtain more Isuzu cars in order to compete with other Japanese auto makers' subcompacts in the American market.

Blake bails out of Avanti

By Edward Lapham
Marketing Editor

Stephen H. Blake, Avanti Motor Corp. president and chief executive, resigned last week following the breakdown of refinancing negotiations.

He was replaced by Robert E. Smith, who had been executive vice president. Terry Arman will remain as chief financial officer.

"I found my Achilles heel," Blake told Automotive News after the company issued a statement. "I decided it was time to get out.

"I resigned because I didn't feel there was anything more I could do."

The company, in Chapter 11 bankruptcy proceedings, had been negotiating with an investor group trying to finalize a reorganization plan.

The failure of those negotiations could well mean the death knell for the South Bend auto maker.

"The failure of this refinancing effort will probably result in Avanti's secured creditor, 1st Source Bank, exercising the remedies available to it under the latest Chapter 11 court order," the company's statement said.

Beleagured Blake

Sources close to the matter said the bank, which is owed between $2.5 million and $3.1 million, could seek to liquidate the assets in order to satisfy its claim.

Avanti said "remaining management has instructed its attorneys to seek a temporary injunction against the bank's efforts in order to assess what has happened as well as explore alternative financing for the company."

Blake told Automotive News last week that there had been "outside interference" in the reorganization negotiations, but he refused to identify the party he believes "interfered."

The company, acquired by an investor group headed by Blake in October, 1982, filed for protection from its creditors under Chapter 11 last June.

As part of the refinancing, Blake had hoped to leave the century-old Indiana plant in favor of a Detroit-area facility, but that fell through.

The company said it was concerned about the position of its unsecured creditors and the State of Indiana loan guarantee, "given the bank's probable intent."

Although Avanti management will continue to seek to refinance the operation, the plant is idle. Employment, in the office and service and parts operation only, is down to fewer than 20 people.

The limited-volume manufacturer has operated as an independent maker for more than two decades, since it was spun off from defunct auto maker Studebaker.

used-car auction directory

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Feb. 12— ...ant Truck Sale. 300 plus units.
Feb. 13- Thurs., 5 PM—Semi-monthly Fleet & Lease Sale. Complimentary buffet served at 4 PM.
Feb. 1 — 11 A.M. Chrysler Factory Sale
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

NEW YORK

NORTHWAY EXCHANGE, INC.
DEALERS AUTO AUCTION
EVERY THURSDAY
11:30 A.M. SHARP
(518) 371-7500
Route 146
P.O. Box 440
Clifton Park, N.Y. 12065
"Our Service Does Not Cost — It Pays"

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

INDIANA

GENERAL MOTORS AND THE INDIANAPOLIS AUTO AUCTION

ANNOUNCE

"The Great Riviera Round-Up"

WEDNESDAY: FEB. 19th, 1986: 11:00 A.M.

500 Units ★★★ 2 SELLING LANES
300 ★ BRASS HATS
200 ★ 1985 GM OFF-LEASE
BUICK RIVIERAS

★ LOADED WITH EQUIPMENT ★
★ 25-35,000 MILES ★
★ A GREAT RETAIL OPPORTUNITY ★

PLUS

★ GM FREIGHT INCENTIVES ON OFF-LEASE RIVIERA'S PURCHASED ★

0-100 miles	$25	301-400 miles	$100	601-700 miles	$175
101-200 miles	$50	401-500 miles	$125	701-800 miles	$200
201-300 miles	$75	501-600	$150	801-900	$225
★ 900-more	$250 ★				

PRIZES ★★ TO SWEETEN THE PIE ★★ PRIZES

- FREE — 7 DAY/6 NIGHT VACATION TO *The French Riviera,* FOR 2 (1st High Off-Lease Riviera Buyer)
- FREE — 4 DAY/3 NIGHT VACATION TO *The Mexican Riviera,* THEN FLY TO *Puerto Vallarta, Mexico,* FOR 2 (2nd High Off-Lease Riviera Buyer)
- FREE — 4 DAYS/3 NIGHTS VACATION IN *Las Vegas,* AT THE *Riviera Hotel Casino,* FOR 2 (3rd High Off-Lease Riviera Buyer)

Delta Gets You There™
You'll Fly to Las Vegas from your nearest DELTA city. For information call DELTA at 1-800-221-1212.

- PLUS — 5 ★ $100 CASH DRAWINGS FOR BUYERS OF BUICK RIVIERA OFF LEASE VEHICLES!!!
  — Free Country Breakfast
  — Free Ham & Beans Lunch

GM DEALERS ONLY! ★ ★ DON'T MISS THIS ONE!

500 CARS ★ ★ 2 LANES OF EXCITEMENT

WED. FEB 19th 11:00 A.M.

CALL 317-298-9700 FOR HOTEL RESERVATIONS

factories list auction dates

American Motors

Feb. 11—D-A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Feb. 12—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, Ohio.

Feb. 13—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va., and Northway Exchange Auto Auction, Clifton Park, N.Y.

Feb. 18—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Feb. 19—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

Feb. 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Feb. 11—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Feb. 13—Fredricksburg Auto Auction, Fredricksburg, Va.

Feb. 14—Concord Auto Auction, Acton, Mass., and St. Louis Auto Auction, Bridgeton, Mo.

Feb. 18—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 19—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Southwest Auto Auction, Phoenix.

Feb. 20—Tim Anspach Auto Auction, Albany, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Feb. 21—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Feb. 12—Concord Auto Auction, Acton, Mass.; Salt Lake Auto Auction, Salt Lake City, and Hatfield Auto Auction, Hatfield, Pa.

Feb. 13—Southwest Auto Auction, Phoenix; Arena Auto Auction, Chicago; Atlanta Auto Auction, Red Oak, Ga., and Dallas Auto Auction, Grand Prairie, Tex.

Feb. 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

General Motors

Feb. 11—Florida Auto Auction of Orlando, Ocoee, Fla.; Denver Auto Auction, Englewood, Colo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 12—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 13—Nashville Auto Auction, Nashville

Feb. 18—South Seattle Auto Auction, Kent, Wash.

Feb. 19—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Nissan

Feb. 20—Nashville Auto Auction, Nashville

Used Car Sales
Auction Averages

Feb. to date	$4,729
Month ago	$4,559
Year ago	$4,434

Model Breakdown
Auction Averages

	FEB. 1986	JAN. 1986	DEC. 1985
1986	$10,461	$8,789	
1985	$8,562	$8,509	$9,839
1984	$6,118	$5,943	$6,514
1983	$5,252	$5,206	$5,594
1982	$4,100	$4,136	$4,507
1981	$3,230	$3,163	$3,474
1980	$2,442	$2,402	$2,694
1979	$1,968	$1,954	$2,207
Overall Average	$4,729	$4,651	$4,589

Shakeup at GM spurs speculation

Continued from Page 1

in West Germany.

Cunningham had not been in charge of the Overseas Group. However, it is a growing area with the recent restructuring of European operations and the purchase of a majority interest in Group Lotus, the British engineering and performance-car manufacturing company. In addition, GM is negotiating the purchase of Leyland Vehicles, the truck and bus division of the British Government-owned BL.

Stempel's Opel experience undoubtedly was a factor in his getting the overseas responsibilities. Previously, overseas operations had reported to the GM president.

In other moves, William E. Hoglund, 51, a vice president, was appointed group executive in charge of the BOC Group. Most recently, he had been president of Saturn Corp. Before that, he had been Pontiac general manager, after rising through the Financial Staff ranks.

Robert J. Schultz, 55, a vice president, replaced Reuss at the helm of CPC. He was in charge of the Electrical Components Group and earlier was CPC director of engineering.

Richard G. LeFauve, 51, a vice president, replaced Hoglund at Saturn. He was group director of operations at BOC.

LeFauve becomes the third Saturn president since the corporation's formation a year ago. Hoglund was named president after the death of Joseph J. Sanchez. Sanchez suffered a heart attack three weeks after he was appointed to the Saturn job.

Schultz and LeFauve are two fast-rising executives. Schultz has had three major promotions in the past year; LeFauve has had two.

E. Michael Mutchler, 50, was elected a GM vice president and was placed in charge of the Electrical Components Group, replacing Schultz. Mutchler was general manager of Rochester Products Division.

Malcolm R. Currie, 59, was elected president of Delco Electronics Corp., a subsidiary of GM Hughes Electronics Corp., the new company formed by the combination of Hughes Aircraft Corp. and GM's Delco Electronics. He is not a GM vice president but remains an executive vice president of Hughes.

GM also named executives to its European coordinating organization.

John F. Smith Jr., 47, a GM vice president, was appointed executive vice president of GM Europe-Passenger Cars in charge of operations and engineering of that newly formed entity. He reports to Ferdinand P. Beickler, newly appointed president of GM Europe. Smith formerly was president and general manager of GM of Canada.

George A. Peapples, 45, was elected a GM vice president and appointed general manager of GM of Canada, replacing Smith. Peapples was group director of strategic business planning at CPC.

Though the race for the GM presidency appears to be between Reuss and Stempel, other names and other factors may come into play before a decision is made.

Reuss and Stempel are young by top-executive standards. Appointing either of them to the presidency in two years would mean GM could have the same president for a decade or more. GM hasn't had a 10-year president since Charles E. Wilson (1941-1953).

GM may well decide to choose a president for an interim period. That's why Cunningham was such a strong candidate before his decision to retire.

Donald J. Atwood, GM executive vice president and president of GM Hughes Electronics Corp., retires two years after McDonald and could be a contender if GM goes the interim route.

Before his GMHE job, Atwood was in charge of GM's Truck and Bus Group, Power Products and Defense Operations and Electrical and Mechanical Components Operations. He gave up Truck and Bus, but still has the other duties. Atwood, however has held no car jobs and no overseas posts.

There also is the job of vice chairman to consider. The present vice chairman, Howard Kehrl, retires in 1988, a year after McDonald. Whoever is not chosen as president (Stempel or Reuss) could be named vice chairman.

A race between two strong contenders for the president's job is not unprecedented at GM.

On at least one such occasion, the competition had an unexpected aftermath. In 1967, Edward N. Cole and Semon E. (Bunkie) Knudsen were vying for the job. Cole won and Knudsen quit. He went to Ford Motor Co. as president and was fired 20 months later by Henry Ford II because "things just didn't work out." But that's another story.

In 1974, the candidates were Elliott M. (Pete) Estes and Richard L. Terrell. Estes was chosen, and Terrell became vice chairman. Terrell stayed with GM.

And GM doesn't always pick the media-anointed president. In 1958, there was little doubt that Louis Clifford Goad would succeed Harlow H. Curtice. Little doubt, that is, except in the GM boardroom. John F. Gordon, a relatively unknown vice president, got the job and served with distinction for seven years.

Maybe Hoglund is today's Jack Gordon. He has financial and operating experience. As president, he'd be skipping over two current superiors, Reuss and Stempel, but it does happen.

And John Smith is a name to place in the future book. His 'lineage' is excellent—Chairman Roger and Executive Vice President F. Alan, although he is not related to either of those Smiths. He'll be moving up, although he's probably one generation away from the very top.

With his finance and operations background, John Smith is a strong candidate for either president or chairman some day. He'd be an interesting choice as chairman—three Smiths in a row. F. Alan is the odds-on favorite to succeed Roger in 1990.

A. A. Cunningham

William E. Hoglund

Robert J. Schultz

Richard G. LeFauve

E. Michael Mutchler

Malcolm R. Currie

John F. Smith Jr.

George A. Peapples

$500 saving sought

Continued from Page 1

scheduled to go on sale in the U.S. for $4,995 this month, and Hyundai has said it expects to sell 100,000 cars this year.

Campbell said the Omni-Horizon changes were designed to allow increased production volumes and permit higher turnover rates in dealer showrooms.

"They're planning a high-velocity vehicle," Campbell said. He added, however, that the plans outlined at the meeting were tentative.

The company stressed last week that it would not "resort to a no-frills car" to compete with low-cost imports such as the Excel.

"Chrysler is committed to offering well-equipped models and will not resort to a no-frills car to gain a price advantage," the company said.

For several months, Chrysler has been studying methods of simplifying manufacturing and reducing production costs.

Chrysler may make an announcement regarding its competitive plans in the subcompact market Thursday when Chairman Lee A. Iacocca reports 1985 earnings.

The program was detailed to union officials during meetings regarding the future of the Belvidere assembly plant.

On Jan. 14, the company and UAW Local 1268 reached agreement on a local contract at the plant which "resolved open issues presented by the union and management," Chrysler said.

As part of that agreement, Chrysler Motors President Harold K. Sperlich said the company would produce its planned C-body models at the plant if the union agreed within 90 days to a progressive labor agreement patterned after the contract at its Sterling Heights (Mich.) plant.

The C-body is a full-size, front-wheel-drive luxury car. Chrysler has not said when the C-body will go into production. Nor has it announced when it will end production of the L-body Omni and Horizon models at Belvidere.

The future of the Belvidere plant, which employes 4,000, has been uncertain. Chrysler has sought financial help from state government and a new agreement from workers to keep the plant operating.

Car sales in Europe crack record in '85

Continued from Page 1

cars across the continent was an unexpected bonus for the industry. Economic factors did not point to a record. Low wage settlements, expensive financing and high unemployment are not the background to a boom in consumer spending.

The fact that it happened in the auto industry can be attributed in large part to the incentive marketing undertaken to counter overcapacity, generally acknowledged to be in excess of 2 million units annually.

Part of that surplus capacity is due to imports from Japan—a factor best illustrated by Japan's 1985 market share of 10.7 percent (a record) compared with the 7.3 percent it had in the similar volume year of 1979. Japan's extra 350,000 sales over the period were at the expense of local producers.

The 1986 outlook is for a total of around 10.9 million, another record. But while on the surface that seems to augur well for the industry, one very senior source pointed out that it was below the market projections being made a few years ago. Then, the long-range forecasts were talking of annual sales in excess of 11 million by the mid-1980s.

Last year, all but two of the continent's 16 reporting nations had sales increases. They ranged from the fiscal-induced boom of nearly 50 percent in Norway to the steady climb back from slump in France, where the improvement was just 0.5 percent. In unit terms, the main increases were in Italy, 111,900; the U.K., 73,800; Norway and Spain, with around 50,000 extra each, and the Netherlands, which was up more than 30,000.

The two deficits were in West Germany (the largest national market) and Switzerland (which echoed many of Germany's environment-induced problems).

But after whopping monthly deficits early in the year, the German market came back steadily as European exhaust emission differences were settled. On a monthly basis, German sales were increasing by the end of the year.

Indeed, the comeback of the German market this year is expected to provide most of Europe's impetus. France and Spain have been slack for some time and could also bolster the anticipated upward swing. However, Italy and the U.K. cannot be expected to contribute much after recent years of high numbers.

It is this German stimulation that should help VW-Audi retain its European lead.

Last year, the company held its own in a German market that was flat, and it rose to the top in Europe on the strength of a dramatic export drive. For the first time, it made more deliveries in Europe outside Germany than within it. Thus, as German market leader, it stands to gain most from any resurgence in the country.

The company's leadership could be strengthened by the pending agreement to take over Spain's Seat. Final agreement on that is expected at VW's supervisory board meeting Feb. 21. If Seat's sales results—1.4 percent of Europe last year—are consolidated into VW's, it will put VW well ahead of any opposition.

Fiat Auto sales went up 0.8 percent to just under 1.3 million last year, or about 70,000 behind VW's 1.37 million.

Third place last year went to Ford of Europe, the market leader in 1984. At first glance the 3.3-percent slip (to 1.26 million) looks poor, but the company reports that profitability has gone in the opposite direction.

Peugeot SA—the Peugeot and Citroen duo—went up 4.5 percent to 1.22 million. It finished marginally ahead of GM (Opel/Vauxhall), which rose 7.5 percent to just over 1.2 million. It was the best result in terms of sales ever achieved by GM in Europe.

Renault volume went up 1.9 percent to a little over 1.13 million. That meant it still lost overall market share, although the slow recovery of the French market and the launch of the new R21 sedan are indicators that the sales decline has bottomed out.

Of the smaller-volume makers, Mercedes-Benz was up more than 20 percent to 398,000 (3.7 percent of the market)—arguably the most impressive performance of any maker in Europe last year.

Austin Rover rose 6.5 percent to 420,000 (3.9-percent market share) and Volvo went up 6.8 percent to 255,000 (2.7-percent share). Two specialist makers lost ground: BMW, down 4.1 percent to 292,000 (2.7-percent share) and Alfa Romeo, off 11.5 percent to 162,000 (1.5-percent share).

Belgium sales peak

BRUSSELS.—New-car sales in Belgium last year were the highest in five years. Registration statistics published by FEBIAC put the total at 359,831, an increase of 2.2 percent over the previous year.

SALES BY COUNTRY

Country	1985	Change from '84
Austria	233,800	+12.7
Belgium/Lux	359,800	+ 2.2
Denmark	157,500	+17.3
Finland	137,400	+ 9.9
France	1,766,700	+ 0.5
Ireland	59,800	+ 5.8
Italy	1,748,300	+ 6.8
Greece	76,900	+17.0
Netherlands	491,200	+ 6.6
Norway	158,100	+47.5
Portugal	89,000	+19.3
Spain	571,700	+ 9.5
Sweden	263,000	+13.8
Switzerland	272,800	– 1.1
United Kingdom	1,823,400	+ 4.2
West Germany	2,379,300	– 0.6
Total	10,589,200	+ 4.3

Note: Figures preliminary.

EUROPE 1985: HOW THE LEADERS FINISHED

Manufacturer	1985	Market share	1984	Change from '84
VW-Audi Group	1,369,300	12.9	1,222,400	+12.0
Fiat Auto	1,299,400	12.3	1,288,400	+ 0.8
Ford	1,261,600	11.9	1,305,300	– 3.3
Peugeot SA	1,220,300	11.5	1,167,300	+ 4.5
GM-Opel/Vauxhall	1,205,900	11.4	1,121,100	+ 7.6
Japanese (all)	1,136,000	10.7	1,037,700	+ 9.5
Renault	1,131,000	10.7	1,109,800	+ 1.9
Total	10,589,200	100.0	10,150,300	+ 4.3

Note: Figures preliminary.

Import sales soar to new high

Continued from Page 3

5,882, and Nissan reported sales of 6,003 new U.S.-built Sentras.

GM earned 59.18 percent of the January domestic market, up from 57.76 percent in 1985. Ford had 23.49 percent, down from 24.01 percent. Chrysler slipped to 12.30 percent from 13.57 percent.

AMC earned an even 1.00 percent, down from 1.59 percent; Honda held 2.09 percent compared with 2.13 percent in 1985; VW sales accounted for 0.99 percent, up from 0.94 percent, and Nissan cornered 0.95 percent of this year's market.

The few sales gains among the U.S. makes included January records posted by Oldsmobile and Pontiac. Oldsmobile was up 2.32 percent, to 90,185 from 88,143, while Pontiac dealers went allout with a sales increase of 38.46 percent, to 73,940 from 53,401. Cadillac was up 6.01 percent, Chevrolet dipped 0.45 percent and Buick was down 13.91 percent.

Ford sales were up 1.08 percent only to be offset by a 3.53-percent decline for Mercury and a 9.02-percent drop for Lincoln.

Plymouth was off 1.39 percent, Chrysler dropped 7.55 percent and Dodge was down 14.65 percent.

The record import total included January records for BMW, Honda, Isuzu, Mazda, Mercedes-Benz, Mitsubishi, Saab, Subaru and Volvo.

BMW was up 12.41 percent from last year, Honda was up 3.01 percent, Mazda was up 57.24 percent, Mercedes was up 28.51 percent and Mitsubishi was up 26.55 percent.

Saab sales were up 9.48 percent, Subaru was up 46.83 percent, Toyota was up 5.43 percent and Volvo was up 21.68 percent.

Sales of the Chevrolet Spectrum were up 73.33 percent while Sprint sales were almost triple their year-ago figure. Dodge Colt was up 58.77 percent, and the Plymouth version was up 47.00 percent.

The market-class breakdown included U.S. intermediates at 28.22 percent, imports at 27.18 percent, compacts at 17.05 percent, subcompacts at 13.54 percent, luxuries at 7.61 percent and standard-size models at 6.40 percent.

Without the imports factor, the market was comprised of 38.75 percent intermediates, 23.42 percent compacts, 18.60 percent subcompacts, 10.44 percent luxuries and 8.79 percent standards.

Domestic sales were down 2.53 percent the final 10 days of the month, to 261,702 from 268,500. GM, VW and Honda reported increases while AMC, Chrysler and Ford were down.

GM's gain was just 0.31 percent, VW was up 2.26 percent and Honda was up 13.54 percent. Chrysler dropped 15.36 percent, Ford was down 7.27 percent and AMC was off 8.44 percent.

The Jan. 21-31 market was divided in this manner: GM had 58.21 percent, Ford had 22.81 percent, Chrysler had 12.57 percent, AMC had 1.26 percent, VW had 1.33 percent, Honda had 2.77 percent and Nissan had 1.05 percent.

There were 26 selling days in the month both years, producing daily averages of 24,458 in 1986 and 24,155 in 1985. With 10 days in the final period each year, the averages were 26,170 in 1986 vs. 26,850 in 1985.

Sales in Japan rise 3.3 pct. for January

TOKYO.-January new-vehicle sales in Japan, excluding mini-vehicles, increased 3.3 percent from the year before to 212,885 units.

Of the total, according to the Japan Automobile Dealers Assn., automobile sales rose 3.3 percent to 148,339, the highest for any January, while trucks increased 3.2 percent to 63,667 units and buses climbed 3.7 percent to 879 units.

Toyota's sales set a monthly record of 89,296 units, up 4.0 percent, to account for 42.9 percent of the market, according to the association.

Nissan, the second largest maker, sold 52,937, down 0.7 percent, for 24.9 percent of the market.

The Japan Mini Vehicle Assn. reported that January sales jumped 10.5 percent to 94,651 units, a record for the month.

Nissan to help Daewoo produce vans in Korea

TOKYO.—Nissan Motor Co. announced it has finalized an agreement to provide technical assistance for the production of small commercial vehicles by Daewoo Motor Co., of South Korea, (Automotive News, Jan. 27). Daewoo is 50 percent owned by General Motors.

Under the agreement, Daewoo will start producing vans with its own nameplate based on the Nissan Vanette in the latter half of 1987. Planned rate is 17,000 units per year initially and 30,000 annually after the fourth year.

A Nissan spokesman said eventually some vehicles will be exported, "but we have not worked out the details as to destination, time and volume." Nissan will supply transmissions and brake components for the project and Isuzu Motors, Ltd., in which GM also has a stake, will source the engines.

Because of government regulations, Nissan said, the vehicle will have 90 percent local content.

Nissan said the agreement was "conceived and worked out" in response to a South Korean Government policy—announced in January, 1985—that abolished restrictions on the types of vehicles that may be produced by individual South Korean auto makers.

According to Nissan, the agreement not only enables Daewoo to expand its product lineup, but also provides Nissan with a foothold in the "fast-growing South Korean automotive industry."

Nissan and Daewoo will proceed with the implementation of the pact pending official approval from the South Korean Government.

Where auto market was, January, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	118,260	13.54%
COMPACT	148,906	17.05%
INTERMEDIATE	246,435	28.22%
STANDARD	55,903	6.40%
LUXURY	66,400	7.61%
IMPORT	237,351	27.18%
TOTAL	873,255	100.00%

U.S. CAR SALES BY MARKETING UNITS

	January, 1986	January, 1985	1 Mos., 1986	1 Mos., 1985
Chevrolet	139,267	134,075	139,267	134,075
Ford	101,603	100,517	101,603	100,517
Oldsmobile	90,185	88,143	90,185	88,143
Pontiac	73,940	53,401	73,940	53,401
Buick	60,157	69,878	60,157	69,878
Toyota	45,285	42,952	45,285	42,952
Nissan	43,340	42,430	43,340	42,430
Mercury	37,338	37,725	37,338	37,725
Honda	50,281	49,304	50,281	49,304
Dodge	34,034	36,479	34,034	36,479
Chrysler	22,785	21,493	22,785	21,493
Plymouth	32,785	31,204	32,785	31,204
Cadillac	22,785	21,493	22,785	21,493
VWoA	21,939	21,122	21,939	21,122
Mazda	18,993	12,079	18,993	12,079
Subaru	16,740	11,401	16,740	11,401
Lincoln	11,514	12,656	11,514	12,656
AMC-Renault	6,739	10,831	6,739	10,831
Volvo	12,080	9,928	12,080	9,928
BMW	6,114	5,439	6,114	5,439
Mercedes	7,608	5,920	7,608	5,920
Mitsubishi	4,090	3,232	4,090	3,232
Saab	3,164	2,890	3,164	2,890
Isuzu	2,884	2,413	2,884	2,413
Porsche	1,733	2,070	1,733	2,070
Peugeot	1,036	1,039	1,036	1,039
Jaguar	1,011	849	1,011	849
Alfa Romeo	404	385	404	385
Maserati Biturbo	125	151	125	151
Yugo	2,834	—	2,834	—
TOTAL	873,255	835,152	873,255	835,152

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	Jan., 1986	Jan., 1985	1 Mos., 1986	1 Mos., 1985
Alfa Romeo	404	385	404	385
Audi	5,113	5,371	5,113	5,371
BMW	6,114	5,439	6,114	5,439
Chevrolet Spectrum	4,763	2,748	4,763	2,748
Chevrolet Sprint	5,218	1,462	5,218	1,462
Dodge Colt	4,687	2,952	4,687	2,952
Dodge Conquest	217	218	217	218
Dodge Vista	1,261	657	1,261	657
Honda	37,018	35,938	37,018	35,938
Isuzu	2,884	2,413	2,884	2,413
Jaguar	1,011	849	1,011	849
Maserati Biturbo	125	151	125	151
Mazda	18,993	12,079	18,993	12,079
Mercedes-Benz	7,608	5,920	7,608	5,920
Merkur	1,075	136	1,075	136
Mitsubishi	4,090	3,232	4,090	3,232
Nissan	37,337	42,430	37,337	42,430
Peugeot	1,036	1,039	1,036	1,039
Plymouth Colt	4,282	2,913	4,282	2,913
Plymouth Conquest	232	210	232	210
Plymouth Vista	1,192	619	1,192	619
Porsche	1,733	2,070	1,733	2,070
Renault	350	844	350	844
Saab	3,164	2,890	3,164	2,890
Subaru	16,740	11,401	16,740	11,401
Toyota	45,285	42,952	45,285	42,952
Volkswagen	10,505	9,869	10,505	9,869
Volvo	12,080	9,928	12,080	9,928
Yugo	2,834	0	2,834	0
TOTAL	237,351	207,115	237,351	207,115

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1986	Same Period, 1985	January, 1986	Same Month, 1985	Jan. 1 to Jan. 31, 1986	Same Period, 1985
Alliance	0	0	4,257	5,634	4,257	5,634
Encore	0	0	1,210	2,975	1,210	2,975
Total Renault	0	0	5,467	8,609	5,467	8,609
Eagle	0	0	922	1,378	922	1,378
Total AMC	0	0	922	1,378	922	1,378
AMERICAN MOTORS	3,289	3,592	6,389	9,987	6,389	9,987
Horizon	2,718	3,562	6,108	7,177	6,108	7,177
Turismo	1,501	2,026	3,318	3,756	3,318	3,756
Reliant	4,890	5,247	14,351	12,215	14,351	12,215
Caravelle	1,007	1,389	2,391	2,954	2,391	2,954
Plymouth	481	532	911	1,360	911	1,360
Total Plymouth	10,597	12,756	27,079	27,462	27,079	27,462
Laser	734	1,620	2,204	3,456	2,204	3,456
LeBaron K	3,456	3,049	7,394	6,920	7,394	6,920
LeBaron GTS	2,061	1,491	4,536	3,151	4,536	3,151
Fifth Avenue	2,375	3,161	5,155	7,290	5,155	7,290
New Yorker	1,670	1,730	3,958	4,329	3,958	4,329
Total Chrysler	10,296	11,051	23,247	25,146	23,247	25,146
Omni	2,370	3,032	5,242	5,958	5,242	5,958
Charger	1,534	2,297	3,549	4,213	3,549	4,213
Daytona	906	1,512	2,701	3,119	2,701	3,119
Aries	3,420	4,045	8,208	9,961	8,208	9,961
Lancer	1,372	1,168	2,933	2,270	2,933	2,270
Diplomat	776	1,201	1,689	2,797	1,689	2,797
Dodge 600	1,618	1,797	3,547	4,334	3,547	4,334
Total Dodge	11,996	15,052	27,869	32,652	27,869	32,652
CHRYSLER CORP.	32,889	38,859	79,195	85,260	78,195	85,260
EXP	0	1,281	0	2,909	0	2,909
Escort	11,189	12,874	30,145	29,011	30,145	29,001
Mustang	4,659	5,197	11,389	12,982	11,389	12,982
Tempo	9,513	8,683	24,559	19,861	24,559	19,861
Taurus	3,588	0	8,203	0	8,203	0
Thunderbird	5,112	4,383	13,165	10,982	13,165	10,982
LTD	2,087	5,998	5,166	13,900	5,166	13,900
Crown Victoria	3,636	4,593	8,976	10,882	8,976	10,882
Total Ford Division	39,784	43,009	101,603	100,517	101,603	100,517
Lynx	2,364	2,455	6,104	5,613	6,104	5,613
Topaz	2,171	2,716	5,615	5,676	5,615	5,676
Sable	1,417	0	3,454	0	3,454	0
Cougar	1,417	3,543	10,297	8,599	10,297	8,599
Capri	364	532	891	1,218	891	1,218
Marquis	942	2,977	2,302	6,780	2,302	6,780
Grand Marquis	3,176	4,208	7,600	9,640	7,600	9,640
Total Mercury	14,566	16,431	36,263	37,589	36,263	37,589
Continental	638	976	1,457	3,115	1,457	3,115
Lincoln	4,118	3,364	8,697	7,911	8,697	7,911
Mark VII	601	608	1,360	1,630	1,360	1,630
Total Lincoln	5,357	4,948	11,514	12,656	11,514	11,656
Total L-M Division	19,923	21,379	47,777	50,245	47,777	50,245
FORD MOTOR COMPANY	59,707	64,388	149,380	150,762	149,380	150,762
Skyhawk	1,748	2,823	4,079	6,607	4,079	6,607
Skylark	0	3,965	0	8,653	0	8,653
Somerset Regal	4,957	4,159	11,487	7,521	11,487	7,521
Century	8,910	8,023	20,873	16,542	20,873	16,542
Regal	3,638	3,685	6,779	8,978	6,779	8,978
LeSabre	1,936	5,557	4,579	12,925	4,579	12,925
Electra	6,196	1,850	10,894	4,399	10,894	4,399
Riviera	597	1,984	1,466	4,253	1,466	4,253
Total Buick	28,000	32,046	60,157	69,878	60,157	69,878
Cimarron	593	553	1,384	1,090	1,384	1,090
Seville	551	1,059	1,248	2,365	1,248	2,365
Cadillac	8,176	5,799	18,324	13,036	18,324	13,036
Eldorado	830	2,324	1,829	5,002	1,829	5,002
Total Cadillac	10,150	9,735	22,785	21,493	22,785	21,493
Chevette	1,847	5,228	5,625	13,738	5,625	13,738
Nova	5,227	0	14,038	0	14,038	0
Cavalier	14,056	12,367	38,772	33,147	38,772	33,147
Citation	93	2,417	223	6,338	223	6,338
Camaro	3,779	6,674	9,882	17,237	9,882	17,237
Celebrity	12,242	11,120	36,474	26,445	36,474	26,445
Monte Carlo	2,846	3,384	6,891	8,067	6,891	8,067
Chevrolet	6,333	8,438	15,402	21,863	15,402	21,863
Corvette	741	1,120	1,979	3,030	1,979	3,030
Total Chevrolet	47,164	50,748	129,286	129,865	129,286	129,865
Firenza	893	2,876	2,677	5,748	2,677	5,748
Calais	2,871	3,412	7,635	8,443	7,635	8,443
Cutlass Ciera	11,070	10,370	31,634	25,164	31,634	25,164
Cutlass Supreme	8,026	7,533	22,666	18,621	22,666	18,621
Olds 88	4,467	7,456	11,582	18,140	11,582	18,140
Olds 98	5,635	3,302	12,768	8,378	12,768	8,378
Toronado	475	1,866	1,223	3,649	1,223	3,649
Total Oldsmobile	33,437	36,815	90,185	88,143	90,185	88,143
Fiero	2,592	2,308	6,123	5,484	6,123	5,484
1000	1,288	872	2,049	2,029	2,049	2,029
Sunbird	4,917	3,093	11,448	7,865	11,448	7,865
Phoenix	0	681	0	855	0	855
Firebird	3,546	2,870	7,335	6,981	7,335	6,981
Grand Am	7,499	2,955	15,544	7,471	15,544	7,471
6000	7,731	4,478	16,882	9,792	16,882	9,792
Bonneville	1,879	1,690	4,687	3,751	4,687	3,751
Grand Prix	1,976	1,556	4,708	4,052	4,708	4,052
Parisienne	2,145	2,012	5,164	5,121	5,164	5,121
Total Pontiac	33,573	22,515	73,940	53,401	73,940	53,401
GENERAL MOTORS	152,324	151,859	376,353	362,780	376,353	362,780
VOLKSWAGEN	3,491	3,414	6,321	5,882	6,321	5,882
HONDA	7,253	6,388	13,263	13,366	13,263	13,366
NISSAN	2,749	0	6,003	0	6,003	0
DOMESTIC TOTAL	261,702	268,500	635,904	628,037	635,904	628,037
IMPORT TOTAL			237,351	207,115	237,351	207,115
INDUSTRY TOTAL			873,255	835,152	873,255	835,152

Mazda starts first staffing at Flat Rock

Mazda Motor Mfg. USA has announced the start of hiring procedures at its new plant under construction in Flat Rock, Mich.

Initial staffing will include production and maintenance team members and supervisors, the company said.

The procedure is being conducted by mail only. Mazda set a Feb. 15 deadline for application form requests from those who want to be considered for employment during the initial staffing period. Applicants will be subsequently contacted for a series of tests and interviews.

Full-scale hiring will begin this summer and will continue through the plant's scheduled start of production in the fall of 1987, Mazda said. The company anticipates a 3,500-member workforce.

Mazda is building a $450-million, 2.1-million-square-foot assembly facility at the site of the old Ford Michigan Casting center in Flat Rock. At full production, it will produce 240,000 vehicles annually.

Mazda said it will test prospective employes on reading, verbal and mechanical skills because the "working environment will entail learning and performing many job functions, participating in problem-solving activities and actively contributing to the quality and productivity goals of the plant."

Applicants will also be assessed for performance and team membership abilities, the company said.

The Mazda workforce will be represented by the UAW.

Mazda has signed a letter of intent with the UAW defining an interim relationship and providing for union recognition and negotiation of a labor contract. The letter of intent specifies that bargaining will begin within three months of commercial production startup and be completed within six months.

Mazda is expected to build a "626-class" vehicle at the plant. It is pegged by company officials as an "international-sized" car, about the same size as the Honda Accord and slightly smaller than the General Motors A-cars (Automotive News, Nov. 25, 1985).

The plant is expected to reach full capacity by late 1986. Ford Motor Co. will buy about half the output.

GM to lease research space in Detroit area

STERLING HEIGHTS, Mich.—General Motors will be leasing space in a new building in this Detroit suburb to house a research program. The company is releasing no details about the project.

A GM spokesperson said it is a project of the Chevrolet-Pontiac-GM of Canada Group (CPC), but it has yet to be approved by the corporation. No timetable is being given for corporate approval.

Despite rumors to the contrary, the program is not primarily related to the Saturn project.

City officials here have said that the building would be used for light industry and would involve plastic parts. GM would not comment on that subject.

Production Page

U.S. CAR	Week Ended Feb. 8, 1986	Week Ended Feb. 9, 1985	Week Ended Feb. 1, 1986	Jan. Total	Jan. 1, to Feb. 9, 1985	Jan. 1, to Feb. 8, 1986
AMERICAN MOTORS	0	3,726	0	2,823	11,768	2,823
Renault Total	0	3,726	0	2,823	11,768	2,823
Alliance	0	2,341	0	2,378	7,532	2,378
Encore	0	1,385	0	445	4,236	445
CHRYSLER CORP.	29,600	25,108	31,325	134,849	140,054	166,153
Plymouth Total	8,500	7,338	8,711	38,450	40,616	47,478
Horizon	3,100	2,647	2,990	13,994	14,114	17,094
Reliant	3,800	3,073	4,149	17,668	17,810	21,905
Caravelle	1,300	1,251	1,180	5,769	6,883	7,072
Gran Fury	300	367	392	1,019	1,809	1,407
Chrysler Total	10,700	8,215	11,833	49,260	49,081	60,840
LeBaron	2,600	2,387	2,982	12,095	13,319	14,990
LeBaron GTS	2,400	1,212	2,520	10,534	7,441	12,934
Laser	1,000	896	1,085	4,657	6,334	5,657
New Yorker/E-Class	1,600	1,488	1,517	7,075	7,921	8,675
Fifth Avenue	3,100	2,232	3,729	14,899	14,066	18,584
Dodge Total	10,400	9,555	10,781	47,139	50,357	57,835
Omni	3,000	2,778	3,095	14,045	15,156	17,045
Aries	2,300	2,528	2,602	10,638	13,110	13,184
Daytona	1,000	1,077	1,057	4,631	5,234	5,631
Dodge 600	1,800	1,675	1,677	7,474	8,538	9,274
Lancer	2,000	927	1,983	8,341	5,385	10,341
Diplomat	300	570	367	2,010	2,934	2,360
FORD MOTOR	38,925	36,105	35,298	149,034	213,912	188,331
Ford Division	26,587	23,455	23,853	100,574	139,174	127,440
Escort	8,617	6,785	7,744	34,096	38,943	42,713
Mustang	4,205	3,363	4,103	17,625	19,295	21,830
LTD	0	4,265	0	0	27,497	0
Taurus	5,464	0	4,334	14,209	0	19,952
Thunderbird	3,635	4,904	3,643	15,901	22,424	19,536
Crown Victoria	0	0	0	0	7,122	0
EXP	0	556	0	0	3,020	0
Tempo	4,666	3,582	4,029	18,743	20,873	23,409
L-M Division	12,338	12,650	11,445	48,460	74,738	60,891
Mercury Total	8,058	9,080	7,755	32,552	54,714	40,703
Lynx	1,148	1,561	1,531	6,726	9,596	7,874
Capri	385	588	283	1,959	2,385	2,344
Marquis	0	2,167	0	0	12,868	0
Sable	2,625	0	2,139	7,107	0	9,825
Cougar	2,406	3,216	2,431	10,441	17,807	12,847
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,494	1,548	1,371	6,319	7,325	7,813
Lincoln Total	4,280	3,570	3,690	15,908	20,024	20,188
Continental	476	651	410	1,900	3,625	2,376
Lincoln	3,212	2,528	2,767	11,938	14,183	15,150
Mark VI/VII	592	391	513	2,070	2,216	2,662
GENERAL MOTORS	97,975	105,932	97,752	426,360	584,870	524,615
Buick Total	14,303	19,919	14,551	71,740	113,982	86,409
Skylark (X-car)	0	2,566	0	0	13,957	0
Skyhawk	1,775	2,320	1,864	8,176	11,037	9,951
Somerset/Skylark	1,815	2,657	2,268	9,424	13,163	11,251
Century	4,353	4,354	4,750	25,496	25,533	29,849
Regal	0	1,657	1,056	4,096	14,170	4,099
Estate Wagon (rwd)	255	2,681	214	1,015	21,550	1,270
LeSabre	2,256	0	1,963	6,283	0	8,890
Riviera	749	1,436	313	1,474	7,193	2,223
Electra	3,100	2,248	2,123	15,776	7,379	18,876
Cadillac Total	7,788	7,993	7,429	25,892	45,102	33,680
Cimarron	440	672	358	1,825	2,931	2,265
Seville	569	968	267	1,094	4,979	1,663
Eldorado	808	1,718	347	1,552	9,220	2,360
Cadillac (rwd)	2,157	1,274	2,085	4,827	7,163	6,984
DeVille (fwd)	3,814	3,361	4,372	16,594	20,809	20,408
Chevrolet Total	33,960	37,652	33,449	151,157	207,855	184,156
Chevette	2,563	3,107	2,641	12,679	18,656	14,272
Cavalier	9,554	11,060	9,310	41,757	54,713	51,311
Celebrity	7,120	5,637	6,233	26,290	32,802	33,410
Camaro	5,153	4,711	4,902	21,720	27,436	26,858
Citation	0	1,504	0	0	9,369	0
Malibu/El Camino	0	0	0	0	0	0
Monte Carlo	2,555	3,364	2,622	11,844	15,975	14,401
Chevrolet	6,227	7,253	7,741	36,867	45,043	43,116
Corvette	788	1,016	0	0	3,861	788
Oldsmobile Total	22,730	26,924	24,387	105,089	146,424	127,735
Omega	0	0	0	0	0	0
Firenza	1,070	1,899	937	4,391	8,791	5,461
Cutlass Supreme	2,245	3,152	4,988	20,158	22,445	22,304
Cutlass Ciera	6,760	8,976	6,280	30,649	45,314	37,409
88 (rwd)	480	5,284	477	2,903	32,421	3,383
88 (fwd)	5,440	0	4,690	18,486	0	23,926
Olds 98	2,811	3,147	3,621	13,741	15,084	16,552
Calais	3,385	3,422	3,151	13,702	16,847	17,102
Toronado	539	1,044	243	1,059	5,522	1,598
Pontiac Total	19,194	13,444	17,936	72,482	71,507	92,635
Acadian**	0	182	209	961	1,231	970
2000 Sunbird	2,932	3,188	2,688	12,559	16,233	15,494
1000	825	566	502	1,621	3,836	3,416
Firebird	2,655	2,520	2,694	11,613	14,781	14,268
Phoenix	0	0	0	0	0	0
6000	4,212	561	3,021	12,040	2,218	16,252
Grand Prix/Bon'vle	0	0	0	0	0	0
Parisienne	1,770	1,477	2,015	9,731	8,687	11,501
Fiero	2,400	2,342	2,389	4,721	12,000	7,123
Grand Am	4,400	2,608	4,418	19,236	12,521	23,611
HONDA	3,750	3,517	3,656	15,944	18,256	20,044
NISSAN	1,780	0	1,718	7,900	0	10,680
NUMMI*	2,970	20	2,970	14,849	45	12,040
VOLKSWAGEN	1,400	2,096	0	6,348	10,866	8,599
Total Cars, U.S.	176,400	176,504	172,719	758,107	979,771	933,265
Total Cars, Canada	21,460	19,564	20,619	87,204	111,482	108,664
N. American Cars	197,860	196,068	193,338	845,311	1,091,253	1,041,949
N. American Trucks	91,580	88,423	90,616	392,627	466,734	485,043
North American Cars and Trucks	289,440	284,491	283,954	1,237,938	1,557,987	1,526,992

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

January production highest since October

By Kathy Boyer
Detroit Reporter

U.S. auto production for January—758,107 units—was the highest monthly total since 763,740 last October.

January's build was 35.03 percent more than December's 561,439 but 0.84 percent below the 764,551 units turned out during the year-ago month.

Last week's estimated output of 176,400 cars was up 2.13 percent from the previous week's 172,719 and 0.06 percent below the year-ago week's 176,504.

Companies accounted for last week's scheduled production as follows: General Motors, 55.54 percent; Ford Motor Co., 22.07 percent; Chrysler Corp., 16.78 percent; Honda of America Mfg. Co., 2.13 percent; New United Motor Mfg. Co., 1.68 percent; Nissan Motor Mfg. Co., U.S.A., 1.01 percent, and Volkswagen of America, 0.79 percent.

As reported earlier, American Motors' Kenosha plant was down last week for inventory adjustment. It is scheduled to resume production today (Feb. 10).

GM's Pontiac G assembly plant was closed last week. It produces the Buick Regal and Oldsmobile Cutlass Supreme and is scheduled to resume production today.

GM scheduled overtime Saturday (Feb. 8) at its Oklahoma City and Tarrytown, N.Y., plants.

Ford slated overtime Saturday (Feb. 8) at Wixom, Mich.; Wayne, Mich.; Kansas City, and Atlanta.

Chrysler has slated daily overtime this week (Feb. 10) at its plants in Belvidere, Ill.; St. Louis (No. 2), and Newark, Del.

Truck production best since 1979

U.S. truck makers produced 312,358 trucks in January, the highest for that month since January, 1979, when 336,734 were assembled.

Last month's output, which was 29.44 percent more than December's 241,322, was the best since October, 1985, when 341,249 trucks were built.

January's production was 7.53 percent more than the year-ago month's 290,492.

Last week's scheduled production of 72,413 trucks was slightly (0.42 percent) above the previous week's 72,113.

GM scheduled overtime Saturday (Feb. 8) at its plants in Janesville, Wis., and Moraine, Ohio.

Ford slated Saturday overtime at its Twin Cities and St. Louis assembly plants.

January record for Canadian trucks

January's truck production in Canada was the best ever for that month.

The makers produced 80,269 units, the highest total for any month since the 80,594 assembled in May, 1985.

January's output was 43.88 percent more than the 55,789 assembled in December and 2.19 percent better than the year-ago month's 78,546.

Scheduled production of 19,167 trucks last week was the highest since the week ended Dec. 7, 1985, when 19,256 trucks were built.

Last week's scheduled production was 3.59 percent more than the previous week's 18,503 and 2.31 percent above the year-ago week's 18,735.

Both Canadian truck and car makers passed the 100,000 mark last Friday (Feb. 7).

Car makers built 87,204 units in January, 17.21 percent more than December's 74,402 and 2.75 percent more than the year-ago month's 84,871.

The estimated production of 21,460 cars last week was the best output of any week since the 21,808 assembled the week ended Dec. 21, 1985.

Last week's scheduled output was 4.08 percent more than the previous week's 20,619 and 9.69 percent more than the year-ago week's 19,564.

CANADIAN CAR	Week Ended Feb. 8, 1986	Week Ended Feb. 9, 1985	Week Ended Feb. 1, 1986	Jan. Total	Jan. 1, to Feb. 9, 1985	Jan. 1, to Feb. 8, 1986
AMERICAN MOTORS	0	0	0	1,200	964	1,200
FORD MOTOR	11,655	10,807	11,349	49,834	62,338	61,489
GENERAL MOTORS	9,580	8,532	9,045	35,208	46,920	44,788
VOLVO	225	225	225	962	1,260	1,187
Total Cars, Canada	21,460	19,564	20,619	87,204	111,482	108,664

U.S. TRUCK☆	Week Ended Feb. 8, 1986	Week Ended Feb. 9, 1985	Week Ended Feb. 1, 1986	Jan. Total	Jan. 1, to Feb. 9, 1985	Jan. 1, to Feb. 8, 1986
CHEVROLET	24,645	23,398	24,418	111,635	125,552	134,846
DODGE	0	4,118	0	0	22,430	0
FORD	30,344	24,375	30,025	125,928	124,392	157,302
GMC	7,665	7,165	8,157	32,110	36,382	40,155
NAVISTAR	1,485	1,599	1,496	6,500	8,242	7,943
JEEP	4,250	4,360	4,183	23,913	22,156	27,515
NISSAN	1,574	2,523	1,384	2,650	13,050	4,224
AM GENERAL	50	50	50	222	280	272
MISCELLANEOUS	2,400	2,100	2,400	9,400	11,760	11,800
Total Trucks, U.S.	72,413	69,688	72,113	312,358	364,244	384,057

CANADIAN TRUCK	Week Ended Feb. 8, 1986	Week Ended Feb. 9, 1985	Week Ended Feb. 1, 1986	Jan. Total	Jan. 1, to Feb. 9, 1985	Jan. 1, to Feb. 8, 1986
CHRYSLER	9,080	8,648	8,414	38,550	48,546	48,654
FORD	3,581	3,612	3,615	15,598	19,836	19,150
GENERAL MOTORS	6,336	6,225	6,305	25,385	32,902	32,276
NAVISTAR	170	250	169	736	1,206	906
Total Trucks, Canada	19,167	18,735	18,503	80,269	102,490	100,986
N. American Trucks	91,580	88,423	90,616	392,627	466,734	485,043

☆—Includes window van production. *— Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

February 17, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

GM, Ford bet on 'human' machines

By Michelle Krebs
Financial Editor

General Motors and Ford Motor Co. are betting that machines capable of mimicking human beings will give them a competitive edge in automobile manufacturing of the future.

The auto makers are further betting that the way to move rapidly growing artificial intelligence technology onto factory floors quickly is by having small, entrepreneurial companies put it there.

This update on artificial intelligence begins a two-part prelude to the Society of Automotive Engineers' Detroit convention, which opens Feb. 24. Next week's focus is individual machine companies and their inventions—part of a broader SAE show preview.

In the past year and a half, GM has invested about $100 million in buying minority interests in small, relatively new companies with artificial intelligence technology—technology that emulates a human function.

Ford has invested $63 million in companies specializing in artificial intelligence and computer integrated manufacturing.

Included in the artificial intelligence family are: Machine vision, technology which emulates human sight; robotics, technology that imitates human movement; and expert systems, also known as

Please turn to Page 43, Col. 1

Japan to extend restraints

But it hints this year will be last of quota

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—The Japanese Government announced last week that it will continue voluntary restraints on automobile exports to the U.S. at the current level for another year starting April 1, but it hinted strongly that this would be the last year for the quotas. The export limit will continue to be 2.3 million cars.

Michio Watanabe, Minister of International Trade and Industry, told a hastily called press meeting that the restraints were being extended for another year primarily in consideration of the Japan-U.S. trade deficit. Watanabe made the announcement here after the decision was leaked several hours earlier in Washington, following the Japanese Government's notification of its intention to the U.S. Government through diplomatic channels.

Watanabe said he will inform each of the of the Japanese auto makers of the decision in writing. The method of allocating export quotas to each manufacturer and their industrial volume will remain the same as in 1985, he said.

Meanwhile, Naoki Kuroda, director of the MITI Automobile Division's machinery and information industries bureau, strongly hinted that this may be the last year for the restraints. When asked during a briefing for the foreign press if the restraints would extend beyond the next fiscal year, Kuroda called attention to the published announcement and noted that it just referred to the 1986 fiscal year. He said Japan feels the ideal situation would be free automotive trade because it would be good for both the industry the consumer. He said quotas are not a right and "we hope the American people feel the same way."

Watanabe said Japan will hold auto shipments to 2.3 million units in the next fiscal year, the same as in the current year.

Before the decision was made, MITI officials sounded out the U.S. Government, Congress and U.S. auto makers as well as Japanese auto makers' export prospects. Indications were that if the

Please turn to Page 44, Col. 1

$5,499—but his mind was on other matters Joe Wilssens

Omni-Horizon price cut may spread at Chrysler

By Mary Connelly
Detroit Reporter

Chrysler Corp.'s bold move last week to offer 1987 "America" versions of its Omni and Horizon subcompacts for $710 less than current prices is an experiment which could lead to applications in additional lines.

On May 15, Chrysler will introduce the $5,499 America model which will be available with only two equipment packages and only three free-standing options.

Automotive News reported Chrysler's new program in its Feb. 10 issue.

Chrysler Chairman Lee Iacocca called the introduction of the America models "an experiment" and "the first step on the road to Liberty," a reference to Chrysler's effort to cut $2,000 out of the cost of a car to better compete with imports.

"It's a test of our ability to profitably produce a subcompact in

Please turn to Page 45, Col. 1

Dealer total down 229 for year

By John K. Teahen Jr.
Senior Editor

After two years of gains, the domestic dealer total nosedived in 1985.

The annual Automotive News census found 20,673 dealerships handling domestic makes of passenger cars on Jan. 1, a decline of 229 from the 20,902 in operation a year earlier.

In 1984, the total rose by 61 outlets, and in 1983 there was an increase of 42. But those two years were exceptions to a long-term trend. After a rise in 1955, the domestic dealer total dropped for 27 consecutive years before the 1983 upturn.

Four of the five manufacturers in the domestic category saw their dealer totals decline in 1985. Chrysler Corp., with a gain of 15, was the sole exception.

There were dips of 135 outlets for General Motors, 47 for Ford Motor Co., 44 for American Motors-Renault and 22 for Volkswagen. The combined loss of 233 was reduced to 229 by a change in the number of intercorporate duals.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual manufacturers and car lines and

Please turn to Page 41, Col. 3

Bandit gang raids Chrysler

MEXICO CITY.—The wave of armed assaults sweeping Mexico has finally reached the automotive sector.

A band of 15 robbers, armed with machine guns and heavy automatics, attacked the Chrysler de Mexico Lago Alberto plant and made off with a $253,000 payroll for plant workers.

Five armed bandits kidnapped a cashier, Fernando Maldonado Gonzales, on his way to an evening of work. They took their hostage to the Chrysler plant, where 10 other armed men joined them.

Maldonado Gonzalez was forced to approach gate guards and request entry. This was not unusual since a skeleton night staff frequently was on duty.

Once inside, the bandits disarmed a half-dozen guards and forced Maldonado Gonzalez to open the safe. The assailants then locked the cashier and the guards in the payroll office and made off with the money in three cars.

NEWSPAPER

BETHESDA MD 20814
4520 EAST-WEST HWY STE800
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
ACQEACQOE AN 860799 99 TSZ
**********5-DIGIT 20814

How GM fares in ad-rate blitz

By Edward Lapham
and Jesse Snyder

General Motors' Media Council is wringing bigger ad discounts from many magazines while locking itself into multi-year contracts and promising more pages over the long haul.

But the GM media juggernaut, designed to pare costs for the auto maker, is meeting resistance from some quarters—most notably The Wall Street Journal.

In no case has GM achieved all, or even most, of the highly publicized "14 points," although it has gained some ground, particularly in the area of long-term contracts and discounts based on dollar volume instead of page count.

In addition, Ford, Chrysler and Toyota already have signaled publishers that they expect the same breaks GM wrangles.

Despite contentions from most publications that they did not knuckle under, there is evidence that many did just that, sacrificing pontifications about the sanctity of the rate card in exchange for assurances of continued business.

GM's list of 14 negotiating points is an expansion of an earlier Ford Motor Co. effort.

Two senior Ford advertising agency executives said GM is still playing catch-up. "They're running about six years behind us on this one," said one. "Ford already has multi-year deals with some magazines where it makes sense to do so." He characterized the GM effort as abrasive and a bit clumsy, without the informal give-and-take that comes with experience.

One top GM agency executive also believes Ford and Chrysler Corp. have a head start on innovative media bargaining. "It wasn't on GM's list of priorities before," he said.

GM is still negotiating with several consumer book publishers and won't begin talks with trade publications for up to six months because GM's 30-person Strategic Business Unit overseeing bargain-

Please turn to Page 28, Col. 1

80,000 seek 3,500 jobs at Mazda U.S.

By Francis J. Gawronski
Tokyo Bureau Chief

An estimated 80,000 persons sought applications for 3,500 jobs at the new Mazda Motor Mfg. U.S.A. plant under construction in Flat Rock, Mich.

All the requests poured in during the 12-day period beginning Feb. 4, when the company initiated hiring procedures.

Hiring preference is expected to be given to about 14,000 laid-off Ford Motor Co. employes who meet Mazda's qualifications. Ford owns 25 percent of the Japanese automaker. Mazda and the UAW signed a letter of agreement in 1984 to give the laid-off workers preference in hiring.

The provisional agreement also states that starting pay will be 85 percent of Ford's hourly rates.

Mazda set a Feb. 15 deadline for requests for employment applications and stipulated the requests be in writing.

Mazda Motor Corp. said it plans to bring about 400 of the initial employes to Japan for training starting in June.

The initial staffing at Flat Rock will include production and maintenance team members and supervisors. Full-scale hiring will begin this summer and will continue through the plant's scheduled start of production in the fall of 1987.

Although Mazda plans to provide orientation and instructions to its newly hired team members in Flat Rock, small groups of 30 to 50 supervisors, including team and unit leaders, will be selected to "train in Mazda production techniques and also to learn about Japanese culture."

Mazda said team members chosen for training will first visit the company's headquarters and plants in Hiroshima.

They then will visit Mazda's modern plant in Hofu, Japan, which served as the model for the Flat Rock facility, to learn about Mazda's production and management systems, the firm said.

"The primary purpose of this visit is to instill in the new employes Mazda's dedication to high quality products," Osamu Nobuto, Mazda Manufacturing president, said.

"The trip also is meant to provide the American employes with an understanding of Mazda's corporate commitments and management philosophy, thereby strengthening the bond of confidence and cooperation between team members and the company," Nobuto said.

Learning about Japanese culture is a significant aspect of the program, Nobuto said.

The $450-million plant will produce 240,000 vehicles annually at full capacity.

Joe Wilsens

Coin Financial Systems in the NADA computer wave

It was a computer show for dealers

By Jake Kelderman
Washington Reporter

NEW ORLEANS.—"Is this a computer show or is this an auto show?" some dealers were heard to ask at this year's NADA convention. And well they might ask, for computers and computer companies were by far the dominant exhibitors this year.

There were major displays by industry leaders ADP, Reynolds & Reynolds, Oakleaf and Applied Data Systems, Inc., as well as the first showing of the General Motors/EDS alliance's Dealer Information Systems Division (DISD), GM's highly touted effort to link its entire operation through the wonders of computer technology.

Systems simple ehough for the smallest dealer and those sophisticated enough for the largest were on display as well as software ranging in function from one to "relax" a potential buyer who is in the showroom to one to track down any that might have left without a purchase.

ADP showed off a new "super computer" dubbed MAX 25000 for large dealerships, high-volume dealerships and multiple-location dealerships with eight megabytes of main memory, one gigabyte of disk storage and the ability to handle data from 205 terminals at one time. Reynolds & Reynolds

Please turn to Page 21, Col. 1

Saab follows Volvo on plant site

NYKOPING, Sweden.—Saab-Scania has confirmed that—like Volvo—it will set up a new passenger-car assembly plant in a large shipyard that is being closed down by the government. Saab also said it has entered into a deal with the government similar to Volvo's.

Saab will move a local assembly operation into the Kochum shipyard in Malmo when production is halted there in 1988. The car maker will expand its existing operation, and new jobs will be offered to the former shipyard workers.

Saab's compensation from the government will be exactly the same as for Volvo's Uddevalla facility—12.5 billion Swedish kronor (about $1.7 million) released from otherwise frozen investment funds. The government will also give Saab a fixed training cost contribution of 200,000 kronor (about $26,800) for each new employe taken on.

The agreement is part of a government package designed to provide new jobs for 2,300 of 2,700 shipyard workers in the Malmo area.

By deciding to expand in Malmo, Saab has moved beyond its recently set goal of producing 150,000 cars a year in 1988. The company may reach 200,000 cars a year by 1994.

The Saab-Scania group of companies' investments for the Malmo plant and other projects in Sweden from 1986-92 will amount to 31 billion Swedish kronor or some $4.2 billion.

The company plans to begin production at its new Malmo plant at the end of 1989. The facility will assemble cars from painted bodies produced in the Trollhattan plant. Initial production capacity will be 60,000 cars a year.

That total would be a substantial increase over production at the existing local facility, even if capacity there is boosted as planned from the current 23,000 cars a year to 35,000 in 1988.

By that time, Saab will begin transferring operations to the new premises in Malmo, four miles to the south. The work force will subsequently grow from 1,200 people (versus 630 currently) to 1,600 in 1989.

In a second stage of expansion, projected capacity after 1992 could increase from 60,000 a year to 90,000—with only one-third of that production based on painted bodies supplied by the Trollhattan plant.

"This wil help reduce the shortage of cars," said Bengt Odmann, Saab Car Division vice president of sales and marketing. "We will be in a better position to respond to market fluctuations."

According to plans, a new body shop and paint shop will be constructed in Malmo, increasing the work force from 1,600 to 2,700 people.

Since it is not actually buying the shipbuilding company, Saab cannot duplicate Volvo's coup of using a shipbuilder's losses to reduce taxes on its auto-making profits.

index

Auction reports	32-33
Classified advertising	34-40
Editorial page	10
Personnel	40
Production by makes	46
Sales, car	8
Service highlights	16
Truck highlights	14

60th year—No. 5114

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

One plant may replace AMC Toledo, Kenosha

By Richard Johnson
Detroit Reporter

CHICAGO.—American Motors is considering replacing both its Kenosha and Toledo assembly plants with a single facility that would turn out both Jeeps and passenger cars, according to Joseph Cappy, AMC executive vice president and chief operating officer.

Cappy's comments at the Chicago Auto Show were the first indication AMC was considering replacing the Toledo Jeep plant, where AMC assembles all Jeep models except the new Wrangler. The Wrangler is built in Brampton, Ont.

He said AMC could consolidate Jeep and car operations in a new plant that is expected to house a 1989 replacement for Alliance/Encore. The company is currently negotiating with five Midwest states, although Cappy said the Alliance/Encore replacement could also be sourced in a foreign country.

AMC is expected to set its plans this spring after receiving responses to detailed questionnaires submitted to the competing states.

"The important thing is that the two facilities we have today, Kenosha and Toledo, are not cost-efficient," Cappy said, noting that both operations are more than 70 years old, with numerous buildings and antiquated layouts.

Several states approached AMC last year after company officials let it be known they would not build the 1989 Alliance/Encore replacement in the aging, multi-story Kenosha facility.

AMC has acknowledged discussions with Wisconsin officials on ways to improve its competitiveness in the state, but has declined to identify other finalists competing for the industrial prize. However, company spokesman have said the contending states are "generally in the Midwest."

In response to a question about the possible closure of Toledo, UAW President Owen Beiber last week said Cappy may be opening a can of worms.

"I would certainly hope that doesn't become the final word there," said Beiber. "I'm sure more will be said about that subject before that comes to pass, and I certainly hope it doesn't."

The Jeep plant has been a source of labor headaches for AMC.

Construction of a new assembly plant will cost $300 million to $400 million, according to Cappy, who said the additional cost of developing new product for the plant would depend on the number of vehicles manufactured there.

During a meeting with reporters at the show, Cappy also said AMC is continuing its pursuit of Asian sources for products and components. It has been widely speculated that AMC will import a low-cost entry-level car from Asia or perhaps a small van from a Far Eastern producer.

Valentines for AMC from Kenosha hopefuls

KENOSHA.—Employes and townspeople hoping to keep the American Motors plant here sent the auto maker about 9,000 valentines last Friday (Feb. 14) along with a red satin heart-shaped pillow embroidered with the words "AMC, don't break our hearts."

The cards, provided by the Kenosha News, were flown to AMC's Southfield (Mich.) headquarters.

AMC cuts back Cherokee output at China plant

CHICAGO.—Citing a shortage of foreign exchange currency in China, American Motors has cut in half its 1986 production plans for the Beijing-built Cherokee launched last fall.

Beijing Jeep Corp., AMC's joint venture with the Chinese, originally set a 1986 production goal of at least 6,000 units for the Cherokee. But at the Chicago Auto Show last week, Joseph Cappy, AMC executive vice president and chief operating officer, said lack of hard currency in the country has forced the company to scale down the original target to 3,000-4,000 units.

"Our venture is extremely good, but there is a currency problem in China," said Cappy. "Our company has shared that problem, but it's a Chinese problem."

However, he saw no threat to the history-making, three-year-old venture, which he said Chinese officials are anxious to see succeed because of its high visibility.

Chinese content on the Cherokee has been put at about 12 percent, although Beijing Jeep has approved an aggressive investment program aimed at quickly increasing that percentage.

Besides the Cherokee, Beijing Jeep assembles 18,000-20,000 BJ212 models annually, although the old, Russian-designed vehicle is expected to eventually give way to the Cherokee.

Later this year, AMC will begin assembling the Jeep Comanche pickup truck in Beijing, with annual volume pegged at 7,000-8,000.

—Richard Johnson

NEW-CAR STOCKS

	Feb. 1, 1986	Jan. 1, 1986	Feb. 1, 1985
Alliance	121	130	128
Encore	166	172	163
Total Renault	135	143	140
Eagle	111	102	115
Total AMC	111	102	115
AMERICAN MTRS.	131	137	136
Horizon	93	85	80
Tur'smo	110	86	90
Reliant	62	57	67
Caravelle	118	91	77
Plymouth	112	104	100
Total Plymouth	83	72	76
Laser	138	113	141
LeBaron K	125	102	90
LeBaron GTS	117	89	64
Cordoba	0	0	0
Fifth Avenue	85	46	89
E-Class	0	0	98
New Yorker	86	69	0
Total Chrysler	107	80	95
Omni	87	75	77
Charger	104	83	88
Daytona	91	75	122
Aries	68	63	70
Lancer	163	119	79
Dodge 400-600	0	0	0
Diplomat	82	77	93
Mirada	0	0	0
Dodge 600	127	102	93
Total Dodge	97	81	84
CHRYSLER CORP.	96	78	85
EXP	0	0	122
Escort	34	26	74
Mustang	94	79	44
Tempo	60	53	81
Taurus	78	45	0
Thunderbird	84	75	76
LTD	64	78	88
Crown Victoria	83	69	136
Total Ford Division	59	51	82
Lynx	50	45	93
Topaz	64	46	73
Sable	61	30	0
Cougar XR-7	78	76	80
Capri	168	140	101
Marquis	69	84	94
Grand Marquis	72	61	138
Total Mercury	69	61	99
Continental	56	47	56
Lincoln	41	32	62
Mark VII	55	42	81
Total Lincoln	45	36	63
Total L-M Division	62	54	90
FORD MOTOR CO.	60	52	85
Skyhawk	98	82	58
Skylark	0	0	60
Somerset Regal	126	130	53
Century	107	99	41
Regal	161	168	62
LeSabre	96	81	67
Electra	124	108	45
Riviera	71	68	52
Total Buick	115	107	55
Cimarron	59	52	77
Seville	63	64	72
Cadillac	58	54	57
Eldorado	60	61	71
Total Cadillac	59	55	63
Chevette	79	64	42
Nova	99	93	0
Cavalier	51	49	44
Citation	66	78	87
Camaro	135	105	70
Celebrity	79	69	36
Malibu	0	0	0
Monte Carlo	130	111	47
Chevrolet	130	98	74
Corvette	93	105	54
Total Chevrolet	87	75	53
Firenza	102	91	53
Omega	0	0	0
Calais	161	132	58
Cutlass Ciera	84	84	27
Cutlass Supreme	110	110	31
Olds 88	92	66	54
Olds 98	69	65	46
Toronado	83	85	60
Total Oldsmobile	96	88	41
Fiero	157	163	89
1000	113	115	57
Sunbird	58	60	67
Phoenix	0	0	1
Firebird	109	89	73
Grand Am	43	37	27
6000	70	81	41
Bonneville	90	90	72
Grand Prix	125	128	82
Parisienne	158	136	96
Total Pontiac	86	84	62
GENERAL MTRS.	91	83	52
VOLKSWAGEN	85	82	0
HONDA	19	7	24
NISSAN	27	20	0
DOMESTIC TOTAL	82	73	65
Subcompact	67	59	73
Compact	75	68	64
Intermediate	94	88	54
Standard	106	84	87
Luxury	71	62	61

Stock soars to 6½-year high

By Kathy Boyer
Detroit Reporter

Sales incentives in January did not reduce the domestic-car inventory.

The stockpile of unsold new cars rose inexorably during the deep-winter month.

As of Feb. 1, the number of unsold new domestic cars was a 6½-year high and the days' supply was a 3½-year high.

Total domestic-car inventory of 1,767,086 for Feb. 1 was the largest tallied since Aug. 1, 1979, when 2,026,294 were counted. The unit count had been 1,629,649 a month earlier and 1,565,456 a year earlier.

Days' supply on Feb. 1 also jumped, reaching 82, the highest recorded since Sept. 1, 1982, when an 88-day supply was reported.

Days' supply had been 73 a month earlier and 65 a year ago.

Feb. 1 inventories were shared as follows: General Motors, 61.56 percent; Ford Motor Co., 19.00 percent; Chrysler Corp., 15.50 percent; American Motors, 2.17 percent; Volkswagen, 1.07 percent; Honda, 0.37 percent, and Nissan, 0.33 percent.

A month ago the standings were: General Motors, 63.22 percent; Ford Motor Co., 18.46 percent; Chrysler Corp., 14.16 percent; American Motors, 2.55 percent; Volkswagen, 1.18 percent; Nissan, 0.28 percent, and Honda, 0.15 percent. (All figures for VW, Nissan and Honda in this story are based on U.S. production only.)

By size class, the Feb. 1 inventory was divided this way: Subcompact, 16.61 percent; compact, 22.21 percent; intermediate, 37.99 percent; standard, 12.83 percent, and luxury, 10.36 percent.

A month earlier shares were: Subcompact, 16.50 percent; compact, 21.95 percent; intermediate, 39.78 percent; standard, 11.52 percent, and luxury, 10.25 percent.

Domestic models by size class and days' supply on Feb. 1:

Subcompact—Encore, 166; Fiero, 157; Laser, 138; Alliance, 121; Pontiac 1000, 113; Turismo, 110; Charger, 104; Nova, 99; Horizon, 93; Daytona, 91; Omni, 87; Volkswagen, 85; Chevette, 79; Lynx, 50; Escort, 34; Nissan, 27, and Honda, 19.

Compact—Capri, 168; Camaro, 135; LeBaron, 125; Eagle 111, Firebird, 109; Firenza, 102; Skyhawk, 98; Mustang, 94; Aries, 68; Topaz, 64; Reliant, 62; Tempo, 60; Cimarron, 59; Sunbird, 58, and Cavalier, 51.

Intermediate—Lancer, 163; Calais, 161; Regal, 161; Monte Carlo, 130; Dodge 600, 127; Somerset, 126; Grand Prix, 125; Caravelle, 118; LeBaron GTS, 117; Cutlass Supreme, 110; Century, 107; Bonneville, 90; New Yorker, 86; Cutlass Ciera, 84; Thunderbird, 84; Celebrity, 79; Cougar XR-7, 78; Taurus, 78; Pontiac 6000, 70; Marquis, 69; Citation, 66; LTD, 64; Sable, 61, and Grand Am, 43.

Standard—Parisienne, 158; Chevrolet, 130; Plymouth, 112; LeSabre, 96; Oldsmobile 88, 92; Crown Victoria, 83; Diplomat, 82, and Grand Marquis, 72.

Luxury—Electra, 124; Corvette, 93; Fifth Avenue, 85; Toronado, 83; Riviera, 71; Oldsmobile Ninety-Eight, 69; Seville, 63; Eldorado, 60; Cadillac, 58; Continental, 56; Mark VII, 55, and Lincoln, 41.

Import inventory dips

By Kathy Boyer
Detroit Reporter

Imported-car inventories on Feb. 1 showed a modest decline from the month-earlier total, but the days' supply was the highest in almost three years.

The Feb. 1 inventory count was 329,798 cars, according to Automotive News estimates. That total compares with 338,315 a month earlier and 262,990 a year earlier.

The days' supply—represented by unsold cars at dealerships, at dockside and in transit—on Feb. 1 was the highest for any month-opener since the 40-day stock recorded for May 1, 1983. Days' supply had been 28 a month earlier and 33 a year earlier.

Import trucks also carried a higher days' supply, reaching 48 on Feb. 1, the highest since Dec. 1, 1983.

A month earlier, the days' supply of trucks was 38, and a year earlier it was 36.

Unsold trucks numbered 124,781, compared with 102,664 on Jan. 1 and 101,619 on Feb. 1 a year ago.

The Feb. 1 combined imported car and truck inventory rose to 454,579—the highest since Jan. 1, 1983, when 487,851 units were in stock. This marks the fourth time in 36 months that the combined inventories have topped 400,000.

The car and truck inventory total represented a 39-day supply, the highest since May 1, 1983, when a 45½-day supply was reported.

On Feb. 1, import-car inventories were divided this way: Japan, 65.07 percent; Germany, 22.95 percent, and other countries, 11.98 percent.

A month earlier, the shares were: Japan, 62.79 percent; Germany, 25.18 percent, and other countries, 12.03 percent.

Cars by country of origin and their Feb. 1 days' supply were as follows:

IMPORT STOCKS

	Feb. 1, 1986	Jan. 1, 1986	Feb. 1, 1985
Spectrum	215	191	146
Sprint	89	89	38
Chevrolet	149	138	109
Chrysler Corp.	79	52	60
Honda	9	8	13
Isuzu	79	107	19
Mazda	26	13	48
Mitsubishi	21	31	13
Nissan	34	35	29
Subaru	23	25	23
Toyota	8	11	12
JAPAN	30	19	25
Audi	80	63	110
BMW	52	62	65
Mercedes-Benz	23	19	40
Merkur	104	107	0
Porsche	76	56	46
VW	80	83	74
GERMANY	61	57	70
Alfa Romeo	45	111	66
Jaguar	26	3	35
Peugeot	72	103	45
Renault	281	263	218
Saab	55	47	31
Volvo	47	120	37
Yugo	26	24	0
Other Countries	49	68	47
Total ImportCars	36	28	33
Isuzu	122	65	164
Mazda	37	21	36
Mitsubishi	23	54	22
Nissan*	67	58	24
Toyota	28	23	33
Chrysler	69	61	51
Total Import Trucks	48	38	37
Total Import Vehicles	39	30	34

*Includes domestic trucks

Japan—Toyota, 8; Honda, 9, Mitsubishi, 21; Subaru, 23; Mazda, 26; Nissan, 34; Isuzu, 79; Chrysler Corp., 79, and Chevrolet imports, 149, (including 89 for the Suzuki-built Sprint and 149 for the Isuzu-built Spectrum).

Germany—Mercedes-Benz, 23; BMW, 52; Porsche, 76; Volkswagen, 80; Audi, 80, and Merkur, 104.

Other countries—Yugo, 26; Jaguar, 26; Alfa Romeo, 45; Volvo, 47; Saab, 55; Peugeot, 72, and Renault, 281.

Trucks and their days' supply were: Mitsubishi, 23; Toyota, 28; Mazda, 37; Nissan, 67; Chrysler, 69, and Isuzu, 122.

All import truck figures include Nissan's domestic models.

Car sales decline, trucks gain in Canada

By Jenny L. King
Detroit Reporter

After five consecutive months of increases at the end of 1985, sales of new North American-built passenger cars in Canada were down 2.59 percent in January. But truck sales by the four major makers pushed 15.72 percent ahead of their year-ago total.

January car sales, with Ford showing the only increase, numbered 47,628, off some 1,200 units from 48,896 in 1985. The 2.59-percent decline followed a steady stream of improved sales beginning in August, 1985.

Ford reported sales of 11,227 domestic cars, up 8.34 percent from 10,363. General Motors was off 2.09 percent, to 25,673 from 26,221. Chrysler slipped 8.61 percent, to 9,206 from 10,073.

American Motors finished the month with sales of 940 units, down 40.54 percent from 1,581. The figures included 224 imported Renaults this year versus 442 in 1985. Volvo was down 11.55 percent, to 582 from 658.

GM's share of the new-car market in January was 53.87 percent, up from 53.63 percent. Ford earned 23.63 percent compared with 21.19 percent a year earlier. Chrysler slipped to 19.31 percent from 20.60 percent. AMC plunged to 1.97 percent from 3.23 percent, and Volvo had 1.22 percent, down from 1.35 percent.

In contrast, all four major North American truck makers posted sales gains in January. Total sales increased 15.72 percent, climbing to 23,727 from 20,503 last year. It was the 31st consecutive month of truck sales gains in Canada.

GM was up 16.51 percent, to 10,082. Ford climbed 17.11 percent, to 8,454. Chrysler reported a record January, with sales of 3,966 up 2.61 percent from 3,865. Jeep was up 59.92 percent, to 1,225 from 766.

The market shares shifted in favor of AMC and away from Chrysler. Ford and GM gained slightly.

AMC was up to 5.16 percent from 3.74 percent. Chrysler slipped to 16.72 percent from 18.85 percent. Ford had 35.63 percent, up from 35.21 percent and GM moved to 42.49 percent from 42.20 percent. Truck sales include captive imports.

DOMESTIC SALES

	Feb. 1-10, 1986	Feb. 1-10, 1985
Renault		
Alliance-Encore	1,550†	2,200†
AMC	250†	320†
AMERICAN MOTORS	1,800†	2,520†
Chrysler	6,762	5,782
Plymouth	7,632	8,503
Dodge	7,719	9,695
CHRYSLER CORP.	22,113	23,980
Ford	28,966	25,900
Mercury	10,481	10,046
Lincoln	3,423	4,467
FORD MOTOR CO.	42,870	40,413
Buick	16,071	18,330
Cadillac	6,547	6,053
Chevrolet	35,994	29,490
Oldsmobile	25,676	24,669
Pontiac	15,333	14,535
GENERAL MOTORS	99,621	93,077
VOLKSWAGEN	1,148	900
HONDA	3,453	4,331
NISSAN	1,368	0
U.S. INDUSTRY TOTAL	172,373	165,221

†—Estimate

Car sales up 4 percent in Feb. period

By Jenny L. King
Detroit Reporter

Early February new-car sales rose 7,000 units, or 4.33 percent, from the equivalent 1985 period.

Low-interest-rate incentives were most probably the reason for the increase during a traditionally slow time of year.

Feb. 1-10, 1986, domestic sales of 172,373 included year-to-year increases for three of the six makers reporting a year ago.

With eight selling days in the period both years, the recent daily average of 21,547 was up 4.33 percent from 20,653 in 1985, when the total was 165,221. Two years ago, sales for the period reached 181,694. The record is 235,527 and dates back to 1965.

General Motors reported period sales of 99,621, up 7.03 percent from 93,077. Ford Motor Co. was up 6.08 percent, to 42,870 from 40,413. Chrysler Motors dropped 7.79 percent, to 22,113 from 23,980.

Volkswagen, on a roll with increased sales every period since Aug. 11-20, 1985, was up 27.56 percent to 1,148 from 900. Honda sales were off 20.27 percent, to 3,453 from 4,331. American Motors' sales estimate of 1,800 was down 28.57 percent from 2,520, and Nissan dealers delivered 1,368 U.S. Sentras in the period.

All figures in this story refer only to domestically produced autos.

GM's share of the market improved to 57.79 percent from 56.34 percent. Ford was up to 24.87 percent from 24.46 percent. Chrysler slipped to 12.83 percent from 14.51 percent. Honda's 2.00 percent was down from 2.62 percent a year earlier. AMC had 1.04 percent compared with 1.53 percent. VW edged up to 0.67 percent from 0.54 percent. Nissan earned 0.80 percent of the Feb. 1-10 domestic market.

Domestic makes reporting sales increases were Chrysler, up 16.95 percent; Ford, up 11.84 percent; Mercury, up 4.33 percent; Cadillac, up 8.16 percent; Chevrolet, up 22.05 percent; Oldsmobile, up 4.08 percent; Pontiac, up 5.49 percent, and VW, up 27.56 percent.

Minus signs stood before sales numbers from Plymouth, down 10.24 percent; Dodge, down 20.38 percent; Lincoln, down 23.37 percent; Buick, down 12.32 percent; AMC, down 21.88 percent; Renault, down 29.55 percent, and Honda, down 20.27 percent.

Year-to-date sales reached 808,277, up 1.89 percent from 793,258.

used-car auction directory

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities. p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957

Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Tues. & Fri. P.O. Box 1086
Harrisonburg, VA 22801-1086
703-434-5993

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION!

factories list auction dates

American Motors

Feb. 18—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Feb. 19—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

Feb. 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Feb. 25—D-A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Feb. 26—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, Ohio

Feb. 27—Evansville Auto Auction, Evansville, Ind., and Northway Exchange Auto Auction, Clifton Park, N.Y.

Chrysler Corp.

Feb. 18—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 19—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Southwest Auto Auction, Phoenix

Feb. 20—Tim Anspach Auto Auction, Albany, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Feb. 21—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Feb. 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 20—Aptco Auto Auction, Taylor, Mich., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 25—South Seattle Auto Auction, Kent, Wash.

Feb. 26—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

Feb. 27—Baltimore Washington Auto Exchange, Baltimore, and Big H Auto Auction, Houston

General Motors

Feb. 18—South Seattle Auto Auction, Kent, Wash.

Feb. 19—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Feb. 20—Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston

Feb. 26—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Nissan

Feb. 20—Nashville Auto Auction, Nashville

Used Car Sales
Auction Averages

Feb. to date	$4,800
Month ago	$4,763
Year ago	$4,699

Model Breakdown
Auction Averages

	FEB. 1986	JAN. 1986	DEC. 1985
1986	$10,481	$8,769	
1985	$8,699	$8,509	$9,839
1984	$6,127	$5,943	$6,514
1983	$5,204	$5,206	$5,594
1982	$4,110	$4,136	$4,507
1981	$3,196	$3,163	$3,474
1980	$2,479	$2,402	$2,694
1979	$2,468	$1,954	$2,207
Overall Average	$4,800	$4,851	$4,559

1985 Minuteman award goes to Maguire

Robert J. Maguire, Bob Maguire Chevrolet, Bordertown, N.J., receives the 1985 Minuteman award from the New Jersey National Guard for meritorious community service. From left are Rep. Christopher H. Smith, New Jersey Republican; Robert J. Maguire, dealership president; Maj. Gen. Francis R. Gerard, adjutant general, New Jersey National Guard, and Thomas W. Kelley, commander, U.S. Army Training Center and Fort Dix.

LaFata steps down at Aptco

TAYLOR, Mich.—Sam LaFata, president of Aptco Auto Auction here, is leaving to make way for the Anglo American Auto Auctions, Inc., team.

When LaFata purchased Aptco 16 years ago, it was a two-lane, 140-car-per-week operation in nearby Melvindale. After a year, LaFata purchased 18 acres of land here and built a four-lane auction with automatic car wash, reconditioning center and quarter-mile test track. Today, Aptco stands on 50 acres of land and handles more than 100,000 cars a year, including executive fleets sold by the major manufacturers.

LaFata recalls his first Chrysler factory sale in 1979, when the auto maker had fallen on hard times.

"We sold over 986 cars and handed Chrysler a check for over $5 million—not bad for four hours' work," he said.

LaFata is a past president of the Michigan Independent Automobile Dealers Assn. and of the Midwest Auto Auction Assn. He also has served on the board of the National Auto Auction Assn.

Nissan in U.S. to get engines from Mexico

MEXICO CITY.—Nissan Mexicana has confirmed that starting in the second half of this year, it will export 1,600-cc engines to the Nissan plant in Smyrna, Tenn.

The engines will be used in a remodeled version of the Sentra.

Anglo offers fleet liquidation

NASHVILLE.—A new service to help control high corporate fleet overhead costs and ease the burden of fleet turnovers is offered by the second-largest auction operator in the U.S.

The Auction Managed Fleet Plan of Anglo American Auto Auctions, Inc., utilizes the company's 12 locations around the country to liquidate fleets of various sizes.

"It's really a customized operation," said Dennis Thee, Anglo's vice president for sales. "We design a fleet plan for each customer, depending upon their particular needs.

"By centralizing all accounting and reporting operations at our Nashville headquarters and then combining them with our auction network, we are able to streamline the disposal of a company's fleet, keeping its overhead low."

Based on fleet users' research, Anglo now provides several new fleet-management services through its auction network. For instance, Anglo will oversee the reconditioning of each unit before auction, will transport cars to auction, will provide weekly sales and will offer detailed documentation with full payment to fleet sellers.

Anglo also has joined its 12 auctions with a network of 20 independently owned auctions in the Allied Auctions Group to further extend services to customers nationwide, according to Anglo.

The company attempts to coordinate the turning of the old fleet with delivery of new vehicles so transportation is uninterrupted.

A potential customer of the fleet plan is a company with an inconsistent procedure for disposing of its used fleet, said Anglo. Those companies often find themselves losing money by not obtaining the best price available and by spending inordinate amounts of time on fleet management.

According to Anglo, its fleet plan assimilates many of the necessary fleet department functions, thus turning the fixed overheads of fleet operation into variable overheads which are controllable and incurred only when needed.

The company offers an extensive advertising campaign for each client, outlining what's being sold, when and where. This is supplemented by Anglo's market reports to dealers in each auction area.

The Auction Managed Fleet Plan concept was developed by Anglo's parent company, British Car Auction Group, Ltd., in England, where more than 70 percent of the automobiles purchased are corporate-owned.

Anglo American is a wholly owned subsidiary of Sandgate Corp., a part of British Car Auction Group plc.

Carter heads Canadian dealers

TORONTO.—Howard G. Carter, Vancouver, B.C., has been named president of the Federation of Automobile Dealer Assns. of Canada.

Howard G. Carter

Carter replaces Brent Logan, a General Motors dealer in Yorkton, Sask., as head of the association, which represents all franchised new-car and truck dealers, both domestic and import, in the country.

Carter heads Carter Pontiac-Buick, Ltd., Vancouver, the largest Pontiac-Buick dealership in Western Canada. He also is president of Carter Honda and Carter Motor Cars, (Rolls-Royce, Bitter, Ferrari, Alfa Romeo, Nissan).

Burger explains lure of mall dealerships

By Richard Johnson
Detroit Reporter

CHICAGO.—The dealer franchise system is not going away, but it will undergo changes in the coming years, according to Robert Burger, Chevrolet general manager.

Chevrolet has been studying alternatives to the traditional one-dealer/one-showroom means of selling and servicing cars and trucks.

Burger told reporters at the Chicago Auto Show that new marketing techniques, such as a pilot program for mall dealerships, do not portend a restructuring of the basic auto retailing system in the U.S.

"I see nothing that says the franchise system is going to change, but there will be innovations," Burger said.

He said innovation is needed because state franchising laws have frequently prohibited manufacturers from establishing dealer points in growth areas.

"In many cases, we have been denied access to a market because of the franchise laws," he said. "That's why you are going to see innovation in the distribution systems. But the same dealers who are there today will be there 25 years from now."

Chevrolet has been reviewing retailing alternatives, including mall satellites and upgraded electronic videotext centers. But Burger said that even if most major purchases are handled by a home computer in the future, as is widely predicted, heavily capitalized dealer sites will remain central to the auto business.

"You've got to remember that nobody ever offered you anything for that TV set that wore out," he said.

"The one thing about the system that holds it in place is that used vehicle. Because of its original cost, it retains a pretty high marketable value and, somehow, you've got to be able to market that vehicle. I say the franchise system will stay in place primarily because of that," Burger said.

Chevrolet mall satellite stores, the first for General Motors, have been opened in Moline, Ill., and Appleton, Wis. The outlets are basically scaled-down sales offices owned and operated by a nearby dealer designed to glean prospects from heavy shopping-mall traffic.

Burger said the two dealer-owned Chevy stores were developed in response to requests from the individual dealers.

"Both of the dealers are younger guys—very innovative, very aggressive—and both saw an opportunity in their marketplace," he said. "We said, 'OK, we'll modify the sales agreement to allow you to do it.'"

But Burger said the satellite stores, while part of the future, are not necessarily the "wave" of the future.

"If you look at the example of Appleton, Wis., John Bergstrom, the dealer, is a very aggressive guy," said Burger. "A mall goes up several miles from his dealership, he's the only dealer in town and the traffic flow through that mall is fantastic.

"He had an opportunity to rent a pretty sizeable space to display vehicles," Burger added. "But it isn't how many vehicles he is selling. What he is finding is that people, given the opportunity to really shop, become much more deeply engrossed in the purchasing process. They're a lot less uncomfortable dealing with people who are experts in the products, but perhaps less expert in closing the deal."

The need for satellite units may also arise from new community growth patterns, he said. A 10-year-old store may see rampant development several miles away, leaving the dealer no alternative to setting up a mall outlet.

"Say the growth goes the other way on me," Burger said. "Someone puts up a mall. Why not go there and display six or eight cars, put three or four people out there and let them talk about why it's worth their time to come across town?"

Robert Starr, Chevrolet general sales and service manager, said the division is studying its existing satellite stores "to see what it brings to us."

While other GM divisions have established mall stores, Starr said Chevrolet has no current plans to add more secondary outlets.

"Every division in GM has two," said Starr. "We may put a third one in. We're trying to do it in certain parts of the country. So we would not put one in, for instance, 100 miles from where we have one. We're really trying to see what the market is going to do with these kinds of mall stores. If the experience is good, we'll see what we can do."

"Basically what we're getting is the traffic," he said. "We're trying to get the female buyer and the under-35 buyer, and if you think about where those people go to shop, it's in the malls."

Ford Division has situated a good many satellite stores in geographic areas without sufficient population density to support full-line dealerships. Ford has also developed several secondary units in large shopping malls.

U. S.-CAR OUTLETS

1947 to 1986

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982*	21,680	−0.41
Jan. 1, 1983**	20,799	−4.06
Jan. 1, 1984	20,841	+0.20
Jan. 1, 1985	20,902	+0.29
Jan. 1, 1986	20,673	−1.10

*—Jan. 1, 1982 and subsequent totals include Volkswagen.
**—Jan. 1, 1983 and subsequent totals include Renault.
Copyright, 1986, Automotive News

RETAIL OUTLETS, U.S. MAKES OF PASSENGER CARS
1986 VS. 1985

	Jan. 1, 1986 Exclusives (Within Corp.)	Jan. 1, 1986 Multiples (Within Corp.)	Jan. 1, 1986 Total Franchises	Jan. 1, 1986 Net Dealers	Jan. 1, 1985 Exclusives (Within Corp.)	Jan. 1, 1985 Multiples (Within Corp.)	Jan. 1, 1985 Total Franchises	Jan. 1, 1985 Net Dealers
AMERICAN MOTORS-RENAULT	156	2,530	2,686	1,421	192	2,546	2,738	1,465
AMC	103	1,265	1,368		124	1,273	1,397	
Renault	53	1,265	1,318		68	1,273	1,341	
CHRYSLER CORP.	954	8,031	8,985	4,003	965	7,931	8,896	3,988
Chrysler	0	3,049	3,049		0	3,023	3,023	
Dodge	945	1,982	2,927		955	1,938	2,893	
Plymouth	9	3,000	3,009		10	2,970	2,980	
FORD MOTOR CO.	2,780	6,247	9,027	5,517	2,840	6,208	9,048	5,564
Ford	2,769	1,913	4,682		2,825	1,907	4,732	
Lincoln	0	1,598	1,598		0	1,578	1,578	
Mercury	11	2,736	2,747		15	2,723	2,738	
GENERAL MOTORS	5,080	10,715	15,795	9,830	5,205	10,710	15,915	9,965
Buick	710	2,250	2,960		725	2,250	2,975	
Cadillac	255	1,360	1,615		255	1,355	1,610	
Chevrolet	2,940	2,110	5,050		3,020	2,100	5,120	
Oldsmobile	625	2,565	3,190		630	2,570	3,200	
Pontiac	550	2,430	2,980		575	2,435	3,010	
VOLKSWAGEN	877	0	877	877	899	0	899	899
TOTALS	9,847	27,523	37,370	21,648	10,101	27,395	37,496	21,881
Minus Intercorporate duals				975				979
NET DEALERS				20,673				20,902

Copyright, 1986, Automotive News

Dealer tally declines to 20,673

Continued from Page 1

for the domestic industry as a whole.

The increases of 1983 and 1984 followed severe declines during the recession—drops that peaked at a staggering 1,607 outlets in 1980.

There was no compelling reason for last year's dip. Domestic new-car sales rose in 1985, topping 8 million for the first time since 1979. The 1985 slip seems to be simply a continuation of the move toward fewer but larger dealerships that has been in evidence ever since the end of the rebuilding of dealer organizations that followed World War II.

In 1985, there was a drop of 38 domestic-car outlets in the first quarter. The loss climbed to 77 in the second quarter and totaled 73 for the third. The fourth quarter brought a lighter falloff of 41 establishments.

Here are the domestic dealer figures by quarter during the year:

Jan. 1, 1985	20,902
April 1, 1985	20,864
July 1, 1985	20,787
Oct. 1, 1985	20,714
Jan. 1, 1986	20,673

Despite the decline in dealerships, franchise totals increased for six domestic makes. Eight were down.

All three Chrysler Corp. makes added franchises during 1985. Dodge was up 34, Plymouth was up 29 and Chrysler was up 26. At Ford Motor Co., there were gains of 20 for Lincoln and 9 for Mercury. Cadillac's total was up 5 for the year.

Chevrolet and Ford, the two largest dealer organizations, suffered the greatest losses in 1985. Chevrolet's franchise total was off 70 and Ford's was off 50.

Elsewhere, there were dips of 30 for Pontiac, 29 for AMC (Eagle), 23 for Renault (Alliance and Encore), 22 for Volkswagen, 15 for Buick and 10 for Oldsmobile.

As noted, Chrysler Corp. was the only domestic maker to increase its dealer total during 1985. It added 15 for a year-end count of 4,003, and its total climbed above 4,000 for the first time since mid-1980.

Chrysler's count advanced by one in the first quarter, 5 in the second and 9 in the fourth. The corporation has boosted its total in 12 of the last 13 quarters; the other—the third quarter of 1985—showed no change.

Franchise figures on Jan. 1 were Chrysler, 3,049; Plymouth, 3,009, and Dodge car, 2,927.

In addition to its 4,003 car outlets, Chrysler Corp. has 4 that handle only Dodge trucks. They are not included in the corporate dealership total or the Dodge car-franchise total.

Ford Motor's dip of 47 establishments last year followed increases of 94 in 1983 and 56 in 1984. The current tally of 5,517 compares with 5,564 a year earlier. Quarterly dips last year were 11-9-13-14.

Franchise counts for its three makes on Jan. 1 were Ford car, 4,682; Mercury, 2,747, and Lincoln, 1,598.

There are 117 dealerships that handle only Ford heavy-duty trucks. They are not included in the corporate car-dealership total or in the Ford Division car-franchise total.

GM's count went down by 135 in 1985 for a year-end net of 9,830. The dip was steeper than 1984's 75 and was about the same as the decline of 120 in 1983. Quarterly slips last year 20-35-35-45.

Including GMC truck outlets, the General Motors dealership total was 10,400 as 1986 began.

Franchise totals on Jan. 1 were Chevrolet, 5,050; Oldsmobile, 3,190; Pontiac, 2,980; Buick, 2,960, and Cadillac, 1,615.

AMC-Renault had 1,421 car dealerships on Jan. 1, a dip of 44 from 1,465 at the beginning of 1985. The total receded by 3 in the first quarter, 23 in the second and 24 in the third. The fourth quarter brought an increase of six outlets.

The Jan. 1 franchise totals were 1,368 for AMC and 1,318 for Renault.

AMC has 738 duals with Big Three makes, and Renault is included in 90 percent of them. Half of AMC's 73 links with Volkswagen also handle Renault.

VW had 877 dealers on Jan. 1, down 22 from a year earlier. There were declines of 5, 10 and 7 outlets in the first three quarters and no change in the fourth.

VW has an estimated 150 duals with the Big Three and/or AMC.

Dealer total in Canada records a small increase

WILLOWDALE, Ont.—The number of new-car dealerships in Canada has increased slightly, according to the semi-annual survey conducted by the Federation of Automobile Dealer Assns. of Canada.

The count in the October survey was 3,597, compared with 3,488 a year earlier, FADA reported. The number of franchises also increased, to 4,064 from 3,955 the previous year. Some dealers hold more than one franchise.

Of the 19 makes monitored by FADA, eight showed an increase in dealer numbers, eight showed losses and three had no change.

Among domestics, Ford franchises rose 3.2 percent and Chrysler was up 2.8 percent. Smaller gains were reported for General Motors.

Among imports, the number of Hyundai franchises rose 69.6 percent. Skoda was up 4.2 percent and Suzuki 12.8 percent. Small gains also were notched by Jaguar and Saab.

Volvo franchises were down 1.1 percent and Volkswagen had 3.9 percent fewer franchises. Small setbacks were recorded for American Motors, BMW, Honda, Lada, Subaru and Nissan. No change was recorded for Mazda, Mercedes-Benz and Toyota.

Franchise counts by make (with year-earlier tallies in parentheses) were: General Motors, 962 (960); Ford, 667 (646); Chrysler, 548 (533); Toyota, 208 (208); AMC, 198 (204); Volkswagen, 195 (203); Nissan, 187 (192); Honda, 184 (186); Hyundai, 173 (102); Mazda, 133 (133); Suzuki, 88 (78); Subaru, 80 (82); Lada, 78 (80); Volvo, 72 (81); Skoda, 61 (42); Mercedes-Benz, 53 (53); BMW, 45 (46); Saab, 43 (41); Jaguar, 22 (20), and other, 67 (65).

Laws against chop shops requested in Pennsylvania

HARRISBURG, Pa.—State Atty. General LeRoy S. Zimmerman asked the Pennsylvania Legislature for tough laws to crack down on auto theft chop-shop businesses.

Zimmerman said car theft in the state in 1984 increased 7 percent over the previous year to about 40,000 vehicles valued at $160 million. Because professional operations disassembled them, only 12.9 percent of the cars were recovered, he said.

Chrysler V-6 for Trenton if union acts

By Mary Connelly
Detroit Reporter

Chrysler Corp. will build its new V-6 engine at its Trenton (Mich.) engine plant if it can reach a "progressive" labor agreement with the UAW local at the site.

On Feb. 9, members of UAW Local 372, which represents 2,200 workers at the plant, authorized the union to negotiate a streamlined labor pact that could result in changes in work rules and job classifications.

On Feb. 10, Chrysler said it would invest up to $280 million to produce the new engine if the new agreement is reached.

Talks are scheduled to begin immediately, Chrysler said.

"If the new labor agreement is reached, production of the new engine will provide 1,500 jobs that otherwise would have been lost," said Anthony P. St. John, Chrysler vice president—industrial relations. "In addition, more than 500 jobs will be created in other plants of the corporation that will produce parts and components for the V-6 engine."

Patricia Wolford, president of UAW Local 372, said that in a letter to the union, St. John warned that without a new "progressive" agreement, employment at the plant would drop to 700 by 1990 and that it was "doubtful the plant will remain viable." The plant currently produces 4-cylinder engines.

Wolford said 99 percent of the estimated 1,200 to 1,500 UAW members voting favored authorizing negotiation of a new-style agreement. A new local pact would also require ratification by the local membership.

Chrysler would begin producing the new 60-degree V-6 engine at the plant in the 1990s.

The V-6 will power a number of yet-to-be-introduced Chrysler products. No details have been released, but it is likely that the engine would replace Chrysler's 2.2-liter and 2.5-liter 4-cylinder engines in some upscale applications.

UAW President Owen Bieber said last week that the Trenton plant is one of five targeted for revitalization under a program outlined in the national UAW/Chrysler contract approved last fall.

The aim is to "ensure the long-time life of those plants," Bieber said.

Chrysler has maintained that so-called modern, progressive agreements will boost productivity and make its plants more competitive.

Wolford said Chrysler has not yet outlined its contract proposal but that the company has "alluded to classification changes and work rule changes." Wage and benefit rates established by national contract would not be affected, she said.

Chrysler Motors Chairman Gerald Greenwald said last week the national labor agreement negotiated in October "put in place a model plant arrangement."

"It was up to the international, each of the local unions and up to our management in each of our plants to decide which of our plants would be identified as model plants, which ones needed to consider more-modern agreements in order to preserve employment," Greenwald said. "Trenton is among them."

Production Page

U.S. CAR	Week Ended Feb. 15, 1986	Week Ended Feb. 16, 1985	Week Ended Feb. 8, 1986	Feb. to Date	Jan. 1, to Feb. 16, 1985	Jan. 1, to Feb. 15, 1986
AMERICAN MOTORS	0	0	0	0	11,494	2,823
Renault Total	0	0	0	0	11,494	2,823
Alliance	0	0	0	0	7,273	2,378
Encore	0	0	0	0	4,221	445
CHRYSLER CORP.	29,950	17,552	29,513	59,463	163,812	196,016
Plymouth Total	7,950	5,044	7,999	15,949	47,804	54,927
Horizon	2,900	1,735	3,083	5,983	16,561	19,977
Reliant	3,600	2,222	3,474	7,074	20,783	25,179
Caravelle	1,200	875	1,186	2,386	8,234	8,158
Gran Fury	250	212	256	506	2,226	1,613
Chrysler Total	11,400	5,723	10,832	22,232	56,396	72,372
LeBaron	2,600	1,768	2,678	5,278	15,606	17,668
LeBaron GTS	2,600	1,008	2,513	5,113	8,553	15,647
Laser	1,100	530	1,102	2,202	7,030	6,859
New Yorker/E-Class	1,400	1,051	1,424	2,824	9,309	9,899
Fifth Avenue	3,700	1,366	3,115	6,815	15,898	22,299
Dodge Total	10,500	6,785	10,682	21,282	59,612	68,717
Omni	3,200	1,766	3,112	6,312	17,634	20,357
Aries	2,600	2,040	2,432	5,032	15,838	15,916
Daytona	1,000	710	998	1,998	6,211	6,629
Dodge 600	1,500	1,106	1,666	3,166	10,113	10,640
Lancer	1,900	751	2,037	3,937	6,412	12,278
Diplomat	400	412	437	837	3,404	2,897
FORD MOTOR	37,977	34,639	38,937	76,914	251,378	226,320
Ford Division	25,987	22,477	26,510	52,497	163,717	153,350
Escort	7,969	7,064	8,880	16,849	45,644	50,945
Mustang	4,210	3,129	4,204	8,414	23,122	26,039
LTD	0	4,162	0	0	32,253	0
Taurus	6,122	0	5,086	11,208	0	25,896
Thunderbird	3,623	3,996	3,688	7,311	27,537	23,212
Crown Victoria	0	0	0	0	7,122	0
Escort EXP	0	556	0	0	3,583	0
Tempo	4,063	3,570	4,652	8,715	24,456	27,458
L-M Division	11,990	12,162	12,427	24,417	87,661	72,970
Mercury Total	8,300	8,691	8,149	16,449	64,075	49,094
Lynx	1,292	1,830	1,374	2,666	11,234	9,392
Capri	380	676	386	766	3,155	2,725
Marquis	0	2,219	0	0	15,154	0
Sable	2,924	0	2,461	5,385	0	12,585
Cougar	2,391	2,405	2,422	4,813	20,927	15,254
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,313	1,561	1,506	2,819	8,872	9,138
Lincoln Total	3,690	3,471	4,278	7,968	23,586	23,876
Continental	411	634	478	889	4,280	2,789
Lincoln	2,769	2,459	3,209	5,978	16,706	17,916
Mark VI/VII	510	378	591	1,101	2,600	3,171
GENERAL MOTORS	97,255	90,645	95,451	192,706	692,702	619,346
Buick Total	15,001	16,571	13,304	28,305	134,254	100,411
Skylark (X-car)	0	2,344	0	0	16,523	0
Skyhawk	1,775	2,260	1,699	3,474	14,526	11,650
Somerset/Skylark	1,815	2,193	1,829	3,644	16,248	13,080
Century	3,773	4,346	4,431	8,204	30,090	33,700
Regal	780	1,182	0	780	16,007	4,879
LeSabre/Electra (rwd)	255	1,068	228	483	22,787	1,498
LeSabre (fwd)	2,530	0	1,681	4,211	0	10,845
Riviera	765	1,236	390	1,155	8,446	2,629
Electra (fwd)	3,308	1,942	3,046	6,354	9,627	22,130
Cadillac Total	6,871	7,364	6,937	13,808	53,106	39,700
Cimarron	435	531	539	974	3,718	2,799
Seville	581	815	294	875	5,790	1,969
Eldorado	825	1,439	406	1,231	10,656	2,783
Cadillac (rwd)	2,040	970	1,960	4,000	8,105	8,827
DeVille (fwd)	2,990	3,609	3,738	6,728	24,837	23,322
Chevrolet Total	30,300	32,490	33,135	63,435	247,935	213,631
Chevette	2,560	3,048	2,589	5,149	22,314	16,858
Cavalier	9,562	8,694	9,399	18,961	67,524	60,718
Celebrity	6,281	5,257	7,203	13,484	39,158	39,774
Camaro	5,004	3,991	5,000	10,004	31,720	31,709
Citation	0	1,636	0	0	10,873	0
Monte Carlo	2,310	3,242	2,517	4,827	19,957	16,673
Chevrolet	3,855	5,608	6,103	9,958	51,612	46,847
Corvette	728	1,014	324	1,052	4,877	1,052
Oldsmobile Total	26,499	22,992	22,736	49,235	172,508	154,240
Firenza	1,070	1,009	1,117	2,187	10,141	6,578
Cutlass Supreme	5,270	3,182	2,173	7,443	26,288	27,502
Cutlass Ciera	6,759	7,444	7,266	14,025	52,905	44,674
88 (rwd)	480	4,449	440	920	38,038	3,823
88 (fwd)	6,258	0	5,160	11,418	0	29,904
Olds 98	2,723	2,984	2,902	5,625	18,791	19,366
Calais	3,385	3,053	3,387	6,772	19,942	20,489
Toronado	554	871	291	845	6,403	1,904
Pontiac Total	18,584	11,228	19,339	37,923	84,899	111,364
Acadian**	0	231	430	430	1,413	1,400
2000 Sunbird	2,931	2,572	3,035	5,966	19,937	18,528
1000	845	623	686	1,531	4,265	4,122
Firebird	2,674	2,133	2,683	5,357	17,072	16,970
6000	3,564	558	3,971	7,535	2,778	19,575
Parisienne	1,770	1,460	1,763	3,533	10,424	13,264
Fiero	2,400	2,058	2,403	4,803	14,342	9,526
Grand Am	4,400	1,593	4,368	8,768	14,668	27,979
HONDA	3,750	2,979	3,794	7,544	21,696	23,838
NISSAN	1,785	0	1,796	3,581	0	12,481
NUMMI*	2,970	20	2,970	5,940	65	15,010
VOLKSWAGEN	1,550	1,951	1,468	3,018	12,962	10,217
Total Cars, U.S.	175,237	146,886	173,929	349,166	1,154,111	1,106,051
Total Cars, Canada	21,481	19,431	20,014	41,495	131,446	128,699
N. American Cars	196,718	166,317	193,943	390,661	1,285,557	1,234,750
N. American Trucks	91,209	81,051	90,895	182,104	557,056	575,567
North American Cars and Trucks	287,927	247,368	284,838	572,765	1,842,613	1,810,317

*-Revised estimate. **-All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Year's millionth car arrives one day late

By Kathy Boyer
Detroit Reporter

U.S. auto makers assembled their millionth car Feb. 12, one day later than in 1985.

So far this year, 1,106,051 cars have been built, 4.16 percent behind the 1,154,111 completed last year at this point.

Last week's estimated output of 175,237 cars was 0.75 percent more than the previous week's 173,929 and 19.30 percent more than the year-ago week's 146,886, when bad weather slowed production at several plants.

Companies shared last week's estimated production as follows: General Motors, 55.51 percent; Ford Motor Co., 21.67 percent; Chrysler Corp., 17.09 percent; Honda of America Mfg. Co., 2.14 percent; Nissan Motor Mfg. Co., U.S.A., 1.02 percent; New United Motor Mfg., Inc., 1.69, and Volkswagen of America, 0.88 percent.

As reported earlier, AMC's Kenosha plant is closed for inventory adjustment. The plant is expected to resume production late this month.

GM reported no overtime last week.

Ford slated overtime Saturday (Feb. 15) at its Atlanta plant.

All Ford plants except Chicago are scheduled for daily overtime this week (Feb. 17).

Overtime is slated Saturday (Feb. 22) at Ford's Wixom (Mich.), Wayne (Mich.) and Kansas City plants.

Truck production rises to 72,493

Domestic truck makers' targeted output of 72,493 trucks last week was 0.71 percent more than the previous week's 71,983 and 9.55 percent more than the year-ago week's 66,172.

Year-to-date, 456,120 trucks have been assembled, 4.65 percent more than the 435,840 completed last year at this time.

General Motors scheduled Saturday (Feb. 15) overtime at its plants in St. Louis; Moraine, Ohio; Lordstown, Ohio, and Baltimore.

Saturday overtime was slated at Ford Motor Co.'s Norfolk plant.

Ford has scheduled daily overtime this week (Feb. 17) at all plants except Norfolk.

Saturday (Feb. 22) overtime is scheduled at Ford's Twin Cities and St. Louis plants.

Canadian car output highest of 1986

Canadian auto makers last week scheduled their highest production of the year: 21,481 cars—7.33 percent more than the previous week's 20,014 and 10.55 percent more than the year-ago week's 19,431.

So far this year, 128,699 cars have been assembled, 2.09 percent below the 131,446 completed last year at this point.

Canadian truck makers pegged production at 18,716 units last week, 1.04 percent below the previous week's 18,912.

Last week's output was 25.79 percent more than the year-ago week's 14,879, when Chrysler Corp.'s Windsor (Ont.) plant lost production because of bad weather.

Year-to-date, 119,447 trucks have been built, 1.46 percent below the 121,216 assembled last year at this time.

Makers say '85 output totaled 8,186,040 cars

DETROIT.—Revised calendar-year totals released by auto makers place 1985 U.S. auto output at 8,186,040 units, up 5.25 percent from 1984's 7,777,721.

General Motors reported 1985 production of 4,822,478 cars; Ford Motor Co., 1,636,150; Chrysler Corp., 1,266,068; Honda of America Mfg. Co., 145,337; American Motors, 111,138; Volkswagen of America, 96,458; New United Motor Mfg. Co., 64,601, and Nissan Motor Mfg. Co., U.S.A., 43,810.

CANADIAN CAR	Week Ended Feb. 15, 1986	Week Ended Feb. 16, 1985	Week Ended Feb. 8, 1986	Feb. to Date	Jan. 1, to Feb. 16, 1985	Jan. 1, to Feb. 15, 1986
AMERICAN MOTORS	0	570	0	0	1,024	1,200
FORD MOTOR	11,655	9,771	10,162	21,817	73,145	71,651
GENERAL MOTORS	9,601	8,865	9,627	19,228	55,792	54,436
VOLVO	225	225	225	450	1,485	1,412
Total Cars, Canada	21,481	19,431	20,014	41,495	131,446	128,699

U.S. TRUCK☆	Week Ended Feb. 15, 1986	Week Ended Feb. 16, 1985	Week Ended Feb. 8, 1986	Feb. to Date	Jan. 1, to Feb. 16, 1985	Jan. 1, to Feb. 15, 1986
CHEVROLET	25,424	22,313	24,906	50,330	149,971	160,531
DODGE	0	2,849	0	0	26,248	0
FORD	29,333	23,505	30,059	59,392	148,824	186,350
GMC	7,783	7,692	8,054	15,837	43,954	48,327
NAVISTAR	1,485	1,141	1,490	2,975	9,946	9,433
JEEP	4,250	3,535	3,457	7,707	26,691	30,972
NISSAN	1,768	2,987	1,567	3,335	16,016	5,985
AM GENERAL	50	50	50	100	330	322
MISCELLANEOUS	2,400	2,100	2,400	4,800	13,860	14,200
Total Trucks, U.S.	72,493	66,172	71,983	144,476	435,840	456,120

CANADIAN TRUCK	Week Ended Feb. 15, 1986	Week Ended Feb. 16, 1985	Week Ended Feb. 8, 1986	Feb. to Date	Jan. 1, to Feb. 16, 1985	Jan. 1, to Feb. 15, 1986
CHRYSLER	8,624	5,340	9,099	17,723	57,194	57,297
FORD	3,581	3,041	3,231	6,812	23,448	22,381
GENERAL MOTORS	6,336	6,260	6,416	12,752	39,127	38,692
NAVISTAR	175	238	166	341	1,447	1,077
Total Trucks, Canada	18,716	14,879	18,912	37,628	121,216	119,447
N. American Trucks	91,209	81,051	90,895	182,104	557,056	575,567

•—Includes window van production. *— Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

February 24, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

SAE turnout due to reach 32,000 peak

Keynoter heralds new supplier role

It's SAE Week in Detroit, and some 32,000 of the industry's unsung heroes have gathered for the organization's annual International Congress and Exposition. Attendance is expected to be the largest in the history of the event.

There's no shortage of industry leaders on hand, but this week is for the lesser-known automotive folks—the engineers, designers, researchers who play a vital but often unheralded role in the industry.

The theme of this week's gathering in Detroit's Cobo Hall is Excellence in Engineering, a topic that will pervade the technical sessions and special events.

As the proceedings opened, attendees were told that a new day is dawning for automotive original-equipment suppliers. The speaker was Martin D. (Skip) Walker, executive vice president, Rockwell International Corp.

In remarks prepared for his keynote address, Walker predicted that the auto manufacturers' practice of using suppliers as "an overflow valve," letting them make items the auto companies either can't or won't produce themselves, soon will become a thing of the past.

"The North American automotive industry can no longer afford it," he declared.

Walker advised the OEMs to "find a supplier who knows your business so well he can pull up a chair at your next long-range product planning session—a supplier who knows more about his specific piece of business than anyone else."

As for suppliers, Martin urged them to become "sharpshooters" and go "niche-picking."

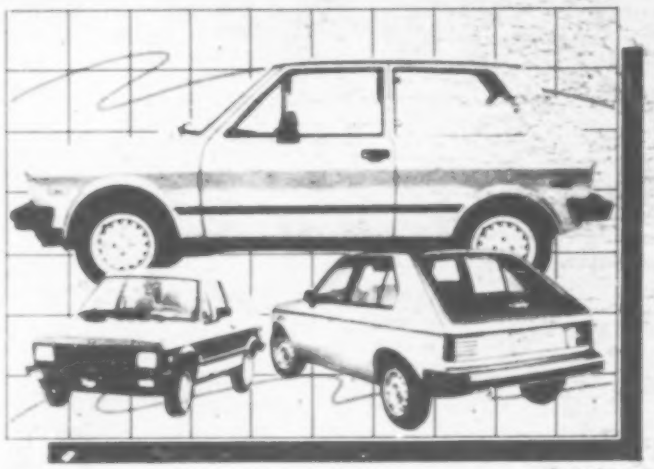
He told them: "Find yourself a special niche in this business and concentrate your best engineering minds and efforts on developing those programs, products, components, subsystems or packaged assemblies where you have a technological edge."

Addressing the annual SAE banquet Thursday will be U.S. Transportation Secretary Elizabeth H. Dole. She is expected to touch on the Excellence in Engineering theme in her address.

"I think that by fully understanding what a customer needs, and by engineering a finished product that meets his need and both easy and cost-effective ... you to manufacture, you'll find ... the profitable future business you can handle."

A "Breakfast With the Presi-

Please turn to Page 34, Col. 3



Sandra Schultz

More seek a piece of small-car pie

By Michelle Krebs
Financial Editor

The U.S. small-car market is heating up to a fever pitch that industry observers say will last through the decade.

The South Korean-built Hyundai Excel went on sale last week—the latest entry in the fiercely competitive small-car market.

Companies like Hyundai and others outside of the traditional auto-producing nations have added a new dimension to the U.S. auto industry.

More and more players, including those from South Korea, Taiwan and Yugoslavia, will be fighting—along with the U.S. and Japanese makers—for a piece of the small-car pie. And that pie is getting smaller.

At the same time, the Japanese Government has decided to extend quotas on car exports to the U.S. Observers view that decision as a signal to Japanese makers to produce more cars for the U.S. market right here in the U.S.

The universal sentiment is that there is no way for overall vehicle demand in the U.S. to absorb the supply of cars that will be coming from the traditional U.S. makers plus the new entries. The situation in the small-car segment is even more intense than in the general market.

A study by Data Resources, Inc. (DRI), shows that by 1988, retail car sales will be about 11.8 million units, while production capacity focused on the U.S. market will be 15.5 million units, an overcapacity of nearly 4 million units.

"Almost all of the 4 million is in small cars," said John Hammond, a DRI economist. "Small cars represent about half of the total market, or roughly 6 million units. There is 10 million units of small-car capacity. That means about 40 percent of the capacity will sit idle."

Like most analysts, William Pochiluk Jr., an auto analyst with Autofacts, Inc., sees the squeeze being put on the traditional U.S. producers. He predicts U.S. plant closings, with small-car plants being the most vulnerable.

In a recent report, he listed 10 vulnerable U.S. plants that may be closed (story on Page 30). The plants represent nearly 2 million units, or 18 percent of small-car capacity.

Industry observers envision intense price competition in all segments throughout the decade but even more in the subcompact and compact segments.

The first signs of price pressure came earlier this month when Chrysler Corp. announced that it was slashing the base price of its Omni/Horizon models by $710.

"That was the first crack in the wall," said Jean-Claude Gruet, auto analyst for Salomon Brothers, Inc. "The crack will become larger and the walls could come tumbling down."

Further complicating the issue now are financing incentives and lower gasoline prices.

While lower gas prices are good for the auto industry generally, they make the smaller, fuel-economical cars less desirable. Financ-

Please turn to Page 65, Col. 1

GM British bid runs into snag

By Richard Feast
European Editor

LONDON.—The sale of BL's Leyland Trucks and Land Rover Group (LRG) to General Motors is not the foregone conclusion it seemed to be only two weeks ago.

Several rival bids have been submitted, including one for an LRG management buyout led by David Andrews, BL's executive director in charge of the commercial vehicle division.

The numerous competing offers were announced against a growing chorus of anti-American sentiment, the like of which has already scuttled a proposed takeover by Ford of BL's Austin Rover Group.

Hill Samuel, the BL merchant bank, has set a March 4 closing date for all takeover proposals. Hill Samuel is the company that successfully floated Jaguar, a former BL company, on the London Stock Exchange in August, 1984.

The British Government, the only BL shareholder that matters, wants to make a decision by the end of March, though Prime Minister Margaret Thatcher has said she favors the GM-Leyland-Land Rover proposal.

The main interest seems to be in LRG. Other than GM and the group's own management, known bids are being submitted by Lonrhro, the U.K.-based trading concern with substantial vehicle distribution interests in the U.K. and Africa, and Aveling Barford, a manufacturer of heavy construction equipment which itself was once part of BL.

Leyland Bus has attracted the attention of Volvo—which has a truck and bus assembly plant in Scotland—and Aveling Barford in addition to the previously announced Laird Group.

Leyland Trucks is said to have been the subject of a proposal from another major truck maker whose identity has so far been kept secret. It was earlier thought that GM was the only likely purchaser.

The identities of those companies and other would-be purchasers have dribbled out during the past week. More are likely to

Please turn to Page 65, Col. 3

Renault tags new products for AMC

By Jean-Jacques Renaux
Staff Correspondent

NICE, France.—American Motors received two pieces of good news—a fresh endorsement from Renault Chairman Georges Besse and word that the long dryspell in bringing new products to the U.S. appears to be over.

Speaking to dealers here, Besse expressed continued support of Renault's partnership with AMC and the American auto maker's efforts to seal a deal with an Asian partner. Besse stressed that exports to the U.S. are crucial to adequate utilization of Renault manufacturing capacity in Europe.

"Our exports to AMC are very important," said Besse. "This year will again be difficult for AMC, but the increased success of our vehicles from the Jeep Division and the prospect of a new range of passenger cars which are better adapted to the U.S. market give us optimism."

Beginning next year, American Motors is counting on a substantial increase in Renault imports. AMC will begin bringing in R-21 compact models next spring and will follow a few months later

Please turn to Page 60, Col. 1

Joe Wilsons

Edsel Ford gets a first-hand account

Black dealers recall barriers

By Matt DeLorenzo
and Jake Kelderman
Automotive News Staff

NEW ORLEANS.—Fred Rhoades started as a bird dog for a dealer in Alabama in the late 1940s. At about the same time, Todd Cochran, who couldn't join the car salesmen's union in San Francisco, became a top closer for one store.

In 1969, both men realized their shared dream of becoming dealers—in the kind of Horatio Alger story NADA boasts about. The story is even more impressive because Rhoades and Cochran are black.

The Big Three now have minority dealer programs of one sort or another, but when Rhoades and Cochran broke into the business, there was little—if any—concern for minorities obtaining dealerships. The only color the manufacturers were interested in was green. If you had the money, you were in.

Yet, there were roles for blacks in the auto busi-

Please turn to Page 64, Col. 3

NEWSPAPER

Chrysler prepares product 'blizzard'

By Mary Connelly
Detroit Reporter

Chrysler Corp.'s upcoming preview of its Sundance and Shadow subcompacts will touch off a "blizzard" of product introductions planned in the next 15 months.

"Between March of this year and May of '87, Chrysler will have no less than nine new major product introductions," Chairman Lee A. Iacocca said recently. "We're going to put a lot of product out there."

Chrysler Motors President Harold K. Sperlich said the "blizzard of product" reflects Chrysler's competitive strategy.

"They're coming at us. We're going to be like the Chicago Bears and go straight at 'em with the blitz, and we're going to make them know we're around and the kind of fight they're in. We are not lying down," Sperlich told an Arizona audience recently.

Chrysler has not detailed all of the planned models.

The 1987 Plymouth Sundance and Dodge Shadow subcompacts will launch Chrysler's competitive assault, said Sperlich, who touted the cars' performance, economy and "pizzazz."

Chrysler will also begin building the Dakota truck, sized between its current full-sized pickup and imported Mitsubishi compact pickup, in April and will introduce it in midyear.

It will build about 100,000 of the medium-sized pickups.

The Dakota will be followed by the J-coupes, which Sperlich said will come out in late summer. He described the models as "intermediate, specialty, sexpot coupes."

"They're the kind of car we haven't really had," he said. "We're excited about that because it's going to open up new markets for us."

"And right behind that is our new Chrysler-Maserati which is the first child of a very proud marriage of the house of Maserati and the house of Chrysler," Sperich said.

The code-named Q-coupe will be Chrysler's first entry into the luxury coupe segment when it becomes available during the second quarter of 1987. The $25,000-$30,000 coupe is the first joint venture between Chrysler and the Italian manufacturer and an annual volume between 5,000 and 10,000 units is anticipated.

Sperlich said Chrysler's $12.5-billion five-year product and capital spending program will be used "to bring out a tremendous number of products to take on the competition." Chrysler in January increased that budget by $1 billion and said the record spending is "about double" what the corporation spent over the past five years.

New car eyed by Chrysler

By Mary Connelly
Detroit Reporter

Chrysler Corp. is negotiating to significantly increase its 3.5-percent equity stake in Maserati SpA and to develop a second car with the Italian manufacturer.

There are also plans to increase the production volume of the Chrysler-Maserati Q-coupe and for Maserati to develop additional, unspecified manufacturing programs for Chrysler.

Announcement of the plans could come within 30 to 60 days pending resolution of "a number of significant contract issues and other matters," said Howard E. Chase, secretary of De Tomaso Industries. Maserati is a 62.5-percent-owned subsidiary of De Tomaso Industries.

Initially, Chrysler had predicted annual sales of 5,000 for the luxury-sports coupe expected to be available during the second quarter of 1987. Recently, however, Chrysler officials have indicated that a production volume of up to 10,000 units was being contemplated.

Originally, De Tomaso anticipated about $500 million in revenues over a five-year period beginning in 1987 as a result of the Chrysler project.

De Tomaso Chairman in an interview with Automotive News said the production capacity exists to handle additional volume.

He said any subsequent model developed by Chrysler and Maserati would require design time and would follow the Q-coupe.

Chase declined to discuss what type of car may be under consideration for future development. The Maserati manufacturing programs for Chrysler being negotiated are in addition to Maserati's current plan to design and build a cylinder head for a Chrysler engine.

Chrysler Chairman Lee A. Iacocca and Maserati chief Alejandro De Tomaso at a January preview of the Q-coupe both indicated that additional cooperative ventures were likely.

Legend: New luxury touring sedan

Integra: The performance counterpart

Honda Legend enters high-dollar derby

By Matt DeLorenzo
Los Angeles Reporter

PALM SPRINGS.—The announcement that the Acura Legend will carry a base price just under $20,000 underscores American Honda's intention to go head-to-head with high-dollar European imports in the U.S. market.

The Legend four-door sedan is priced at $19,298 with manual transmission, $19,893 with automatic.

According to Tom Elliott, American Honda's senior vice president, two of the fastest growing segments in the market are luxury and sporty cars.Honda established its Acura Division to compete specifically in those two areas.

Initially, advertising will refer only obliquely to Honda.

The Integra, which is smaller than the Accord, represents the bottom of Acura's line. Elliott said new entries will be positioned above Integra and there may be entries above Legend in the line as well. Among projects reportedly under way are additional versions of the Legend, such as a two-door and a mid-engine two-seat sports car.

First-year sales projections put Legend and Integra at similar levels (28,000 and 30,000, respectively), but Elliott said, "The Integra will become our bread-and-butter car."

Integra prices start at $9,298.

The Japanese Government's recent extension of restraints on car exports to the U.S. for an additional year has not put a crimp in volume plans for either Honda or Acura, according to Cliff Schmillen, American Honda executive vice president.

He said output at the Marysville (Ohio) assembly plant will be increased by 70,000 units this year, from 150,00 to 220,000, with the expansion of three-door Accord production and the beginning of four-door Civic sedan output.

This will allow importation of 58,000 Japanese-produced Acuras, and also will enable the company to give several thousand more cars to Honda dealers. Schmillen said production in Ohio will exceed 350,000 units per year by 1988.

In entering the luxury-car battle, Elliott doesn't see Acura taking market share away from any particular make, but rather garnering sales from an expanding segment.

Operations are expected to begin March 27 through 60 dealers. That number will grow to 150 by the end of the year. Schmillen said the Acura dealer body will grow to 600 points by 1990 with an anticipated volume of 250,000 units per year.

In keeping with the separate identity of Acura, Honda dealers will not be allowed to dual with the new make. They will be allowed to have an Acura outlet about 10 miles from their Honda store. While the first Acura dealers hold Honda franchises, other dealers will be allowed to apply for the franchise in the future.

Honda's tag on Legend is $19,298

By Matt DeLorenzo
Los Angeles Reporter

PALM SPRINGS.—Acura's Legend, the premier car from American Honda's new division, will carry a base price of $19,298, company officials announced.

The price is $19,893 with automatic transmission. The four-door sedan is completely equipped and no options are offered.

Legend and Integra, which is Acura's second line, go on sale March 27.

Integra is offered in two body styles and trim levels—three-door and five-door hatchbacks and RS and LS trim.

Integra prices start at $9,298 for a RS three-door with manual transmission. The car is $9,788 with automatic. The RS five-door is $9,948 with manual and $10,438 with automatic.

In the LS trim level, the manual three-door is $10,593 and the automatic is $11,083. Five-door LS models are $11,343 with manual and $11,833 with automatic.

The two cars are intended to compete in the luxury and sporty-car segments of the U.S. market—two segments that Honda expects to see expand.

Legend is powered by a 151-HP, 24-valve, 90-degree V-6 engine. It rides on a 108.6-inch wheelbase and is 189.4 inches long 68.3 inches wide and 54.7 inches high. Curb weight is 3,077 pounds for the manual and 3,108 pounds for the automatic.

The Legend has an 18-gallon fuel tank.

Integra, which replaced the Quint in Honda's Japanese lineup, is between the Civic and Accord in size. The car is powered by a 1.6-liter, twin-cam, 16-valve 4-cylinder engine that produces 113 HP.

The three-door has a wheelbase of 96.5 inches. Overall length is 168.5 inches, width is 65.6 inches and height is 53 inches. Curb weight is 2,326 for manual-equipped models and 2,357 for the automatic.

The five-door is slightly bigger, with a wheelbase of 99.2 inches and an overall length of 171.3 inches. Height and width are the same as the three door. Curb weight is slightly higher at 2,390 pounds for the manual and 2,416 for automatic-equipped models.

EPA fuel economy ratings for Legend are 20 city/25 highway for the manual and 19 city/24 highway for the automatic. Integra manuals are rated at 26 city/30 highway and automatics are 25 city/31 highway.

index

Auction reports	51
Automotive World News	35
Classified advertising	52-58
Editorial page	10
Engineering	16
Obituaries	65
Production by makes	67
Truck highlights	12

60th year—No. 5115

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

DeLorean witnesses to be taped in Europe

By Michelle Krebs
Financial Editor

DETROIT.—John Z. DeLorean and an entourage of defense and government attorneys will travel to Europe to videotape testimony from witnesses who refuse to attend DeLorean's trial.

DeLorean was indicted by a federal grand jury here last fall on 15 counts, including various fraud charges. The indictment stems from financial transactions involving $17.65 million which disappeared from the defunct DeLorean Motor Co.

Federal Judge Julian Abele Cook Jr. last week granted the U.S. attorney's request to take depositions from witnesses in the U.K., the Netherlands and Switzerland.

Only one of the approximately 15 European witnesses agreed to testify at DeLorean's trial. Yet, the government attorneys argued, the case could not proceed without their testimony.

"If the government's position (as listed in the indictment) is correct," Cook ruled, "the inability of the government to take testimony of these witnesses who would tend to support the government's claims would result in a miscarriage of justice."

However, Cook ruled that the depositions must be videotaped.

DeLorean's attorney, Howard Weitzman, argued that the credibility of the witnesses is an issue and that jurors deserved to see the witnesses under fire.

"The jury has the right to watch the courtroom drama unfold," Weitzman said. "They deserve to see the witness break out into a cold sweat when I ask a few questions he wasn't expecting."

If DeLorean files a financial statement with the court showing he cannot afford the trip, the government will pay for transportation, food and lodging for DeLorean and his attorneys.

Weitzman said that DeLorean probably would file the necessary financial papers. Those papers will not be made public and will be placed under seal.

The judge will appoint a special master to travel with the group to settle legal disputes. The depositions, Cook ruled, must be taken at a U.S. embassy or consulate to guarantee DeLorean safe passage to those countries.

The trial is scheduled to begin April 7. However, it undoubtedly will be set back because of this latest development and subsequent problems that may arise.

GM critics praise air-bag decision

General Motors' harshest critics hailed the company's decision last week to offer air bags as a driver's-side option on some 1988 models.

GM did not disclose the price nor did it say on which models air bags would be available.

"It's about time," said Joan Claybrook, former head of NHTSA and now president of Ralph Nader's Public Citizen. "This is the breakthrough that we've been waiting for. GM was the biggest holdout."

Brien O'Neill, president of the Insurance Institute for Highway Safety, said, "When the world's largest auto maker makes this kind of commitment, it's obvious that air bag technology has arrived. This is very encouraging."

Clarence Ditlow, director of the Center for Auto Safety, had complained to NHTSA earlier this month that GM would use "cumbersome automatic belts with window shade retractors" as passive restraints.

Following GM's announcement, Ditlow said: "If GM genuinely gets into a competitive battle with the other manufacturers who are offering air bags, and if GM markets air bags the same way it markets air conditioning, stereos and automatic transmissions, the competitors had better watch out."

Federal law requires auto makers to have some form of passive restraint, either air bags, automatic belts or "friendly" interiors, in 10 percent of of their 1987 models. The percentage rises to 25 percent in 1988, 40 percent in 1989 and 100 percent in 1990.

That requirement can be rescinded if, by April 1, 1989, states accounting for two-thirds of the nation's population have enacted mandatory belt-use laws. The laws must be in effect by Sept. 1, 1989.

So far, Chrysler Corp. has not responded to GM's announcement. Chrysler has has indicated it may include driver-only air bags on some 1987 intermediate models.

Ford already offers air bags as an $815 option on its Tempo and Topaz models. Mercedes-Benz of North America has made them standard equipment on 1986 models.

GM Chairman Roger B. Smith made the announcement last week in a speech to the American Medical Assn.'s National Leadership Conference.

Smith said that GM was the first auto maker to design, build and sell an air-bag system. It offered the bags as an option on some full-sized and luxury cars in 1974-76.

GM had tooled to produce about 100,000 air-bag cars a year, but it sold only 10,000 in three years so it discontinued the option.

"We were the world leader in air-cushion technology," Smith said last week, "but we may have been ahead of our customers."

Smith said GM's new air-bag system "will be designed to work with—not in place of—the lap-shoulder belt, which will still be worn by the driver."

He urged the AMA to support passage of mandatory seat-belt-use laws, noting that even if new safety technologies eventually become standard equipment, it will take about 15 years for them to find their way into all cars on the road.

Smith told the doctors that GM "will continue to be in the forefront to improve and perfect" air-bag technology. He pledged that GM "will incorporate more built-in safety in each of our new automotive designs."

Correction

Because of a computing error, some days supplies of domestic models published in the Feb. 17 edition of Automotive News were wrong. The correct chart is below.

NEW-CAR STOCKS

	Feb. 1, 1986	Jan. 1, 1986	Feb. 1, 1985
Alliance	130	130	128
Encore	267	172	163
Total Renault	160	143	140
Eagle	129	102	115
Total AMC	129	102	115
AMERICAN MTRS.	156	137	136
Horizon	75	85	80
Turismo	99	86	90
Reliant	47	57	67
Caravelle	120	91	77
Plymouth	79	104	100
Total Plymouth	67	72	76
Laser	159	113	141
LeBaron K	94	102	90
LeBaron GTS	138	89	64
Cordoba	0	0	0
Fifth Avenue	97	46	89
E-Class	0	0	98
New Yorker	98	69	0
Total Chrysler	110	80	95
Omni	78	75	77
Charger	96	83	88
Daytona	108	75	122
Aries	72	63	70
Lancer	179	119	79
Dodge 400-600	0	0	0
Diplomat	71	77	93
Mirada	0	0	0
Dodge 600	129	102	93
Total Dodge	98	81	84
CHRYSLER CORP.	91	78	85
EXP	0	0	122
Escort	42	26	74
Mustang	89	79	44
Tempo	43	53	81
Taurus	38	45	0
Thunderbird	66	75	76
LTD	93	78	88
Crown Victoria	83	69	136
Total Ford Division	57	51	82
Lynx	58	45	93
Topaz	47	46	73
Sable	43	30	0
Cougar XR-7	62	76	80
Capri	169	140	101
Marquis	91	84	94
Grand Marquis	78	61	138
Total Mercury	65	61	99
Continental	77	47	56
Lincoln	49	32	62
Mark VII	63	42	81
Total Lincoln	54	36	63
Total L-M Division	62	54	90
FORD MOTOR CO.	58	52	85
Skyhawk	160	82	58
Skylark	0	0	60
Somerset Regal	75	130	53
Century	86	99	41
Regal	134	168	62
LeSabre	89	81	67
Electra	107	108	45
Riviera	87	68	52
Total Buick	98	107	55
Cimarron	100	52	77
Seville	82	64	72
Cadillac	58	54	57
Eldorado	77	61	71
Total Cadillac	63	55	63
Chevette	102	64	42
Nova	55	93	0
Cavalier	51	49	44
Citation	117	78	87
Camaro	141	105	70
Celebrity	54	69	36
Malibu	0	0	0
Monte Carlo	136	111	47
Chevrolet	152	98	74
Corvette	148	105	54
Total Chevrolet	80	75	53
Firenza	141	91	53
Omega	0	0	0
Calais	125	132	56
Cutlass Ciera	54	84	27
Cutlass Supreme	57	110	31
Olds 88	75	66	54
Olds 98	52	65	46
Toronado	73	85	60
Total Oldsmobile	66	88	41
Fiero	103	163	89
1000	78	115	57
Sunbird	44	60	67
Phoenix	0	0	1
Firebird	78	89	73
Grand Am	34	37	27
6000	50	81	41
Bonneville	65	90	72
Grand Prix	80	126	82
Parisienne	148	136	96
Total Pontiac	63	84	62
GENERAL MTRS.	75	83	52
VOLKSWAGEN	78	82	0
HONDA	13	7	24
NISSAN	26	20	0
DOMESTIC TOTAL	72	73	65
Subcompact	66	59	73
Compact	69	66	64
Intermediate	71	88	54
Standard	106	84	87
Luxury	72	62	61

'85 GM fleet sales hit 1.1 million

By Jack Walsh
Staff Correspondent

BOCA RATON, Fla.—General Motors delivered a record 1.1 million cars and trucks to fleet customers in the 1985 model year, and auto-leasing firms were a major factor in the total, GM Chairman Roger B. Smith told the 31st annual convention of the American Automotive Leasing Assn. here.

The previous high for GM fleet sales was approximately 955,000 units in the 1979 model year, and Smith predicted that 1986 will be another good year "if the right things happen in Washington."

"We might be making all the right moves in our companies, but we can be stopped dead in our tracks if the wrong moves are made in Washington," Smith said.

"If our elected officials in the capital don't mount more serious efforts to address the budget and trade deficits, they can stifle economic growth and deal a serious setback to our industry," he added.

The GM chairman said he also is looking to Washington to enact an effective tax-reform bill.

"We think tax reform will improve the efficiency of our economic system and enhance the prospects of long-term growth," he added.

Auto-depreciation rules is one area that needs improvement, Smith told the convention.

"We understand the impact of this issue on automobile sales and leasing operations," he said. "We know your concerns about it, and we look forward to working closely with AALA and other groups to get this issue resolved satisfactorily."

Smith noted that GM is aware that "we complicate life for you with our new-car incentives. We know the effect of incentives on the used-car market, how they sometimes make late-model used cars seem less attractive."

"However," he explained, "sales incentives do help keep the economy rolling, and that's important to both of us. But we do hope to get away from them."

While the used-car market has been relatively strong, Smith noted at a press conference prior to his convention address that "we are watching it closely. Manufacturers may have to resort to incentives if sales weaken because of the new-car impact on the market."

He said Saturn, which he called GM's answer to foreign competition, "will be an ideal fleet car running through the year 2000."

Smith told the convention that the industry continues to produce more-fuel-efficient cars, and he defended GM's move to get the Federal Government to roll back fuel-economy requirements to 26 MPG for 1987 and beyond.

The standard is 26 MPG for 1986 models, but it will go back to 27.5 MPG for 1987 unless tha government changes the rule.

A 26-MPG standard, Smith said, "will not increase fuel consumption, but it will avoid plant disruption and job loss. And it will preserve not only consumer choice, but also your choice of available models for leasing."

The convention was the 31st for AALA, but it was the first for John H. Fitch Jr., who became executive director early last year when the association decided to switch its headquarters from Milwaukee to Washington.

Fitch, who has served with other trade groups in Washington and who is a former White House staffer, noted that AALA is the only organization providing full-time legislative representation to the leasing/rental business in the nation's capital.

"We're on a new path, taking new directions," he told the convention. "Some of our objectives are to improve communications with members, to express complex issues in laymen's terms and to seek greater participation by members in AALA activities."

The "new" AALA, Fitch said, is planning more and broader educational programs for members and will be holding seminars on industry issues periodically throughout the U.S.

At a board meeting during the convention, AALA President Arthur Wolpert said directors approved a one-time assessment of 75 percent of member dues.

"AALA is the most positive voice on leasing in Washington," he added, "and although it's a very expensive operation, the board has decided we must be represented" there full-time.

10 dealers win tuition for '86 World Congress

Ten auto dealers selected in a drawing at the NADA convention will receive free tuition and hotel accommodations at the Automotive News World Congress, which will be held July 27-30 at the Hyatt Regency Dearborn.

The winners are: Sherwood Smith, Sherwood Smith Motors (Chrysler-Plymouth), Johnstown, N.Y.; James A. Otwell III, Andean Motor Co. (Chevrolet), Cumming, Ga., and Ronnie Carter, Ronnie Carter Pontiac-Buick-GMC Truck, Rock Hill, S.C.

Also: Al Carney, Al Carney Chevrolet-Buick, Greencastle, Ind.; Val J. Feytek, Southland Motors (Mazda-Jaguar-Isuzu-Maserati) Covina, Calif.; Frank Mims, Century Lincoln-Mercury-Honda-Saab-BMW-Merkur, Greenville, S.C., and Bill Blesener, Blesener Olds-Datsun, Minot, N.D.

Also: J.P. Thibodeaux, J.P. Thibodeaux (Oldsmobile-Honda-Cadillac), New Iberia, La.; George Bumbu, Vermillion Ford Sales, Newton Falls, Ohio, and Bob LeMieux Jr., LeMieux & Sons (Toyota), Green Bay, Wis.

From Bhagwan to block

By Louise Kertesz
Detroit Reporter

Four Rolls-Royce automobiles formerly owned by Bhagwan Shree Rajneesh and subsequently purchased by European Auto Group, of Dallas, were sold at the ITT Kruse International Auction in Boca Raton, Fla., last week.

Bob Roethlisberger and Kenneth Wincorn, European Auto Group owners, had offered eight of the exotic Rolls-Royces at the auction, but four were not sold because the amounts bid for them "were not equitable," according to a spokesman for the firm.

The cars sold and their prices were: A 1981 Camargue, mid-$60,000s; a 1982 claret Silver Spur, mid-$70,000s; a 1984 two-tone blue metal flake Silver Spur, mid-$80,000s, and a 1984 Silver Spur painted with a silver peacock-patterned lace motif on a red base, high-$80,000s.

The cars sold from the Bhagwan's former collection were all specially painted by a former commune member, Deva Peter, who now works in Dallas for Precision Automotive—a firm that does restoration work and paint jobs for the local Rolls-Royce dealership.

European Auto Group has sold 24 of the 85 Rolls-Royces that disciples originally donated to the Rajneesh Modern Car Collection Trust for the Bhagwan's personal use.

Following the Bhagwan's departure from the U.S., the Dallas firm bought the cars in the single largest Rolls-Royce deal ever. Estimates have placed the purchase price as high as $8 million.

A spokesman for the Dallas group said that ITT Kruse wanted to auction the vehicles some time ago. Roethlisberger thought "it would be a fun thing to do and he decided to go for it. He was getting a lot of calls from Florida anyway."

Roethlisberger figured that the auction would be good publicity for the collection. The event had, in fact, an "extraordinary" turnout and media coverage, the spokesman said.

The unsold Rolls-Royces will be returned to the Dallas showroom, which has been attracting potential customers every day, the spokesman said.

Automotive News appoints Flax service editor

Arthur Flax has been promoted to service editor of Automotive News. He has been assistant truck editor since joining the staff in 1984.

Flax is a graduate of the University of Maryland where he studied journalism and mechanical engineering. He worked for Transport Topics, a trucking industry publication in Washington, for four years before joining Automotive News.

Arthur Flax

As service editor, Flax succeeds Jack Walsh, who retired Jan. 1 after 28 years with Automotive News.

"We have always had a strong service section," said Andrew R. McGill, editor of Automotive News, "and I'm sure Art will carry on the high standards set by Jack Weed, Ken Kelley, Frank Gawronski and Jack Walsh."

The Very Finest!

The 1986 Cadillac Seville and a SKY-TOP® Power Moonroof.

The style and elegance of the new Cadillac Seville demand only the finest, the SKY-TOP Power Moonroof.

SKY-TOP Power Moonroof's luxurious appearance and smooth, quiet operation offer exactly what Cadillac owners expect. And SKY-TOP's extra large opening and unique design guarantee the widest viewing area with the least headroom loss.

Offering a variety of features and options, including a push-button venting system, the SKY-TOP Power Moonroof is the most versatile moonroof available.

Over 90 SKY-TOP Installers nationwide offer excellent service, backed by a 12 month, unlimited mileage, parts and labor warranty. For our brochure and the name of your nearest installer, call SKY-TOP today.

Sky-Top power moonroof

SKY-TOP® Sunroofs, Ltd.
4700 Le Bourget Dr. St. Louis, MO 63134
Phone: (314) 427-1441
Toll-Free: 1-800-327-1331 (Outside MO)

©1986

One Day Auto Lease Sales Training Seminars

TOPICS

- New Profit Opportunities
- Developing a Business & Marketing Plan
- Lease Sales Management
- Lease Selling Skills
- Shopping Lease Sources
- Lease Rate Construction
- Prospecting, Networking, and Referrals
- Telephone "The Lease Life Line"
- Selling the Lease with the Numbers
- Lease Tracking & Lease
- The Art of Credit Management
- Showroom Conversion

PROGRAM DESCRIPTION

Leasetrack has developed and produced the first controlled selling skills training and management system that is integrated with today's sophisticated brokered leasing plans.

The Leasetrack Auto Lease Sales Training Seminar will help dealership and leasing company executives, managers and sales people attain lease selling proficiency and competence. You will learn nuts and bolts, "Do's" and "How To's" in a no-nonsense management systems approach that works!

SEMINAR DATES

Columbus	Mar. 25	Marriott	Buffalo	Apr. 22	Marriott
Wash.	Mar. 26	JW Marriott	Albany	Apr. 23	Marriott
Phila.	Mar. 27	Phila. Airport Marriott	NYC	Apr. 24	Marriott

Seminar fee: $295 per person, $245 each additional person
Enrollment is limited. Register immediately.

(617) 964-5196
1-800-556-0035
(outside MA)

LeaseTrack
950 WATERTOWN STREET
W. NEWTON MA 02165

Volvo's product plans advance

Continued from Page 12

windshield and instrument panel. It can be built to one-person, as well as two-person operations.

The right side can be designed for sitting and standing. A partition is available in the middle of the cab to protect the driver from cold or rain. And there's an optional dual steering control.

The cab is 95.5 inches wide and is fully galvanized for extra corrosion protection.

Officials said they worked with leading refuse handlers to develop a vehicle that would reduce operator fatigue and labor costs.

The Xpeditor Low Entry trucks are being built in Ogden, Utah, and go into full production in April.

Officials also noted that a two-year effort to reduce the weight of Volvo's N-series trucks has resulted in a lighter chassis.

The chassis weight of the Volvo N1225 was reduced 1,660 pounds by using a higher-tensile steel, lightweight front springs, brakes and on/off road suspension, aluminum air and fuel tanks and a single fiberglass battery box.

Volvo also increased the axle capacities in its N Series. The capacity for the Volvo N1228 is now 20,000 pounds. The Volvo N10/12 axle-forward trucks now feature an 18,000-pound capacity.

Volvo N Series models are retailed through 117 dealers in the U.S. The company had wholesaled 1,479 N models by the end of 1985, and retailed 1,322 of them.

The N series was introduced in 1984 and accounted for 700 more orders than Autocar in its first year on the market, according to Gus Gustaffson, product marketing manager.

Volvo White also reduced the chassis weight of its Autocar DS64 to 14,400 pounds.

Weight reductions came from using a new frame and crossmember configuration, along with optional lightweight front frame extensions and rear suspension brackets.

Load capacity was maintained through new lightweight tapered front springs.

The Autocar is geared to mixer, dump and refuse applications.

Volvo also has a new gear-driven Flywheel Power Take-Off (PTO) to improve the efficiency and cost effectiveness of its concrete mixers, refuse collectors and other trucks using auxiliary equipment.

Designed for the Volvo N12 trucks, its Flywheel PTO is built to eliminate the need for a front-mounted PTO, which adds weight and length to the vehicle.

Volvo White chief expects major changes in Class 8

Continued from Page 12

dealers is the growth of leasing. More than one-third of full-service leasing is controlled by major lease companies, with finance leasing accounting for another 8 to 10 percent.

While dealers have the smallest portion of the leasing business, they are becoming more familiar with it and are gearing themselves more to it every day, Berggren said.

Although the U.S. is the forerunner and leader in full-service leasing, it is getting attention in other parts of the world, he added.

The company has benefited from the growth of conventional models at the expense of forward-control trucks.

The popularity of high cabovers has declined steadily since 1982 (the year Volvo introduced its conventional Integral Sleeper), while medium and long conventional sales have been increasing and are expected to continue to increase.

That helped push Integral Sleeper sales over 3,000 in 1985, a 60-percent increase. In total, Volvo White now has 11.7 percent of the medium and long conventional business.

Sales of its Autocar and Volvo construction vehicles profited from a strong resurgence in that market. They rose 60 percent last year, according to officials.

They added that the N12 model accounted for slightly more than 500 "true" construction sales in 1985, including some to the logging industry.

Volvo White's Class 7 market share is still a meager 1.6 percent, and represents a major challenge for the company. Officials said they were planning new products to increase their sales in that segment.

The company's parts sales were just under $100 million last year, an 8 percent increase over 1984.

Volvo's U.S. operation accounted for 32 percent of its worldwide truck sales last year, the U.S. being its largest and most successful truck market.

Rockwell International will supply single-reduction drive axles for Volvo Truck's new European FL614 medium/heavy 4x2 truck and tractor models.

The Rockwell P-140E axle, redesignated EV76 by Volvo for this application, will be offered as standard equipment on three models of the FL614. The axle is rated at 20,000 pounds capacity and handles the power produced by Volvo's TD61 6-cylinder turbocharged engine.

The axle will be offered initially only in Europe.

The axle features hypoid "Generoid" gearing; metric design; precision-forged differential gearing, and extended life seals.

Insurance group seeks ban on truck-brake disconnect

WASHINGTON.—All trucks should have operable front brakes, according to the Insurance Institute for Highway Safety. NHTSA requires them on new truck rigs, but its sister agency within the Department of Transportation—the Bureau of Motor Carrier Safety—allows front brakes to be removed from three-axle tractors.

In order to resolve this contradiction, IIHS has petitioned DOT to prohibit the removal of front brakes from any trucks and to require reinstalling them if they have been removed or disconnected.

IIHS also requested an education program for truckers, some of whom believe that having no front brakes helps maintain control in emergency situations.

IIHS cited its own tests along with those made by NHTSA to show that making front brakes inoperable not only adds to loss of control but increases emergency stopping distances.

For example, while passenger cars typically can make emergency stops from 55 MPH in about 135 feet, an empty tractor-trailer without front brakes can take twice as much distance, and a tractor alone without front brakes can take 2½ times as much.

As a further reason for requiring BMCS to change, IIHS cited the example of many European countries. Regulations of both the Economic Commission of Europe and the European Economic Community require not only front-axle brakes but also that front wheels lock before rear wheels.

MANUFACTURERS BY SEGMENT

	January 1986	January 1985
Light-Duty	94,710	92,042
Medium-Duty	3,070	3,536
Heavy-Duty	877	1,309
Ford Total	**98,657**	**96,887**
Light-Duty	87,542	97,795
Medium-Duty	1,477	1,560
Chevrolet Total	**89,019**	**99,355**
Light-Duty	22,409	23,269
Medium-Duty	2,476	1,884
Heavy-Duty	636	833
GMC Total	**25,521**	**25,986**

LIGHT-DUTY TRUCK SALES

	January 1986	January 1985
Vans	12,195	14,647
Aerostar	8,160	0
Club Wagon	1,965	3,274
Ranger	22,836	18,579
Bronco	3,485	4,089
Bronco II	5,984	8,823
Pickups	40,085	42,630
Ford	**94,710**	**92,042**
Vans	8,224	12,693
Sportsvan	1,020	1,924
Astro	8,853	2,700
S-10	16,049	17,345
S-10 Blazer	10,311	13,963
El Camino	2,465	1,704
Blazer	2,890	3,733
Suburban	3,276	4,497
Pickups	34,454	39,236
Chevrolet	**87,542**	**97,795**
Vans	3,952	4,809
Ram Wagon	2,047	2,876
Voyager	8,274	7,533
Caravan	8,857	7,939
Mini Ram Van	1,187	2,125
Ram 50	5,929	6,132
Ramcharger	1,340	3,171
Pickups	8,749	12,528
Chrysler	**40,335**	**47,113**
Vans	2,556	2,964
Safari	1,989	584
S-15	3,717	3,389
S-15 Jimmy	2,660	3,045
Jimmy	572	778
Caballero	321	203
Suburban	1,290	1,302
Pickups	8,937	9,257
P Model	306	1,747
W-4	61	0
GMC	**22,409**	**23,269**
CJ	4,064	2,989
Wagoneer	934	1,346
Cherokee	7,916	7,125
Grand Wagoneer	1,440	1,538
Comanche	2,818	0
J-10/J-20	165	184
Jeep	**17,337**	**13,182**
Toyota	26,889	23,909
Nissan	14,789	30,419
Mazda	8,648	7,124
Isuzu	5,591	3,032
Mitsubishi	5,929	6,132
Suzuki	2,865	0
Imports	**64,711**	**70,616**
Industry Total	**327,044**	**344,917**

*Nissan includes domestically-built units in Tennessee.

AUTOMOTIVE
WORLD NEWS

Samara: It's a whole Lada car for the ruble

By Richard Feast

Never has one of the Soviet Union's Ladas attracted so much attention as at the recent international auto show in Brussels. The occasion marked the Western debut of a new generation front-wheel-drive model that's been talked about at least five years and was expected to go into production three years ago.

Called Samara, the model was developed under the label 2108. What emerges is a modern-looking three-door hatchback, indistinguishable in profile from a dozen others except for a peculiar slotted grille.

What attracted the attention of those attending the Belgian show was Samara's price: the equivalent of $4,180. To put that into perspective, the price of a base Ford Escort in Belgium is $5,750. Even the cheapest Seat Ibiza costs $4,385, and Spanish production costs are the lowest in Western Europe. A U.S.-style Yugo 55GLS carries a $4,100 sticker in Belgium.

It's known that Samara is the recipient of Porsche engineering expertise. What isn't known is the degree of input by the West German auto company. Soviet officials insist it is a domestic design that Porsche refined and helped to pass Western safety and emission regulations. However, some European importers believe the entire engine and transmission are the work of Porsche.

Whatever the German company's input, Samara promises better dynamic qualities and levels of refinement than the rather agricultural nature of the first-generation Ladas which were based on the design of the rear-wheel-drive Fiat 124. The newborn sophistication of Samara worries Western auto makers who now face a technically competent Soviet car with a throwaway price they can't match.

Samara is now going on sale in the Soviet Union, and will be launched in Western European markets starting in June.

Initial volume will be small; 20,000 were built for the domestic launch, and the factory in Togliatti is committed to dedicating only 20 percent of its total production to the new car during the next two years. This means Samara output through the end of 1987 should total no more than 190,000. The remaining 1.25 million cars turned out at Togliatti will be old-style models.

It's assumed, however, that over the longer term Samara will become Togliatti's staple model. A five-door hatchback and four-door sedan are a little over a year away from introduction.

Given its volumes and launch plans, Samara is unlikely to have much impact on Western markets until the end of this decade. The initial aim is to return to the 120,000 annual sales level in the West that Lada enjoyed but a few years ago.

Final 1985 Western sales figures for Lada are not yet in but are estimated at 85,000. Volume has been dropping steadily for some years, partly because of the car's increasing age. Political developments in Afghanistan and Poland have not helped Lada field representatives in the West, and increasing unemployment in Europe, particularly among blue-collar workers who are Lada's main customers, reduced spending power there.

AUTOCAR

Would you buy a Samara from this man? He's Vladimir Tcherkassov, president of Scaldia-Volga, Lada importer in Western Europe.

Samara is an important element in the plan to reverse the sales decline. Equally important are the Soviet Union's declared plans to update car factories in Moscow and the Ukraine, as well as the models they produce. To this end they are discussing engine factories with Volkswagen and Renault, and production equipment with Fiat.

Precise timing of future products is difficult to predict, but it's almost certain there will be a line of three basic models by the end of the decade: the Escort-size Samara; a baby Zaz similar in size to Fiat Uno; and a Moskvich about the size of General Motors' J-car.

Each will retail for about 30 percent less than an equivalent European or Japanese model, enabling the Soviet Union to compete, in the West at least, directly with South Korean-built products.

So far, Lada has been the only Soviet car to be showcased seriously in Western Europe. Its importers there are hoping for a broader range to offer their customers. The Soviet product plans, a thawing of East-West relations following the Geneva summit and a perennial Soviet desire to earn Western currencies seem to set the stage for a more serious assault on Western markets.

Whether that assault includes the U.S. is uncertain, although Satra Corp., New York, which holds the U.S. franchise, at least in name, has 40 acres of land at the port of Savannah, Ga.

Moreover, the Soviet export organization AvtoExport is well aware of the positive American public reaction to introduction of the Yugoslavian-made Yugo in the U.S. Vladimir Tcherkassov, former head of AvtoExport and now president of its wholly owned Scaldia-Volga operation in Brussels, says, "There is no real plan to sell in the U.S. at present, but the idea is always under review."

One successful Lada importer speculates that AvtoExport would like to press ahead with U.S. exports, but is held back by apprehension over American public opinion. However, Samara will reach North America through the recently restructured Lada importer in Canada.

Samara's main thrust at the start will be in Western Europe, where Lada's market share has been falling steadily the past few years, and was about 0.8 percent last year. While complete figures for 1985 are not yet available, leading importers of Ladas in the first half were France (10,300), Belgium/Luxembourg (8,000), United Kingdom (6,600), Finland (6,000), and Netherlands and West Germany (4,500 each).

These main export markets are now gearing up for Samara's arrival and the promise of other So-

Continued on page 38

OVERSEAS PRODUCTION

FRANCE
Cars

	11 mos., 1985	11 mos., 1984
Peugeot SA	1,199,149	1,189,852
Citroen	441,657	440,643
Peugeot	732,959	679,736
Talbot	24,533	69,473
Renault	1,223,336	1,310,288
Total	2,422,485	2,500,140

Vans, trucks, buses

CBM	52	27
Iveco-Unic	96	3,586
Peugeot SA	153,219	114,835
Citroen	67,669	31,283
Peugeot	81,438	72,641
Talbot	4,112	10,911
Renault	194,511	199,639
Sovam	80	78
Total	347,958	318,165
Total vehicles	2,770,443	2,818,305

SPAIN
Cars

	11 mos., 1985	11 mos., 1984
Ford	235,315	243,978
General Motors	255,108	238,168
Peugeot SA	155,324	170,839
Citroen	66,918	92,056
Talbot	88,406	78,783
Renault	208,206	201,014
Seat	281,378	232,709
Total	1,135,331	1,086,708

Vans, trucks, buses

Enasa	8,833	9,793
Ford	10,415	6,674
PSA-Citroen	60,494	17,917
Land Rover	19,209	11,002
Mercedes-Benz	9,906	7,743
Motor Iberica	24,680	17,213
Renault	22,973	26,502
Seat	13,337	21,411
Setra	197	185
Total	170,044	118,440
Total vehicles	1,305,375	1,205,148

BRAZIL
Cars

	11 mos., 1985	11 mos., 1984
Farus	0	36
Fiat Auto	95,721	92,597
Ford	137,763	135,786
General Motors	175,529	157,318
Gurgel	37	29
Puma	0	101
Sta Matilde	73	58
Toyota	0	143
Volkswagen	285,853	268,637
Total	694,976	654,705

Vans, trucks, buses

Agrale	720	510
Fiat Auto	33,486	34,867
Fiat Cam.	112	377
Ford	39,921	35,045
General Motors	29,199	23,324
Gurgel	1,192	815
Mercedes-Benz	30,454	27,100
Puma	0	18
Scania	4,043	3,151
Toyota	2,382	2,941
Volkswagen	46,981	17,928
Volvo	3,154	1,789
Total	191,644	147,865
Total Vehicles	886,620	802,570

THE NETHERLANDS
Cars

	9 mos., 1985	9 mos., 1984
Volvo Car	68,774	71,816

Vans, trucks, buses

Bova	140	155
Daf	8,539	7,724
den Oudsten	0	19
FTF	11	22
Giraf	40	14
Scania	4,776	4,871
Spijkstaal	0	63
Terberg	83	110
Volvo Car	106	113
Total	13,695	12,978
Total vehicles	82,469	84,794

Samara

Continued from page 37

viet models later this decade. This includes privately owned importers in France and the U.K., as well as those controlled by AvtoExport and Scaldia-Volga.

Scaldia-Volga is responsible for distribution in Belgium, Luxembourg, the Netherlands and West Germany. The arrival six months ago of Tcherkassov, who established the company in 1961 and ran it for 12 years, indicates the importance placed on the new model program by AvtoExport. So does the opening of a new administration center in Brussels last year, and a new parts and import center in Antwerp two years ago.

Engelbert Wichelhausen, commercial director for West Germany — Western Europe's largest market — predicts annual sales of 22,000 Ladas by 1988; this compares with an estimated 8,300 last year.

AvtoExport also has enormous potential in two other big European markets, Italy and Spain. Because of Lada's similarity to the Fiat 124 and Spanish-built Seat 124, there were grade restrictions on its availability in those countries. Spain also protected its domestic industry by limits on imports, a practice that must wind down as full membership in the Economic Community becomes effective.

Despite Lada's heritage, design of the new breed of passenger cars emerging from the Soviet Union owes nothing to Fiat or the Italian company's former partner, Seat.

Samara has an all-new 1.3-liter single overhead camshaft engine; a 1.5-liter version will follow soon. The transversely mounted engine has an aluminum cylinder head and an electronic ignition driven directly off the camshaft. The 1.3-liter develops 65 horsepower, enough for a top speed of 92 mph and acceleration from zero to 60 mph in 14.5 seconds.

Its official fuel consumption numbers are the equivalent of 42 mpg at 56 mph, 31 mpg at 75 mph and 20.4 mpg on the urban cycle.

The car is 157.7 inches long with a wheelbase of just under 97 inches. At 1,985 pounds, it is comparatively light for a car designed to withstand the rigors of Russian roads and winters.

Front suspension uses McPherson struts. The rear axle is suspended on coil springs and located by trailing arms. Brakes are front disc/rear drum. Steering is rack-and-pinion. The 1.3-liter version has a four-speed transmission, the 1.5-liter a five-speed.

Samara is sold in Belgium with a six-year anti-rust warranty. ■

OVERSEAS REGISTRATIONS

UNITED KINGDOM

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	3,093	4,266
BL	327,955	312,054
Austin Rover	324,574	308,965
Range Rover	3,381	3,089
BMW	33,450	25,785
Daihatsu	4,567	4,779
Fiat Auto	57,537	50,202
Ford	485,620	486,971
FSO	6,158	5,419
GM-Vauxhall	303,473	282,835
Honda	18,984	18,916
Hyundai	5,159	4,989
Jaguar	8,049	7,544
Lada	15,314	15,033
Lotus	554	547
Mazda	17,172	17,505
Mercedes-Benz	18,086	14,437
Mitsubishi	11,589	10,557
Nissan	105,517	106,360
Panther	54	238
Peugeot SA	101,314	95,080
Citroen	27,479	24,562
Peugeot/Talbot	73,835	70,518
Porsche	3,438	3,114
Reliant	625	105
Renault	70,622	59,779
Rolls-Royce	710	630
Saab	8,375	8,835
Skoda	9,884	11,023
Subaru	3,815	3,673
Suzuki	3,950	3,391
Toyota	34,722	32,702
VW-Audi Group	103,877	96,603
Audi	19,989	19,713
Volkswagen	83,888	76,890
Volvo	59,549	59,072
Zastava	7,953	6,190
Others	1,243	1,013
Total	1,823,408	1,749,647

Vans, trucks, buses

BL	55,500	49,397
Austin Rover	21,928	18,772
Freight Rover	16,894	14,645
Land Rover	6,741	6,757
Leyland	9,937	9,223
Daf	3,125	2,754
Daihatsu	2,729	3,381
ERF	1,657	1,526
Fiat Auto	4,147	3,214
Foden	450	745
Ford	84,737	83,211
GM-Bedford	40,807	39,220
Hestair Dennis	675	753
Honda	3,581	3,162
Hyundai	899	1,427
Iveco	3,476	3,262
MAN-Volkswagen	11,543	10,260
Mazda	2,875	2,890
Metro-Cammell-Weymann	435	489
Mercedes-Benz	12,497	10,394
Mitsubishi	2,306	2,326
Nissan	6,247	6,101
Peugeot SA	11,902	10,363
Citroen	732	2
Peugeot/Talbot	11,170	10,361
Polski-Fiat	884	789
Renault	4,787	4,833
Scania	2,648	2,509
Seddon Atkinson	1,641	1,505
Subaru	1,763	1,730
Suzuki	2,063	1,817
Toyota	5,436	5,704
Volvo	4,860	4,948
Zastava	305	343
Others	1,246	1,377
Total	286,797	269,003
Total vehicles	2,110,205	2,018,650

ITALY (sales)

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	112,909	119,808
Austin Rover	24,465	20,641
BMW	21,028	27,498
Fiat Auto	912,414	888,192
Fiat	747,139	747,443
Lancia/Autobianchi	165,275	140,749
Ford	69,335	73,394
GM-Opel	58,204	53,263
Innocenti	14,462	17,297
Mercedes-Benz	20,030	15,010
Peugeot SA	117,927	108,886
Citroen	61,357	57,990
Peugeot/Talbot	56,570	50,896
Renault	175,052	146,455
Seat	37,089	31,213
VW-Audi Group	147,236	97,515
Audi/Porsche	18,419	18,506
Volkswagen	128,817	79,009
Volvo	17,610	21,188
Others	20,542	16,037
Total	1,748,303	1,636,363

BELGIUM

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	2,763	3,627
Austin Rover	5,218	6,138
BMW	8,383	9,051
Daihatsu	1,601	1,853
Ferrari	42	79
Fiat Auto	13,542	22,023
Ford	32,531	33,942
FSO	946	50
GM-Opel	45,281	41,378
Honda	9,097	8,917
Hyundai	449	793
Isuzu	67	105
Jaguar	318	287
Lada	13,261	13,864
Mazda	8,903	10,157
Mercedes-Benz	10,070	8,678
Mitsubishi	8,876	9,649
Nissan	14,844	14,206
Peugeot SA	52,099	48,175
Citroen	24,906	21,813
Peugeot/Talbot	27,193	26,362
Porsche	460	514
Renault	33,474	29,205
Saab	1,299	1,398
Seat	4,159	2,664
Skoda	2,973	3,250
Subaru	2,438	2,186
Suzuki	2,345	3,196
Toyota	23,215	20,714
VW-Audi Group	50,934	46,845
Audi	13,317	13,708
Volkswagen	37,617	33,137
Volvo	8,442	7,542
Wartburg	1,080	982
Zastava	514	439
Others	207	320
Total	359,831	352,227

SWEDEN

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	1,148	1,118
BMW	4,429	4,266
Daihatsu	1,498	1,049
Fiat Auto	7,192	6,922
Ford	26,571	25,539
GM-Opel	24,112	19,167
Honda	3,518	3,484
Jaguar	35	40
Lada	1,586	1,646
Mazda	12,018	10,926
Mercedes-Benz	10,271	6,270
Mitsubishi	2,485	1,814
Nissan	8,363	7,945
Peugeot SA	7,108	7,414
Citroen	3,101	3,358
Peugeot/Talbot	4,007	4,056
Porsche	455	293
Renault	2,683	2,537
Saab	27,352	29,610
Skoda	332	286
Subaru	1,552	620
Suzuki	611	9
Toyota	12,305	8,719
VW-Audi Group	31,540	26,078
Audi	11,417	6,899
Volkswagen	20,123	19,179
Volvo	71,135	62,495
Others	46	19
Total	263,033	231,121

WEST GERMANY

Cars

	12 mos. 1985	12 mos. 1984
Alfa Romeo	7,458	11,691
Austin Rover	6,517	6,744
Bertone	381	734
BMW	134,923	148,264
Daihatsu	8,030	6,230
Fiat Auto	97,962	102,976
Ford	233,838	271,161
GM-Opel	344,321	368,518
Honda	35,491	36,334
Isuzu	3,828	2,722
Jaguar	2,193	1,755
Lada	7,654	8,079
Mazda	61,333	61,055
Mercedes-Benz	258,269	220,319
Mitsubishi	42,407	41,952
Nissan	60,069	55,557
Peugeot SA	91,798	91,843
Citroen	34,933	36,306
Peugeot/Talbot	56,865	55,537
Pininfarina	928	704
Porsche	10,940	10,688
Renault	72,343	79,897
Saab	3,001	3,503
Seat	4,129	4,790
Skoda	2,289	1,833
Subaru	10,139	6,517
Suzuki	17,222	13,715
Toyota	57,421	49,138
VW-Audi Group	637,924	632,813
Audi	122,345	136,829
Volkswagen	515,579	495,984
Volvo	12,858	14,251
Others	2,158	1,495
Total	2,227,824	2,255,278

FRANCE

Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	13,546	18,827
Aro	134	154
Austin Rover	28,709	27,151
BMW	26,111	28,032
Fiat Auto	84,974	90,241
Ford	122,375	127,526
FSO	1,358	1,951
GM-Opel	79,665	68,851
Honda	7,975	6,888
Innocenti	1,140	1,187
Jaguar	240	161
Lada	18,638	21,687
Mazda	13,705	12,232
Mercedes-Benz	19,279	17,259
Mitsubishi	3,220	3,255
Nissan	14,972	13,409
Peugeot SA	557,260	534,286
Citroen	208,362	207,600
Peugeot/Talbot	348,898	326,686
Porsche	1,258	1,272
Renault	467,857	504,804
Saab	1,392	1,105
Seat	20,429	15,491
Skoda	2,935	3,599
Toyota	11,392	10,895
VW-Audi Group	101,610	88,762
Volvo	16,366	14,338
Zastava	1,524	1,379
Others	472	266
Total	1,618,536	1,615,008

AUSTRIA

Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	2,035	2,556
BMW	7,110	7,729
Daihatsu	740	690
Fiat Auto	13,149	14,453
Ford	23,283	21,033
GM-Opel	31,286	25,804
Honda	4,603	3,912
Lada	1,566	1,381
Mazda	20,159	20,236
Mercedes-Benz	8,620	6,602
Mitsubishi	4,721	4,401
Nissan	11,716	10,237
Peugeot SA	15,061	13,812
Citroen	6,356	5,932
Peugeot/Talbot	8,705	7,880
Porsche	445	444
Renault	9,840	9,671
Saab	324	403
Seat	1,172	722
Skoda	1,093	1,096
Subaru	3,272	2,362
Suzuki	1,239	1,292
Toyota	11,809	8,889
VW-Audi Group	49,664	38,826
Audi	9,735	7,298
Volkswagen	39,929	31,528
Volvo	3,314	3,258
Others	527	351
Total	226,712	201,165

DENMARK

Cars

	11 mos. 1985	11 mos. 1984
Alfa Romeo	415	247
Austin Rover	325	258
BMW	3,445	2,325
Dacia	718	850
Daihatsu	2,670	1,821
Fiat Auto	7,068	7,032
Ford	22,749	21,558
FSO	1,750	1,275
GM-Opel	24,601	17,845
Honda	1,796	1,332
Jaguar	32	30
Lada	3,452	3,929
Mazda	13,363	11,724
Mercedes-Benz	1,053	828
Mitsubishi	2,658	1,676
Nissan	7,542	6,772
Peugeot SA	9,151	8,699
Citroen	6,170	5,425
Peugeot/Talbot	2,981	3,274
Renault	1,196	605
Saab	1,666	1,633
Seat	647	0
Skoda	3,787	6,494
Subaru	278	156
Suzuki	488	139
Toyota	18,112	14,279
Trabant	25	93
VW-Audi Group	10,643	8,677
Audi	863	472
Volkswagen	9,780	8,205
Volvo	6,001	5,224
Wartburg	1,149	5,224
Zastava	1,648	732
Others	10	9
Total	148,438	127,530

SWITZERLAND

Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	5,371	7,074
AMC	137	123
Austin Rover	2,105	1,966
Bertone	174	243
BMW	9,546	11,136
Daihatsu	983	926
Ferrari	190	166
Fiat Auto	17,500	19,399
Ford	18,460	20,631
GM-Opel	30,700	32,679
Honda	6,666	7,491
Isuzu	480	440
Jaguar	383	389
Maserati	165	282
Mazda	6,270	7,671
Mercedes-Benz	6,104	5,126
Mitsubishi	7,117	7,413
Nissan	9,367	8,459
Peugeot SA	19,423	20,144
Citroen	7,305	8,639
Peugeot/Talbot	12,118	11,505
Pininfarina	276	264
Porsche	1,260	1,312
Puch	100	96
Renault	14,512	12,773
Rolls-Royce	60	91
Saab	1,092	1,159
Seat	1,778	0
Skoda	87	160
Subaru	8,896	5,759
Suzuki	3,090	2,999
Toyota	15,325	15,170
VW-Audi Group	38,326	36,616
Audi	12,166	9,088
Volkswagen	26,160	27,528
Volvo	4,357	5,339
Others	313	185
Total	230,449	233,681

IRELAND

Cars

	10 mos. 1985	10 mos. 1984
Alfa Romeo	150	307
Austin Rover	3,543	2,844
BMW	455	375
Daihatsu	459	6
Fiat Auto	2,733	4,164
Ford	10,398	11,544
GM-Opel	7,402	7,635
Honda	621	9
Isuzu	60	0
Jaguar	37	14
Lada	35	0
Mazda	1,239	1,113
Mercedes-Benz	354	282
Mitsubishi	730	0
Nissan	5,241	4,772
Peugeot SA	1,723	2,416
Renault	4,023	4,531
Saab	154	184
Skoda	125	0
Subaru	92	0
Suzuki	387	0
Toyota	9,924	8,564
VW-Audi Group	4,248	2,751
Volvo	997	859
Others	515	419
Total	55,649	52,789

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Feb. 26—10:30 AM—Giant "SOLD" Sale 9:30 AM buffet breakfast
Feb. 27—Thurs., 5 PM—Semi-monthly Fleet & Lease Sale. Complimentary buffet served at 4 PM.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

MONTANA

Missoula Auto Auction — We need fleet and lease accounts. Pickup and recon in the Great Northwest. Missoula, Montana, every other Tuesday. 406-549-5854, Jim Ellis.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N.J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon. Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

factories list auction dates

American Motors

Feb. 25—D-A Auto Auction, New Stanton, Pa., and American Auto Auction, Walpole, Mass.

Feb. 26—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Columbus Fair Auto Auction, Obetz, Ohio

Feb. 27—Evansville Auto Auction, Evansville, Ind., and Northway Exchange Auto Auction, Clifton Park, N.Y.

Chrysler Corp.

Feb. 25—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

Feb. 26—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

Feb. 27—Fredricksburg Auto Auction, Fredericksburg, Va.

Feb. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 4—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 5—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

March 6—Northway Exchange, Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, (tentative), Indianapolis

March 7—Concord Auto Auction, Acton, Mass.

March 11—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Sante Fe Springs, Calif.

March 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 13—Fredericksburg Auto Auction, Fredericksburg, Va.

March 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Feb. 25—South Seattle Auto Auction, Kent, Wash.

Feb. 26—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

Feb. 27—Baltimore Washington Auto Exchange, Baltimore, and Big H Auto Auction, Houston

March 4—Harrisonburg Auto Auction, Harrisonburg, Va.

March 5—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

March 6—Skyline Auto Exchange, Inc., Fairfield, N.J., and Nashville Auto Auction, Nashville

March 12—Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

March 13—Dallas Auto Auction, Grand Prairie, Tex.; Arena Auto Auction, Chicago; Southwest Auto Auction, Phoenix, and Atlanta Auto Auction, Red Oak, Ga.

General Motors

Feb. 26—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 27—Arena Auto Auction, Chicago

March 4—Dallas Auto Auction, Grand Prairie, Tex.

March 5—Hatfield Auto Auction, Hatfield, Pa., and Atlanta Auto Auction, Red Oak, Ga.

March 6—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Aptco Auto Auction, Taylor, Mich.

March 11—Florida Auto Auction of Orlando, Ocoee, Fla., and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

Feb. to date	$4,797
Month ago	$4,833
Year ago	$4,794

Model Breakdown
Auction Averages

	FEB., 1986	JAN., 1986	DEC., 1985
1986	$10,461	$8,769	
1985	$8,654	$8,509	$9,839
1984	$6,117	$5,943	$6,514
1983	$5,204	$5,206	$5,594
1982	$4,115	$4,136	$4,507
1981	$3,235	$3,163	$3,474
1980	$2,519	$2,402	$2,694
1979	$2,407	$1,954	$2,207
Overall Average	$4,797	$4,651	$4,559

Borg-Warner lists 3 moves in auto operations

TROY, Mich.—Three major management moves have been announced by Borg-Warner Automotive, Inc.

Golden E. Hullinger has been promoted to vice president—Borg-Warner Automotive, with responsibility for worldwide business development, marketing and advanced engineering.

Hullinger previously had been vice president—general manager, Climate Control Systems and president, Warner Ishi Corp., a joint venture.

Frederick E. Lueck, vice president—marketing/advanced engineering, announced his retirement, effective April 1.

Lee M. Gardner has been promoted to vice president—general manager, Borg-Warner Automotive Transmission Systems in Muncie, Ind.

He had been vice president—manufacturing operations at the Transmission & Engine Components Unit of Borg-Warner Automotive.

MVMA undertakes study of side-impact collisions

DETROIT.—An intensive study of side-impact collisions—the cause of one of every four traffic deaths—has been launched by the MVMA.

MVMA said that while the three-point safety belt is the best system to protect occupants from death or serious injury in a side-impact collision, manufacturers recognize that many people still do not wear their belts.

"These tests, at a cost of nearly $1 million, are in addition to the ongoing research work by our member companies and by the NHTSA," said MVMA President Thomas H. Hanna. MVMA's program involves two procedures:

1. A moving barrier test uses a barrier with a honeycombed aluminum front facing the side of an off-the-assembly-line standard sedan. The car is stationary. The barrier inflicts damage to the car, reflecting what occurs when one car is hit by the front end of another vehicle.

A special dummy, developed by NHTSA, is in the front seat. Instrument readouts of the dummy are analyzed to predict type and severity of injuries that would occur to a person.

2. A ram-like device strikes an interior component like a door or a window pillar. Mechanical readouts from the "ram" indicate the potential for injuries to an occupant.

A major benefit of this test is that it can be employed long before a complete vehicle prototype is available, MVMA said. That means designs can be tested, changed, retested and changed again during the development of a new car.

Hanna said the MVMA activity already has provided manufacturers with data that has been used for better side-impact protection.

"One example of the benefit of these procedures is a new door-hinge design one manufacturer has developed that reduces the likelihood of a door breaking loose in an accident," he said.

Hanna added that the tests also sparked changes in door welding spots.

Contractors performing the tests for MVMA are MGA, Inc., Akron, N.Y.; Calspan Corp., Buffalo, and the Transportation Research Center, East Liberty, Ohio.

"As this program continues, we expect to learn more and more about how passenger protection can be improved with energy-absorbing materials and body structural changes in the car," Hanna said.

"We believe the tests will help provide automotive designers with better tools to evaluate the safety performance of their products in the real world of side-impact accidents."

Potter named to EPA post

WASHINGTON.—J. Craig Potter, a former Interior Department official in charge of clean air programs within the nation's park system, has been confirmed by the Senate as EPA assistant administrator for air and radiation.

Potter's division has responsibility for setting and enforcing emission standards for cars and trucks as well as other mobile sources of emissions.

Potter left the government in July, 1985, to become acting executive secretary of the National Fish and Wildlife Foundation.

AMC Eagle up $117; tinted glass standard

SOUTHFIELD, Mich.—American Motors has made tinted glass standard on its four-wheel-drive Eagle models and has raised prices $117. That was the price of tinted glass as an option.

New prices effective March 3 are: Eagle four-door sedan, $10,836; Eagle 4-door wagon, $11,606; Eagle Limited 4-door wagon, $12,296.

Tips offered on marketing in California

LOS ANGELES.—California marketing has to be executed in California to be successful, a veteran of the state's marketing wars told a group of auto writers here.

Vic Olesen, of Vic Olesen & Partners, an agency handling Chevrolet's advertising here, told the West-Coast chapter of the International Motor Press Assn.:

"I stand before you as the 500th car representative from Detroit" in the California marketing campaigns. "People have been sent out here for 20 years because California wouldn't conform with the rest of the car-buying nation."

Oleson listed the key elements in the success of West-Coast programs: "You have to organize it from California. You have to have the proper organization. It has to be a well-coordinated effort with a methodology and you have to have an appropriate and flexible budget commitment."

Working with Chevrolet, Olesen said the California effort has to fold in between the national spillover and dealer association advertising. The most important element, according to Olesen, is to stress the individual nameplates.

"The perception out here is that Chevrolets are fairly dull, Midwest cars, the kind of things they (transplanted Californians) left behind," he said.

While the initial efforts have been on Camaro, Celebrity and Cavalier, Olesen said Chevrolet's program will begin focusing more on Sprint, Spectrum and Nova.

Unlike the national Nova campaign, which is moving away from the Best of Both Worlds theme, Olesen said the California program is highlighting the fact that the car is being built by the joint venture within the state.

In highlighting Sprint and Spectrum, Olesen said his agency has just completed an ad for the Sprint that underscores the fact that the car has the highest EPA rating.

—MATT DELORENZO

GM may build plastic minivan at Framingham

General Motors is eying its Framingham (Mass.) assembly plant as the likely assembly point for a new front-wheel-drive minivan, according to sources.

Although GM would not comment officially, reports indicate that Framingham is the top candidate to land the minivan for 1988.

Plans are to build the plastic-body van at a 60-per-hour rate, putting two-shift annual capacity at about 230,000 vehicles. Production could start in late 1987 or early 1988. Framingham would be the sole source of the new van.

A $240 million basecoat/clearcoat automated paint facility is under construction on a 450,000-square-foot site adjacent to the Framingham facility. Completion is expected by August, 1987.

Framingham presently produces two GM A-body cars, Chevrolet Celebrity and Oldsmobile Cutlass Ciera. The A-body platform will be used as the base for the new minivan. Both Chevrolet and Pontiac are expected to market versions of the vehicle.

—DAVE ZOIA

Production Page

U.S. CAR	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
AMERICAN MOTORS	2,250	0	0	2,250	11,494	5,073
Renault Total	2,250	0	0	2,250	11,494	5,073
Alliance	1,950	0	0	1,950	7,273	4,328
Encore	300	0	0	300	4,221	745
CHRYSLER CORP.	29,400	25,988	30,960	89,773	183,164	226,326
Plymouth Total	7,800	7,923	8,025	23,824	53,348	62,802
Horizon	2,900	2,749	2,968	8,951	18,496	22,945
Reliant	3,300	3,608	3,586	10,360	23,405	28,465
Caravelle	1,400	1,201	1,212	3,798	8,909	9,570
Gran Fury	200	365	259	715	2,538	1,822
Chrysler Total	11,200	8,227	11,665	33,697	62,819	83,837
LeBaron	2,600	2,188	2,838	8,116	17,474	20,506
LeBaron GTS	2,500	1,643	2,528	7,541	9,861	18,075
Laser	1,000	778	1,120	3,222	7,660	7,879
New Yorker/E-Class ...	1,500	1,449	1,457	4,381	10,360	11,456
Fifth Avenue	3,600	2,169	3,722	10,437	17,464	25,921
Dodge Total	10,400	9,838	11,170	32,252	66,997	79,687
Omni	3,000	2,746	3,178	9,290	19,700	23,335
Aries	2,800	2,557	3,027	8,259	17,978	19,143
Daytona	1,000	1,092	986	2,984	7,021	7,615
Dodge 600	1,600	1,599	1,569	4,835	11,119	12,309
Lancer	1,650	1,165	1,860	5,547	7,263	13,888
Diplomat	350	679	550	1,337	3,916	3,397
FORD MOTOR	38,604	35,962	32,952	110,493	283,669	259,899
Ford Division	26,352	24,197	22,381	75,243	185,617	176,096
Escort	8,890	5,649	7,727	25,497	51,390	59,593
Mustang	4,343	3,205	3,978	12,525	25,603	30,150
LTD	0	5,138	0	0	36,946	0
Taurus	5,456	0	2,976	13,518	0	28,006
Thunderbird	3,649	5,955	3,623	10,960	32,324	26,861
Crown Victoria	0	0	0	0	7,122	0
EXP	0	257	0	0	3,845	0
Tempo	4,014	3,993	4,077	12,743	28,387	31,486
L-M Division	12,252	11,765	10,571	35,250	98,052	83,803
Mercury Total	7,987	8,163	6,881	23,017	70,976	55,662
Lynx	1,396	1,562	1,337	4,107	12,639	10,833
Capri	237	823	365	988	3,834	2,947
Marquis	0	1,836	0	0	16,765	0
Sable	2,661	0	1,429	6,551	0	13,751
Cougar	2,421	2,809	2,436	7,279	23,011	17,720
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,272	1,133	1,314	4,092	9,994	10,411
Lincoln Total	4,265	3,602	3,690	12,233	27,076	28,141
Continental	476	643	410	1,364	4,908	3,264
Lincoln	3,201	2,551	2,767	9,177	19,178	21,115
Mark VI/VII	588	408	513	1,692	2,990	3,762
GENERAL MOTORS	97,143	102,138	96,571	289,165	780,485	715,805
Buick Total	14,778	19,164	13,800	41,882	150,750	113,988
Skylark (X-car)	0	2,277	0	0	18,863	0
Skyhawk	1,775	2,778	1,756	5,230	16,262	13,406
Somerset/Skylark	1,815	2,766	1,735	5,379	18,861	14,815
Century	3,776	4,578	3,739	11,946	34,436	37,442
Regal	780	1,575	735	1,515	17,369	5,614
Estate Wagon (rwd) ...	258	1,293	261	747	23,860	1,762
LeSabre	2,740	0	2,153	6,574	0	13,208
Riviera	854	1,515	357	1,601	9,930	3,075
Electra	2,780	2,382	3,064	8,890	11,169	24,666
Cadillac Total	6,090	8,111	6,016	19,043	60,923	44,935
Cimarron	435	600	423	1,397	4,137	3,222
Seville	370	993	258	922	6,765	2,016
Eldorado	530	1,755	371	1,307	12,379	2,859
Cadillac (rwd)	2,040	921	1,941	5,941	9,193	10,768
DeVille (fwd)	2,715	3,842	3,023	9,476	28,449	26,070
Chevrolet Total	29,966	37,610	30,585	93,686	278,415	243,882
Chevette	2,560	3,629	2,514	7,663	25,360	19,372
Cavalier	9,555	9,452	9,653	28,607	74,464	70,364
Celebrity	5,934	6,303	6,298	19,435	44,249	45,725
Camaro	4,965	4,838	5,075	15,040	36,137	36,745
Citation	0	1,769	0	0	12,513	0
Monte Carlo	2,300	3,818	2,374	7,191	22,581	19,037
Chevrolet	3,852	6,790	3,770	13,725	57,220	50,614
Corvette	800	1,011	901	2,025	5,891	2,025
Oldsmobile Total	27,843	23,877	27,268	77,847	193,728	182,852
Firenza	1,075	735	1,035	3,227	11,054	7,618
Cutlass Supreme	5,850	3,782	5,868	13,891	29,453	33,950
Cuttass Ciera	6,793	6,961	7,065	21,124	59,798	51,773
88 (rwd)	480	4,674	444	1,364	41,275	4,267
88 (fwd)	6,960	0	6,488	18,608	0	37,094
Olds 98	2,950	3,288	2,827	8,679	21,219	22,420
Calais	3,385	3,434	3,286	10,058	23,500	23,775
Toronado	350	1,003	255	896	7,429	1,955
Pontiac Total	18,466	13,376	18,902	56,707	96,669	130,148
Acadian**	0	262	482	912	1,644	1,882
2000 Sunbird	2,791	3,092	2,910	8,736	21,990	21,298
1000	845	739	1,037	2,568	5,144	5,159
Firebird	2,655	2,586	2,724	8,062	19,435	19,675
6000	3,605	577	3,484	11,060	3,336	23,100
Parisienne	1,770	1,755	1,794	5,327	11,879	15,058
Fiero	2,400	2,376	2,402	7,205	16,400	11,928
Grand Am	4,400	1,989	4,069	12,837	16,841	32,048
HONDA	3,750	3,555	3,783	11,327	23,852	27,621
NISSAN	1,804	0	1,787	5,387	0	14,287
NUMMI*	2,970	40	2,970	8,910	105	17,980
VOLKSWAGEN	1,700	1,934	1,744	4,912	14,913	12,111
Total Cars, U.S.	177,621	169,617	170,667	522,217	1,297,682	1,279,102
Total Cars, Canada	23,165	19,611	21,275	64,454	150,418	151,658
N. American Cars	200,786	189,228	191,942	586,671	1,443,100	1,430,760
N. American Trucks ...	92,616	88,668	90,631	274,142	635,216	667,605
North American Cars and Trucks	293,402	277,896	282,573	860,813	2,083,316	2,098,365

*-Revised estimate. **-All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto makers schedule best week this year

By Kathy Boyer
Detroit Reporter

Scheduled domestic auto production last week was the highest of any week this year.

The total of 177,621 cars topped the previous peak of 177,528 for the week ended Jan. 25.

Last week's estimate was 4.07 percent more than the previous week's 170,667 and 4.72 percent more than the year-ago week's 169,617.

So far this year, 1,279,102 cars have been assembled, 1.43 percent below the 1,297,682 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 54.69 percent; Ford Motor Co., 21.73 percent; Chrysler Corp., 16.55 percent; Honda of America Mfg. Co., 2.11 percent; New United Motor Mfg., Inc., 1.67 percent; American Motors, 1.27 percent; Nissan Motor Mfg. Co., U.S.A., 1.02 percent, and Volkswagen of America, 0.96 percent.

After being idle for several weeks for inventory adjustment, AMC's Kenosha plant resumed production Feb. 17.

Ford slated overtime Saturday (Feb. 22) at its plants in Wayne, Mich.; Wixom, Mich., and Kansas City.

Chrysler scheduled Saturday overtime at its St. Louis (No. 2) and Jefferson (Detroit) plants.

Daily overtime this week (Feb. 24) is slated at Chrysler's Belvidere (Ill.) and Newark (Del.) plants.

Canadian output moves past 1985

Year-to-date output by Canadian car and truck makers has surpassed last year's production for the first time.

So far this year, 151,658 cars have been built, 0.82 percent more than the 150,418 completed last year at this point.

The truck makers' year-to-date total of 138,871 is 2.04 percent more than the 136,095 assembled at this time last year.

Last week's scheduled build of 23,165 cars was the highest of any week since the 26,733 completed the week ended Dec. 14.

The targeted auto output last week was 8.88 percent more than the previous week's 21,275 and 18.12 percent more than the year-ago week's 19,611.

Estimated production of 19,197 trucks last week was the highest since the week ended Dec. 7 when 19,256 were produced.

Last week's truck build was 1.34 percent more than the previous week's 18,943 and 2.23 percent above the year-ago week's 18,778.

Truck output reaches 1986 peak

Scheduling their best weekly build so far this year, U.S. truck makers last week pulled farther ahead of 1985 production.

Last week's scheduled output of 73,419 trucks was the highest since the 74,162 completed the week ended Dec. 21, 1985.

Year-to-date, 528,734 trucks have been assembled, 5.93 percent more than the 499,121 built last year at this point. The lead 4.65 percent a week earlier.

Last week's targeted production was 2.41 percent more than the previous week's 71,688 and 5.05 percent better than the year-ago week's 69,890.

General Motors scheduled Saturday (Feb. 22) overtime at the following plants: Flint (Nos. 1 and 2); Janesville, Wis., and Lordstown, Ohio.

Ford slated overtime Saturday at its Twin Cities and St. Louis plants.

CANADIAN CAR	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
AMERICAN MOTORS	0	0	0	0	1,534	1,200
FORD MOTOR	11,655	11,125	11,231	33,048	82,916	82,882
GENERAL MOTORS	11,330	8,306	9,819	30,776	64,303	65,984
VOLVO	180	180	225	630	1,665	1,592
Total Cars, Canada	23,165	19,611	21,275	64,454	150,418	151,658

U.S. TRUCK☆	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
CHEVROLET	24,942	22,547	25,177	75,025	170,781	185,226
DODGE	0	4,169	0	0	29,397	0
FORD	30,531	25,787	29,279	89,869	172,191	216,827
GMC	7,799	7,020	7,231	23,084	50,546	55,574
NAVISTAR	1,495	1,637	1,489	4,474	11,080	10,932
JEEP	4,250	4,400	4,299	12,006	30,226	35,271
NISSAN	1,952	2,560	1,763	5,282	18,560	7,932
AM GENERAL	50	50	50	150	380	372
MISCELLANEOUS	2,400	1,720	2,400	7,200	15,960	16,600
Total Trucks, U.S.	73,419	69,890	71,688	217,090	499,121	528,734

CANADIAN TRUCK	Week Ended Feb. 22, 1986	Week Ended Feb. 23, 1985	Week Ended Feb. 15, 1986	Feb. to Date	Jan. 1, to Feb. 23, 1985	Jan. 1, to Feb. 22, 1986
CHRYSLER	9,080	8,694	8,813	26,992	62,534	66,566
FORD	3,581	3,624	3,582	10,394	26,489	25,963
GENERAL MOTORS	6,336	6,219	6,368	19,120	45,387	45,060
NAVISTAR	200	241	180	546	1,685	1,282
Total Trucks, Canada .	19,197	18,778	18,943	57,052	136,095	138,871
N. American Trucks ...	92,616	88,668	90,631	274,142	635,216	667,605

☆-Includes window van production. * - Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

March 3, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

U.S. rights to Romanian car subject of 3-way squabble

By John A. Russell
New York Staff Writer

NEW YORK.—Even before the first Romanian-built Dacia cars arrive in the U.S., questions have surfaced. The biggest one is: Who has a contract, or agreement, with the Romanian factory, Auto Dacia, to be the official importer?

Two companies say they have the import rights and a third is still negotiating with the manufacturer under a protocol agreement.

And all three companies have documents supporting their claims, either in the form of a contract or protocol agreements.

Yet, high officials of the Romanian embassy here stated categorically last week that no contract exists. And that is the crucial element in the matter for only one company claims to have a valid contract—Auto Dacia of America.

Dacia hit the headlines last November when it was reported that a contract had been signed in Paris for the import rights to its products in the U.S. At that time the name of the company was not known.

However, at the NADA convention last month, Auto Dacia of America made its first public appearance. Ole Spaten is chairman of the company; Michael R. Conforti is president, and John Trotman is executive vice president. The company is based in Miami. It is the company that claims to have a contract signed in Paris.

Spaten told Automotive News that the master contract was signed and there are nine subcontracts which are still to be signed. The subcontracts cover three geographical areas—the U.S., Mexico and the Caribbean—for three vehicles. They are the Aro, a four-wheel drive vehicle; the Dacia and the Olcit, a car manufactured under a joint-venture agreement between Dacia and Citroen.

The signers of the contract were Spaten, as chairman of his Swiss company, Sveltec; Milton Garcia, director of the export department of Auto Dacia, and N. Georges Maritzia, head of the liaison office of Marimex, a firm own by Dr. Constantino Dragon, a Romanian industrialist.

Spaten said Dragon's firm was instrumental in setting up the agreement but its exact position in this agreement is unknown.

Both Spaten and Trotman said the nine annexes will be signed between March 11 and March 20.

At the NADA convention, the Auto Dacia of America staff was attempting to recruit dealers. The company also is trying to have the Aro certified for sale in the U.S. by September with the other cars following.

According to James O'Meara, another Auto Dacia of America executive, the company intends to ask dealers for $59,900 for parts, tools and signs which will cover all three lines, and there will be letters of credit involved since the firm expects dealers to maintain a 90-day supply of cars.

O'Meara said the company expects to sign 150 dealers nationwide by the end of 1986.

However, much of that planning could go up in smoke. Officials of

Please turn to Page 40, Col. 3

He got what he wanted

Floods catch 1,300 cars at Ford depot

By Matt DeLorenzo
Los Angeles Reporter

SAN FRANCISCO.—More than 1,300 Ford, Lincoln and Mercury cars were caught in a flood at a Benicia vehicle-processing facility during the torrential rains that swept Northern California.

Dealers in the Napa Valley also were socked by the storm, with several showrooms closed for atleast a week because of the flood.

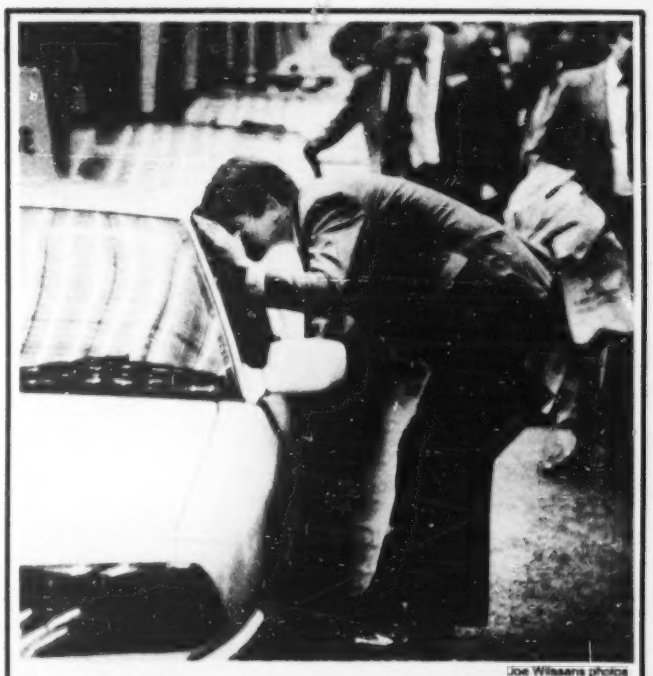
Insurance adjustors are going over the Ford Motor vehicles at Benecia to determine the extent of the damage. The flooding occurred at Hadley Trucking, at a railhead terminal across the bay from San Francisco.

"We moved as many as we could away from the site to avoid flooding," said Richard Dewey, a Ford spokesman. The extent of the damage has yet to be determined, but Dewey added, "We're going to have some cars that are totaled."

Art Eichen, Hadley's terminal manager, said the water was three to four feet deep in some places on the lot, which is located next to a small stream. The 10 days of rain dumped as much as 23 inches on the area.

Eichen said the water has drained off and the facility is in operation, although repairs must be made to water-damaged buildings. He said they were able to move 400 to 500 cars from the lot

Please turn to Page 42, Col. 5



Joe Wilsons photos

A close-up inspection at SAE exhibition

NHTSA funds won't be sliced, Dole declares

By Al Fleming
Industry Editor

NHTSA will not be affected by the Gramm-Rudmann law or other federal budget-trimming measures, Transportation Secretary Elizabeth H. Dole said last week.

At a Detroit press conference prior to her speech before more than 5,000 attendees at the annual banquet of the SAE International Congress and Exposition, Dole said, "All safety across the board has been protected."

She said two of DOT's "labor intensive" agencies—the Federal Aviation Administration and the U.S. Coast Guard—are likely to sustain "support personnel" cutbacks, but added, "We will be shifting funds between (DOT agency) accounts to make certain that safety" is not impacted.

Asked if NHTSA stood to lose any funds in the shifting, she replied that budget cuts might affect "one of the other modes, bu' not NHTSA."

In another area, Dole said she is looking "carefully" at a National Academy of Sciences study on the nation's 55-MPH speed-limit law.

Panelists participating in the two-year study were unanimous: 55-MPH should continue, but

Please turn to Page 4, Col. 2

GM's Mair prepares to retire from 'most favorite' job

By Michelle Krebs
Financial Editor

When General Motors Vice President Alex Mair was asked as a child what he wanted to be when he grew up, he answered without hesitation: Chief engineer of Chevrolet.

"I didn't know what that job was, but that was what I wanted to be," Mair recalled during an interview with Automotive News.

Born the son of a Chevrolet tool-and-die maker in Flint, Mair did in fact become Chevrolet chief engineer. He then became general manager of GMC Truck and Coach and Pontiac divisions and, finally, head of GM's Technical Staffs Group.

After 47 years with GM, Mair retires April 30 at GM's mandatory retirement age of 65.

Mair recalled that competition in the auto industry was intense during the 1920s. Out of that competition, Chevrolet rose from a very small company to the world's sales leader.

"Living in Flint," Mair said, "there was a great loyalty to General Motors and to Chevrolet and Buick. In our family, it was that way. There was an internal pride in working for this very great company."

Mair attended General Motors Institute and joined Chevrolet in 1939. His first job was working on the famous Chevrolet Blue Flame engine, introduced in the 1937 model year. Mair would place that engine—with only six others—in the engine Hall of Fame. He became Chevrolet chief engineer in 1965.

The energetic and affable Mair lists among his favorite GM jobs those as Chevrolet chief engineer, Truck and Coach general manager and Pontiac general manager.

However, his latest job has been his "most favorite." Since 1978, Mair has headed GM's Technical Staffs Group, which includes the Design Staff, Advanced Engineering Staff, Current Engineering and Manufacturing Services Staff, the GM Research Laboratories and the Patent Section.

Mair said his love for the job and the exciting, challenging times of today's auto industry make it difficult to leave. He has no current plans to do consulting for GM during his retirement.

Mair, who has worked in the auto industry for nearly half of the automobile's 100-year existence, said the industry is in the midst of an "incredible revolution."

"In this job," he said, "the work effort required to maintain GM's world leadership in automobile and truck production is unprecedented. It wasn't even like this during the Depression. The only time this kind of effort was put forth was during World War II.

"The need is just as high now, but not everybody seems to have felt that at GM," Mair said.

As a result of intense international competition, Mair sees GM and the auto industry on the threshold of some major technological breakthrougns.

Among them is GM's superpowerful magnet, Magnequench. The magnet reduces the size of small motors.

"The reason it's significant is that it has a large impact, not just on GM but on our country and the world," Mair said. "From the standpoint of use of energy resources in the world, it has a significant impact for the long term and forever."

Mair likens the impact of Magnequench, new machining methods and new materials—particularly plastics—to the impact of other technological innovations that changed the world. Among them, he includes the refrigerant Freon, quick-drying paints and leaded gasoline.

When many of those technological innovations come to fruition,

Please turn to Page 40, Col. 5

NEWSPAPER
DETMESDA MD 20814
4520 EAST-WEST HWY STE800
CONGRESSIONAL INFO SERV
ACQ EDITOR SR1
ACQ EDITOR
ACQEQEACQQE AN 860999 99 ANZ
**********5-DIGIT 20814

AUTO MAKERS' SALES, PROFITS
(In millions)
YEAR

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 4,040	($ .125)	$ 4,215	$ .015
Chrysler Corp.	21,256	1,635	19,573	2,380
Ford Motor Co.	52,774	2,515	52,366	2,907
General Motors	96,372	3,999	83,880	4,517
TOTAL	$174,442	$8,024	$160,044	$9,819

FOURTH QUARTER

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 1,128	($ .007)	$ 1,061	$ .003
Chrysler Corp.	5,383	.215	5,341	.610
Ford Motor Co.	14,096	.720	13,417	.721
General Motors	24,641	1,252	20,878	.877
TOTAL	$ 45,248	$2,180	$ 40,697	$2,211

Makers notch record sales, 2nd-best profit

By Michelle Krebs
Financial Editor

U.S. auto makers collectively recorded their best year ever for sales and their second best year for profits in 1985.

Profits for the Big Four makers totaled $8.02 billion, down 18 percent from the record $9.82 billion in 1984.

Combined sales for 1985 set a record of $174.44 billion, up from $160.04 billion in 1984, the previous peak.

Individually, General Motors recorded its best year ever for sales and second-best year for profits in 1985.

GM's net income was $3.99 billion, down 11 percent from $4.52 billion in 1984, GM's best year ever.

GM's sales were $96.37 billion, up 15 percent from 1984's previous record of $83.89 billion.

Factory unit sales increased 13 percent to 9.3 million units in 1985.

Ford Motor Co. earned $2.52 billion for its second-best year ever and sales set a record of $52.77 billion.

Ford profits were down 14 percent from 1984's record high $2.91 billion. Sales were up 1 percent from 1984's $52.37 billion.

Factory unit sales were 5,634,000 units, down 33,000 from 1984.

Chrysler Corp. reported a profit of $1.64 billion for its first full year as a taxpayer since 1976. Chrysler also suffered strikes in

Please turn to Page 41, Col. 3

AMC loses $125 million as '85 sales drop 5 pct.

By Michelle Krebs
Financial Editor

American Motors said it lost $125 million for 1985.

That compares with a profit of $15 million in 1984, which included a $4.5-million tax credit.

Sales for the year were $4.0 billion, down 5 percent from $4.2 billion in 1984.

"Although the losses in 1985 were disappointing," said AMC President Jose Dedeurwaerder, "there was substantial improvement in the second half of the year. The second-half loss of $25.8 million compared with a $99.5 million loss in the first half."

Dedeurwaerder noted that 1985 financial results were adversely affected by the intense competition in the subcompact passenger-car market which caused significantly lower volumes and high merchandising costs because of financing incentives.

"We were encouraged in 1985 by the excellent sales of our Jeep products," Dedeurwaerder added.

Factory vehicle sales were 391,769 units, down 11 percent from 1984.

North American factory sales were 354,795, down from 1984's 408,345. Jeep sales in North America jumped to 217,806 units from 171,036. But car sales dropped to 136,989 from 237,309.

For the fourth quarter, AMC lost $6.7 million, compared with a profit of $3.1 million in the same quarter a year earlier, which included a $1.3-million tax credit.

Sales for the quarter were $1.13 billion, up from 1984's $1.06 billion.

index

Auction reports	30-31
Classified advertising	32-40
Editorial page	10
Obituaries	41
Production by makes	42
Sales, car	40
Truck highlights	16

60th year—No. 5116
AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Ruling appears months away as bitter X-car trial ends

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The trial over allegedly defective 1980 X-cars ended after a run of more than two years with the government and General Motors locked in bitter disagreement.

Decision by U.S. District Judge Thomas Penfield Jackson is probably months away.

In August, 1983, NHTSA was so concerned about the hazards of what it called premature rear brake lockup (which GM does not consider a defect) in some 1.1 million 1980 X-cars that it took GM to court before even reaching a formal finding of defect—a tactic never before used by NHTSA.

Today GM estimates there are between 700,000 and 800,000 of the 1980 X-cars (Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark) left on the road. GM stopped building X-cars in May, 1985.

The eight-year statute of limitations has only two years to go, and the appeals process can be lengthy.

There remain several X-car derivative suits plus one pending class action suit in the District of Columbia where damages have been estimated at some $1 billion.

If GM loses this case, it is likely to appeal; if the government loses, appeal is less likely. Government resources are getting smaller, and NHTSA Administrator Diane Steed is viewed as less of an activist than former NHTSA head Raymond A. Peck, under whom the action was initiated.

This is not merely the first and only safety-related defect case brought by the Reagan Administration, it is also unique in that it charges GM with "coverup" and "lying".

The government charges that GM, in at least 27 instances, concealed data or "lied" to NHTSA.

Please turn to Page 41, Col. 1

NHTSA stops routine notices of recall bids

WASHINGTON.—NHTSA has stopped routinely informing the public—through the monthly defect report—whenever it has sent letters to manufacturers of vehicles or auto equipment asking for a voluntary recall.

The Center for Auto Safety has vigorously protested the deletion of that information to Transportation Secretary Elizabeth H. Dole, who had not responded at press-time.

The center noted the number of such letters rose from 12 to 52 last year and charged that NHTSA was keeping citizens "in the dark." But the letters are available in the docket, and the requests to makers for recall come early in investigations.

The letters are sent when NHTSA first starts to scope a problem and before the start of a formal investigation, which NHTSA said it always announces in a press release.

Some NHTSA investigators were said to feel that their work could be hampered by too much early publicity before the start of a formal investigation that might use subpena power.

Rivals expected to ape GM blitz on ad rates

By Jesse Snyder
Crain News Service

Rivals expect General Motors' print media rate-busting efforts to trigger further demands from all auto makers and to spread to TV, radio, outdoor and other media.

GM's 14-point plan for improving print efficiency is drawing praise from other auto manufacturers. They expect any concessions or volume discount rates to be offered to them as well. Rivals aren't above gibing GM about a late start in efforts to cut media rates and agency compensation.

"We've been tough on magazine rates for a couple of years, and it'll get worse before it gets better,' said Louis Lataif, Ford Motor Co. sales operations vice president. Ford has already cut several magazines from its buy list for refusing its demands and has increased buys in books that cooperated.

"We'll be closing out segments of media who would think we'd never have the courage to do that —whether that's a whole network, a whole magazine, a whole newspaper or all of radio," Lataif said. "We have to go where the values are."

"This is good for all of us," said David Kerr, American Motors director of advertising and marketing planning. He also expects GM and other auto makers to go after rate concessions from non-print media.

Advertising agencies for Ford, Chrysler Motors, Toyota Motor Sales, AMC and other auto companies already have informally told major media that upcoming contracts will use GM pacts as a starting point.

GM spent $205.4 million on newspaper and magazine advertising in 1984, the last full year for which figures are available. But the next eight largest advertisers —Ford, Chrysler, Nissan, Toyota, Honda, AMC, Volkswagen and Mazda—spent more than twice that much: $432.3 million.

"I'm glad GM has finally entered the fray," said Lataif. His company, Ford, established most of the automotive category benchmarks on magazine discounts several years ago.

"I think when they saw what we'd won, they went after the same things," Lataif added. "They'll win more, just because they're bigger, and we'll all benefit."

At the heart of the struggle are profoundly different perspectives. Auto makers, especially the bigger-spending U.S. companies beset by foreign competition, view media as suppliers, little different than steel, tires, glass and parts makers—and ad agencies.

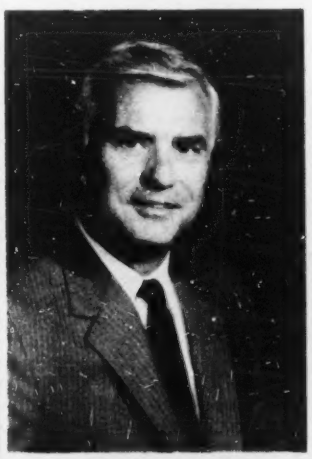
"If we send them a check, they're suppliers" is the attitude.

"When the rate of inflation is in the 2-3-percent range, there's no way to justify 6-8-percent hikes in media costs," Lataif said. "Our goal is to cut $2,000 out of the cost of an Escort and marketing may be able to contribute."

Publishers, looking at the Big Three's 1985 profits of more than $8 billion, say auto makers are demanding too much.

Several Japanese importers declined direct comment. Domestic auto makers outspend the largest four Japanese marketers 5-1 on print media, although a Japanese company may reach GM spending levels in certain specialty or regional publications.

Cadillac looks overseas to build image



John O. Grettenberger

By Michelle Krebs
Financial Editor

Cadillac plans to improve its image by establishing an international presence and selling more exclusive models, Cadillac General Manager John O. Grettenberger said.

It will display models at the Geneva International Motor Show, Grettenberger said in an Automotive News interview. Cadillac will be the only North American GM division present at the show, opening this week, and it will be the first time Cadillac has exhibited without other divisions, he said.

Grettenberger said more favorable exchange rates have created sales potential in Europe for the first time in many years. The potential is in Switzerland, Germany, Holland and Belgium, he said.

Cadillac's ultra-luxury Allante, the bodies of which are made in Italy, will be sold in Europe, although not immediately after its U.S. introduction. The required modifications are under way.

An Allante success in Europe would have a ruboff effect in the U.S., Grettenberger said.

He said Cadillac plans to enhance its position in the Middle East, traditionally a strong Cadillac market, through product demonstrations, dealer incentives and training and marketing assistance.

Cadillac also will promote its limousines more overseas. It recently sold its second batch to the People's Republic of China.

"They offer us an opportunity to get worldwide image and presence, not in great numbers but certainly in visibility," he said.

He said he is less interested in overseas volume than in the benefit that can be gained in the U.S. by international exposure.

"It used to be that we only considered Chrysler and Lincoln products as our primary competitors," he said. "That day is long gone, and it'll never be back. Mercedes, BMW, Audi and Volvo have become internationally recognized brands. They do limited volume in some countries and do very well in others, but they're accepted as being products that people around the world turn to for luxury transportation."

In addition, Grettenberger said, Cadillac will introduce more

Please turn to Page 12, Col. 1

used-car auction directory

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon faciities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81, P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

MICHIGAN

WEDNESDAY 11:00 a.m.
BUY and SELL with Complete Confidence
Averaging 600-700 cars
4 LANES
- Since 1953
- I-475 to Stewart Ave. exit
- Ultra-Modern Facilities
- Guaranteed Titles
- Auction Checks
- Airport Pick-up
- Truck fleet for Quick Pick-up and Delivery

Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

factories list auction dates

American Motors

March 4—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

March 5—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid-States Auto Auction, South Bend

March 6—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 7—Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 11—D-A Auto Auction, New Stanton, Pa.

March 12—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

March 13—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Fredericksburg Auto Auction, Fredericksburg, Pa.

March 18—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

March 19—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid-States Auto Auction, South Bend

March 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

March 4—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 5—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

March 6—Northway Exchange, Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, (tentative), Indianapolis

March 7—Concord Auto Auction, Acton, Mass.

March 11—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Sante Fe Springs, Calif.

March 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 13—Fredericksburg Auto Auction, Fredericksburg, Va.

March 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

March 4—Harrisonburg Auto Auction, Harrisonburg, Va.

March 5—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

March 6—Skyline Auto Exchange, Inc., Fairfield, N.J., and Nashville Auto Auction, Nashville

March 12—Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

March 13—Dallas Auto Auction, Grand Prairie, Tex.; Arena Auto Auction, Chicago; Southwest Auto Auction, Phoenix, and Atlanta Auto Auction, Red Oak, Ga.

March 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 20—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

General Motors

March 4—Dallas Auto Auction, Grand Prairie, Tex.

March 5—Hatfield Auto Auction, Hatfield, Pa., and Atlanta Auto Auction, Red Oak, Ga.

March 6—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Aptco Auto Auction, Taylor, Mich.

March 11—Florida Auto Auction of Orlando, Ocoee, Fla., and Denver Auto Auction, Englewood, Colo.

March 12—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 13—Nashville Auto Auction, Nashville, and 166 Auto Auction, Springfield, Mo.

March 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Used Car Sales
Auction Averages

Feb. 1986	$4,811
Month ago	$4,651
Year ago	$4,782

Model Breakdown
Auction Averages

	FEB. 1986	JAN. 1986	DEC. 1985
1986	$10,059	$8,769	
1985	$8,655	$8,509	$9,839
1984	$6,158	$5,943	$6,514
1983	$5,232	$5,206	$5,594
1982	$4,089	$4,136	$4,507
1981	$3,302	$3,163	$3,474
1980	$2,478	$2,402	$2,694
1979	$2,348	$1,954	$2,207
Overall Average	$4,811	$4,651	$4,559

Nissan, Calsonic plan test track in Arizona

CARSON, Calif.—Nissan Motor Corp. in U.S.A. has announced plans to build a $25-million test track in Arizona.

Nissan Research & Development, Inc., Ann Arbor, Mich., and Calsonic International, Inc., Irvine, Calif., have entered into a joint partnership to be called Arizona Test Center, Inc.

Arizona Test Center will build and operate the test facility on a 3,050-acre site near Casa Grande, Ariz.

The facility will be used to test Nissan vehicles and Calsonic products and it will be available to all Calsonic customers.

At first, the track will be used for hot-weather testing of air conditioning and engine performance. Later, it will be used for high-speed testing of performance and durability.

Toshio Maeda, executive vice president and chief operating officer of Nissan Research & Development, will also serve as president of Arizona Test Center.

Groundbreaking is scheduled for today (March 3). Plans call for the facility to include a wind tunnel. The test track itself is 5.6 miles long.

The oval test track will be banked for up to 130 MPH neutral speed.

Calsonic is a wholly owned subsidiary of Nihon Radiator Co.

DuPont prepares new line of paint for aftermarket

By Al Fleming
Industry Editor

TROY, Mich.—DuPont Co. will introduce a new line of automotive aftermarket refinishes in the second half of 1986.

At a press briefing at the DuPont Automotive Development Center here, Gene A. Gardner, the company's worldwide director for refinish, finishes and fabricated products, told a group of U.S. and European editors, "We've been developing the automotive finish of the future for the aftermarket . . . a whole new line of refinish products."

He said the new paint, trademarked Cronar, was developed specifically "to handle the needs of base coat/clear coat for the next decade."

Noting that base coat/clear coat has become a standard finish at General Motors, Gardner said GM is "converting one plant after another to deliver this European look, now that technology has made it possible to meet environmental standards."

Base coat/clear coat enamels became commonplace on most European and some Japanese assembly lines in the mid-1970s. They provide a smooth, glossy, mirror-like finish known as the "European look."

Gardner predicted that by the end of this decade, every car manufactured in the U.S. will have a base coat/clear coat finish.

According to Robert Aiken, director of automotive finishes for duPont, the company's base coat/clear coat topcoats currently are being used at GM's Lansing and Hamtramck plants, the GM-Toyota joint-venture plant in Fremont, Calif., and U.S. plants of Honda, Nissan and Volkswagen.

GM plants soon to be converted to the product, Aiken said, are Wilmington, Del.; Pontiac, and Fort Wayne, Ind. The latter two are truck facilities.

He said GM plants in Arlington, Tex.; Doraville, Ga.; Fairfax, Kans., and Leeds, Mo., have "proposed" to adopt base coat/clear coat topcoats.

Not only GM, but the entire U.S. auto industry is converting to enamel base coat/clear coat—some plants from lacquer, some from enamel systems, he said.

"GM, Ford, Chrysler and AMC are, or will be, using from medium to high-solids base coats and clear coats," Aiken said. "U.S. auto makers are converting existing plants, in most cases, timed together with conversion to a new model vehicle."

He said the conversions are motivated by the need for high solids to meet environmental regulations, "while at the same time maintaining or improving upon the appearance of low solids lacquers and enamels."

1913 Model T traded on Grand Wagoneer

CAPE GIRARDEAU, Mo.—Keele AMC-Jeep here recently accepted a 1913 Model T depot hack as a tradein on a Grand Wagoneer.

Larry Haertling, of Cape Realty, traded in the Model T. Cape Realty acquired it with the purchase of a collection of antique vehicles.

Jim Dunne/Popular Mechanics

New Lincoln on tap for 1988

The Taurus styling theme is carried over into the Lincoln line, with this new four-door luxury model scheduled to enter showrooms in 1988. This picture was misidentified in the Feb. 24 issue of Automotive News.

classifieds

CARS WANTED

LIMOUSINES WANTED. Stretch Cadillac and Lincoln. Frank Corrente, Frank Corrente's Cadillac Corner, Hollywood, California, 213-938-2623.

SUBARUS
We Buy 4 x 4's or Will Trade FWD's. Larry Gender.
YENKO SUBARU
Pittsburgh, PA 412-344-0100

NEW TOYOTAS WANTED
List Price Paid
Cars, 4X4 Trucks
Call: Ken Taylor
ROYAL TOYOTA, INC.
Vineland, New Jersey
609-692-2210

'86 HONDAS NEEDED
HIGH PRICES PAID
TRY US!
Call: Dick Foss
305-634-4582
VESPER MGT. LEASE DEPT.

NEW TOYOTAS WANTED
LIST PRICES PAID
Call JACKIE WHITE
or FRANKIE DE CHIARO
DELRAY TOYOTA
DELRAY BEACH, FLORIDA
305-276-5000

WANTED
TOP DOLLAR PAID
ANY YEAR STRETCH LIMOUSINES
USED MERCEDES BENZ
& ROLLS ROYCES
Call: Jack, 213-839-9417

WE WANT TO BUY NEW
MERCEDES-BENZ
For Our Lease Customers
WE NEED 1986
560 SEL's & SEC's
420 SEL's & 300 E's
We also will buy new 1985 MERCEDES
380 SL's, 500 SEL's & 300 D's
MB North American Cars Only
ALSO
New 944 PORSCHES
ALSO
NEW JAGUARS
Used MERCEDES
Used ROLLS ROYCE
We Will Travel To Purchase These Cars
Contact: Ray or Bob at
Touch of Class Leasing Co.
201-549-4545

CARS WANTED

WANTED
1986
TOYOTAS
& NISSANS
CARS & 4 X 4 TRUCKS
Top Prices Paid
You keep the RDR card
We are a major lease company
U.S.A. AUTO BROKERS
609-451-6176

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-862-9501.

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky 502-781-3591. No grey market cars.

TOYOTAS WANTED
$500 to $1,000 Cash
Paid Over Factory Invoice
With RDR Cards
1 to 50
Contact: Dick or Gary
401-884-5438

SUBARUS
TRADE OR BUY
Call: Jerry Gee
BEAVERTON SUBARU
503-646-7181

WANTED
1986
TOYOTAS
CARS & TRUCKS
TOP PRICES PAID
With or Without RDR Cards
Call: Frank Delvecchio
HALLISSY
WORLD OF CARS
Lowell, Massachussetts
617-458-8000

Make your advertising dollar work

To make the best use of your advertising dollar and to reach a worldwide audience with your goods and services, place your Classified Advertising in

Automotive News

Mid-month sales top 253,000, alltime second-best for period

By Jenny L. King
Detroit Reporter

The sudden surge in new-car sales reported Feb. 11-20 seemed to indicate a last-minute interest in the recent round of incentives among procrastinating consumers.

With several low-interest-rate programs on various domestic models due to end shortly before the close of February, mid-month sales jumped 10.99 percent to the second-best total ever for the period.

But in the final days of the December-initiated incentives, new programs began to take shape as the auto makers sought to keep the sales momentum going.

The seven domestic makers reported Feb. 11-20 sales totaling 253,906, up some 25,000 units from 228,761 in 1985. It was second only to the record for the period of 272,784, notched in the banner year of 1973.

There were nine selling days in the period this year and last. The daily selling rate was 28,212 this year, up 10.99 percent from last year's 25,418.

Year-to-date sales reached 1,062,183, up 3.93 percent from 1,022,019 in 1985.

General Motors, which ordinarily captures well over half the domestic market, reported record sales for the period along with a year-to-year increase of 18.53 percent.

GM's domestic sales climbed to 148,068 from 124,924. The previous GM best for mid-February was 146,165, posted in 1973. The company gained nearly four percentage points in share of the market this year.

Ford Motor Co. sales were up 5.69 percent, to 64,274 from 60,813. Chrysler Motors reported period sales of 30,683, a decline of 13.86 percent from 35,619 a year earlier.

American Motors released a sales estimate of 2,000 units for the period, down 28.57 percent from 2,800. Volkswagen's months-long string of increases was snapped in mid-February with a 6.26-percent decline to 1,991 from 2,124. Honda was up 60.94 percent, to 3,993 from 2,481, and Nissan had sales of 2,897

DOMESTIC SALES

	Feb. 11-20, 1986	Feb. 11-20, 1985
Renault		
Alliance-Encore	1,750†	2,500†
AMC	250†	300†
AMERICAN MOTORS	2,000†	2,800†
Chrysler	9,443	9,428
Plymouth	9,270	12,301
Dodge	11,970	13,890
CHRYSLER CORP.	30,683	35,619
Ford	43,349	39,875
Mercury	16,402	15,946
Lincoln	4,523	4,992
FORD MOTOR CO.	64,274	60,813
Buick	22,968	24,077
Cadillac	10,439	7,839
Chevrolet	50,748	45,739
Oldsmobile	37,279	27,312
Pontiac	26,634	19,957
GENERAL MOTORS	148,068	124,924
VOLKSWAGEN	1,991	2,124
HONDA	3,993	2,481
NISSAN	2,897	0
U.S. INDUSTRY TOTAL	253,906	228,761

†—Estimate

GM and Honda were the only makers to increase their market shares over year-ago holdings. GM advanced to 58.32 percent from 54.61 percent. Honda expanded to 1.57 percent from 1.09.

Ford dipped to 25.31 percent from 26.58 percent. Chrysler was off to 12.08 percent from 15.57 percent. AMC dropped below the one-percent mark to 0.79 percent compared with 1.22 percent a year ago. VW earned 0.79 percent, down from 0.93 percent, and Nissan had 1.14 percent of this year's market.

Sales of individual makes for the period included two records: Oldsmobile was up 36.49 percent, its 37,279 sales surpassing the former record of 35,110 set in 1984. Cadillac, up 33.17 percent to 10,439, broke its former record of 9,669, also set in 1984.

Other winners were Ford, up 8.71 percent; Mercury, 2.86 percent; Chrysler, 0.16 percent; Chevrolet, 10.95 percent; Pontiac, 33.46 percent, and Honda, 60.94 percent.

Sales declines showed up at Plymouth, off 24.64 percent; Dodge, 13.82 percent; Lincoln, 9.40 percent; Buick, 4.6 percent; AMC, 16.67 percent; Renault, 30.00 percent, and VW, 6.26 percent.

Chevrolet's Cavalier was the top-selling nameplate Feb. 11-20. Second to Cavalier sales of 16,039 was the Celebrity total of 13,834, followed by Oldsmobile Cutlass Ciera at 13,528, Ford Escort at 13,086 and Ford Tempo at 10,915.

Who will import Romania's Dacia?

Continued from Page 1

the Romanian embassy here told Automotive News that the contract was signed in Paris, but it was subject to the approval of the Auto Dacia board of directors. That board and the government refused to approve the contract.

Minister-Counselor Toader Rapanu, of the Romanian Embassy, said no one received a contract for selling autos in the U.S.

Nicolae Perhaita, first economic secretary of the embassy, agreed there was no contract in existence today. He said it was all done under condition of approval by Auto Dacia, which was not granted.

He said that when they contacted Romania initially upon the first report of the contract, even the Minister of Foreign Trade denied the existence of the contract. Perhaita maintained that Spaten and his company were notified that the contracts had been rejected.

Spaten denies this.

However, Perhaita was firm on one point. Speaking for the Romanian Government, he said explicitly that "we do not have contracts." He added that there are competitors for the contract who have protocols, but Auto Dacia of America is not a contender.

Last week, Automotive News learned of the two existing protocols. One is with North American Import/Export Co., Inc., New Paltz, N.Y., headed by Louis Marton; the other is with Bricklin Industries, headed by Malcolm Bricklin.

Both companies and their executives have been expressing dismay over the turn of events starting in November. Yet both have assurances from Auto Dacia in Romania that no contract exists.

In the case of Marton's firm, it goes even farther. The company has a letter from Auto Dacia (Romania) to the EPA Certification Division, which Marton said was filed with the EPA on Jan. 10. The Romanian firm said in the letter, "We have entered into a long-term agreement for the importation, sales, marketing, service, parts and engineering in the United States with North American Import/Export Co., Inc."

Perhaita confirmed that letter, saying, "Mr. Marton has the agreement with Auto Dacia for importing. He has the letter with Romanian approval."

But there is a proviso to that as well. Marton has a protocol agreeing to the importing of the Dacia cars conditioned upon successful EPA and NHTSA certification.

But the letter adds another element. Officials at the EPA have told Automotive News that while anyone can certify automobiles for importation, such a letter would imply that Marton is the representative of the manufacturer.

The Marton letter was signed and the protocols executed on Dec. 21, 1985, nearly two weeks after the Nov. 28 contract signing in Paris.

There also is the series of protocols with Bricklin Industries. Those have been signed over a period of months, again conditioned upon certification.

Perhaita termed those protocols preliminary steps, and he said the protocols are not contracts. He said that when certification is completed, there will be more discussions.

However, Automotive News learned that Auto Dacia officials from Romania will be visiting Bricklin Industries in the near future, and there are Telex messages spanning several months stating that no contract has been signed. The messages are from Auto Dacia in Romania.

Spaten said last week he is confident that his contract is valid and that he will go to Paris this week to consult with his attorney.

Steve Marton, son of Louis Marton and vice president of North American Import/Export Co., said he believes his company has an agreement.

Bricklin had no comment.

Mair to retire after 47 years in service of GM

Continued from Page 1

Mair won't be at GM to see them.

He will be at his marina on Michigan's Lake St. Clair or in Three Rivers, Mich., running the hydro-electric plant he bought four years ago. Built at the turn of the century, the plant today provides supplementary power to the city of Sturgis, Mich.

Throughout much of his career, Mair has been interested in energy, particularly since the oil crisis of the early 1970s, which triggered research into alternative energy and energy conservation.

Mair said he would like to be remembered at GM for innovation in product and manufacturing.

"I'd like to be known," he said, "as having a part in improving the effectiveness of this company in its innovative elements that allow it to remain a world leader in its product and its manufacturing."

Sundance, Shadow small but upscale

Chrysler Corp.'s 1987 Plymouth Sundance and Dodge Shadow will go on sale Sept. 4 as entries in the "upscale subcompact" market.

Sundance and Shadow are five-passenger two-door and four-door hatchbacks. Chrysler said they offer a performance and option level not typical of subcompacts.

Four-door models are scheduled to go into production at Chrysler's Sterling Heights (Mich.) assembly plant in May. The two-door models follow in August. Public introduction is set for Sept. 4.

The standard powertrain is a 2.2-liter electronically fuel-injected 97-HP engine coupled to a dual-rail 5-speed manual transaxle. Also available are a 3-speed automatic transaxle and a 145-HP multi-point fuel-injected turbocharged engine.

Sundance and Shadow may be equipped with options not previously available on Chrysler-built subcompacts, including power door locks, power windows and power outside mirrors.

The subcompacts are 171.7 inches long, 67.3 inches wide and 52.7 inches high. They ride on a 97-inch wheelbase and weigh 2,500 pounds.

Expected EPA mileage for models equipped with the 2.2-liter EFI engine are 27 city, 43 highway and 32 combined, Chrysler said.

New on Sundance and Shadow are smaller "2E" single-lamp headlamps which Chrysler said provide the same lighting as larger single rectangular lamps. The lamps contribute to the low, aerodynamic front-end styling. In addition, because the lamps are plastic, they are less susceptible to stone damage and weigh less.

Sundance and Shadow are the first cars to be equipped with Chrysler's new seat-belt system. One of the features of the system is a new end-release buckle with a newly designed release button at the end of the front seat belts.

Plymouth Sundance has flush windows

Dodge Shadow makes debut Sept. 4

The turbo option includes a 125-MPH speedometer scale, vacuum boost gauge and message center.

The company said the cars are designed to straddle the subcompact and compact segments of the market and compete with Chevrolet Cavalier.

Dodge said Shadow's base models will be equipped with features not found on base models of domestic competitors including 14-inch wheels and tires, dual remote mirrors, halogen headlights, quick-ratio steering, tachometer, cloth seats, fold-down rear seats and counterbalanced hood.

The Shadow two-door and four-door will be available in high-line and ES versions.

Chrysler said the Sundance "enhances revitalization efforts for the Plymouth brand." It will be as a two-door or four-door hatchback.

Chrysler seeking new technology in $30-million project

DETROIT.—Directors of Chrysler Corp. have established a $30-million fund to pursue the exploration of emerging technology.

"Chrysler is searching the world for new technology to keep our competitive edge," said Gerald Greenwald, Chrysler Motors chairman, in announcing the Technology Access Fund (TAF).

Greenwald said it will provide opportunity for some joint ventures, expand on the existing engineering research grants with universities (the Chrysler Challenge Fund) and establish a coordinated program with leading European manufacturing research institutes.

The TAF has targeted 31 projects in these five key areas of technology: Advanced automotive systems, factory automation, advanced manufacturing processes, artificial intelligence and computer integration of the enterprise.

Stressing that the development of the emerging technology would supplement Chrysler's current research, Greenwald provided these highlights of areas of interest to the TAF:

Advanced Automotive Systems: Product features which keep current customers and win new customers.

Factory Automation: New approaches to robots and materials handling that create major improvements in quality and productivity.

Advanced Manufacturing Processes: New processes for machining, stamping, joining and assembly that improve quality and reduce costs and leadtime.

Artificial intelligence: A major emerging technology with a wide range of potential applications impacting all areas of the company. Expert systems and machine vision are the two segments of particular interest to Chrysler.

Computer Integration of the Enterprise: Networking of the entire enterprise using new software and hardware so that all work moves together in parallel or simultaneous processes. Potential benefits include greater productivity, reduced leadtime and improved quality by eliminating late changes.

Each project in the fund has a sponsoring Chrysler activity. One lead person—several, if the project involves more than one area—is responsible for developments and for putting the new technology to work.

The TAF projects range between $100,000 and $4.5 million and the entire fund is capped at $30 million.

The projects were reviewed with the Technology Advisory Council, formed last year to provide Chrysler with independent sources of technological advice and awareness.

Chrysler's Technology Advisory Council was established in March, 1985, as part of what the company termed its commitment to maintaining its leadership in high technology.

Lee A. Iacocca, Chrysler Corp. chairman, said, "This outstanding group of scientists and engineers has the expertise and perspective to provide Chrysler with independent sources of technological advice and awareness.

"The council will be a creative force in helping the company use new technology effectively. It should also challenge us to develop new ways of doing business in an effort to bring about technological breakthroughs."

Iacocca chairs the council. Jack D. Withrow, executive vice president of product development, is the corporation's liaison officer with the group.

Dr. Harry Cook, director of research and development, is council manager.

2-year X-car trial comes to end

Continued from Page 3

This is why the Justice Department is asking more than $4 million in civil penalties.

Lawrence Moloney, a Justice Department special attorney representing NHTSA, asked during the oral arguments last week: "What did they know and when did they know it?" This is especially ironic because those words made famous by Watergate were spoken in the same courtroom used for the Watergate trial.

Judge Jackson defended President Nixon's Committee to Reelect the President in a case brought by Common Cause.

Citing internal GM documents it subpenaed, the government contends GM knew as early as 1978 of braking problems and yet proceeded with production. In addition, NHTSA charges GM knew its two recalls were inadequate.

Moloney also attacked GM's reliance on engineering data instead of real drivers fishtailing across lanes. While X-car brakes were being changed via various recalls and fixes, GM never changed in its "stonewalling," he charged.

The government notes this alleged defect has been the subject of more consumer consumer complaints—3,563, along with 1,180 accidents and 323 injuries—than any other defect in history.

GM's chief defense lawyer—Thomas Gottschalk of Kirkland and Ellis—disagreed on all counts. The law's purpose is to reduce an "unreasonable risk of accidents," he said. Therefore, reliance on accident data—where X-cars shine—is an appropriate approach and one the government has often used in other defect cases, he said.

Gottschalk said brake systems are complex, needing maintenance and repair, and are subject to misuse and abuse by drivers, tire condition and road surfaces. GM maintains its many studies and the task force it established are evidence not of unresolved brake problems or GM's failure to "do its duty" but instead are evidence of its conscientiousness.

GM has consistently denied the existence of a defect and has argued that publicity generated by the Center for Auto Safety, various congressional hearings and NHTSA generated smoke where there was no fire.

Harry J. Pearce, formerly with a North Dakota firm but now with General Motors, rebutted testimony by consumers. He explained why it is difficult to remember details of steering and braking and what happened during unexpected yaw—a common condition.

Pearce testified he found many conflicts between consumer testimony and police reports and between NHTSA's reports of rear brake bias and GM's examination of the cars involved which revealed front-brake bias. Pearce also defended GM's choice of duoservo brakes and Bendix linings.

Pearce's "bottom line" was whether people are getting hurt. He said they are not.

Big Three offer new round of cut-rate loans

Continued from Page 2

B150, B250 and B350 vans plus B100, B150 and B250 wagons as well as D and W series 100, 150 and 250 pickups are all eligible for the $500 cash-back allowance. The B350 wagons plus D and W 350 model pickups are eligible for $1,000.

Ford, which has been running with generally tighter days-supply numbers, has expressed reluctance to join APR programs at every point, but jumped in after GM and Chrysler.

The Ford program offers 7.7 APR financing on Escort, Escort EXP and Lynx models on Ford Credit contacts of up to 36 months. The program began Feb. 27 and has no expiration date.

Ford also extended 9.9 APR financing for up to 42 months on Lincoln Town Car models.

A 9.9 APR program for up to 48 months applies to Mustang/Capri models with 2.3-liter L-4 engines; Tempo/Topaz; Thunderbird/Cougar models with 3.8-liter V-6 engines; Merkur; Crown Victoria/Grand Marquis; Bronco II; F-150 light trucks; Econoline E-150, and all Rangers except Ranger "S."

American Motors, which earlier extended its 7.5 APR/rebate program through March 9, is expected to announce a new program this week.

In addition, some of the importers, including Nissan and Isuzu, are using APR incentives.

Makers' net ranks 2nd-best as sales crack record

Continued from Page 3

1985, which cost about $150 million.

Profits were off 31 percent from 1984's record $2.38 billion, when the company paid taxes for only part of the year.

Sales were Chrysler's best ever at $21.26 billion, up 9 percent from 1984's $19.57 billion, the previous record.

Factory sales were 2,157,373 vehicles, up 6 percent from 1984.

American Motors lost $125 million in 1985. That compared with a $15 million profit in 1984.

Sales for the year were $4.0 billion, off 5 percent from 1984's $4.2 billion.

Worldwide factory sales were down 11 percent at 391,769.

For the fourth quarter, GM had net income of $1.3 billion, up 43 percent from the previous year's $877 million, when UAW members in Canada struck GM.

Sales were $24.6 billion, up 18 percent from $20.9 billion in 1984, making the 1985 period GM's best fourth quarter for sales.

Ford, during the fourth quarter, earned $720 million, off only slightly from 1984's $721 million.

Ford's sales set a fourth-quarter record of $14.1 billion, up 5 percent from 1984's $13.4 billion, the previous peak.

Chrysler's fourth quarter showed a profit of $215 million, down 65 percent from 1984's record $610 million. Still, the 1985 fourth quarter was Chrysler's second-best showing for the period.

Sales set a record for the quarter at $5.38 billion, up slightly from 1984's $5.34 billion, the previous record for the quarter.

AMC lost $6.7 million in the fourth quarter, compared with a $3.1-million profit in 1984. Sales were $1.13 billion, compared with 1984's $1.06 billion.

obituaries

Edward T. Breslin

LIVONIA, Mich.—Edward T. Breslin, 59, retired Chevrolet truck public relations manager, died Feb. 24 after a long illness. He was a reporter with the Detroit Times until it folded, joining General Motors in 1973. He worked in both the GM and Chevrolet public relations departments and was Chevrolet truck public relations manager for more than a decade, until taking disability leave in September, 1983.

John R. MacManus

DETROIT.—John R. MacManus, 83, a retired senior vice president of the MacManus, John & Adams, Inc., advertising agency, died Feb. 25. Mr. MacManus had retired in 1966 from the agency, now D'Arcy, Masius, Benton & Bowles. He had been in charge of the Champion Spark Plug account. He helped build the agency, which was founded by his father, Theodore MacManus.

Next rework: 1987 Daytona

CHICAGO.—Chrysler Corp. has plans for a major update of its Daytona in 1987, Gerald Greenwald, Chrysler Motors chairman, announced at a press conference during the Automotive Service Industry Assn. meeting here last week.

The company also plans to introduce a large front-wheel-drive luxury car (C-car) in mid-1987, he said.

Chrysler previously announced it would introduce nine new models between March, 1986, and May, 1987, including the Sundance/Shadow subcompacts, Dodge Dakota pickup,sporty-intermediate J-coupe and the Chrysler-Maserati Q-coupe.

Greenwald also said Chrysler has plans to update its minivan with 6-cylinder, luxury and stretch versions.

Greenwald also said that previous Chrysler predictions of 10.5 million U.S. car sales for 1986 may be "on the light side."

—ARTHUR FLAX

Production Page

Auto makers try again for best week of '86

By Kathy Boyer
Detroit Reporter

Domestic auto makers last week scheduled their highest production of 1986.

The makers also targeted a yearly high the previous week, but they missed the mark.

Last week's projected output of 178,486 cars was the best of any week since the 182,811 completed the week ended Dec. 14.

Last week's goal was 1.38 percent more than the previous week's 176,065, but was down 1.92 percent from the year-ago week's 181,986.

So far this year, 1,456,032 cars have been assembled, 1.46 percent below the 1,477,653 completed last year at this point.

Companies shared last week's estimated output as follows: General Motors, 54.79 percent; Ford Motor Co., 20.82 percent; Chrysler Corp., 17.28 percent; Honda of America Mfg. Co., 2.10 percent; New United Motor Mfg., Inc., 1.66 percent; American Motors, 1.26 percent; Volkswagen of America, 1.12 percent, and Nissan Motor Mfg. Co., U.S.A., 0.97 percent.

Ford slated Saturday (March 1) overtime at its Atlanta plant.

Daily overtime is scheduled for all Ford plants this week (March 3) except Atlanta and Chicago.

Overtime is slated Saturday (March 8) at Ford's plants in Wayne, Mich.; Wixom, Mich.; Kansas City, and Chicago.

Saturday overtime was slated at Chrysler's Belvidere (Ill.) and Newark (Del.) plants.

The same plants along with St. Louis are scheduled for daily overtime this week.

Truck production passes 600,000

U.S. truck production passed 600,000 last week, reaching 601,-224.

The truck build so far this year is 5.63 percent more than the 569,-169 completed last year at this point.

Scheduled production of 72,560 trucks last week was down 1.08 percent from the previous week's 73,349—which was the highest build of any week this year.

Last week's output was 3.66 percent more than the year-ago week's 69,999.

Chrysler's Warren (Mich.) plant remains idle for model changeover. The plant is scheduled to resume production in mid-March.

General Motors scheduled Saturday (March 1) overtime at its Janesville (Wis.), St. Louis, Moraine (Ohio) and Baltimore plants.

Ford slated Saturday overtime at its St. Louis plant.

Canadian production highest of year

Canadian car and truck makers scheduled their highest production of the year last week.

They also extended their year-to-date lead over 1985.

Estimated output of 24,960 cars was the best since the 26,733 built during the week ended Dec. 14.

Last week's production was 9.38 percent more than the previous week's 22,819 and 20.42 percent more than the year-ago week's 20,-727.

So far this year, 176,272 cars have been built, 3.06 percent more than the 171,036 completed last year at this time.

Scheduled output of 19,212 trucks was the highest since the 19,256 assembled during the week ended Dec. 7.

Last week's build was 0.19 percent more than the previous week's 19,175 and 4.32 percent more than the year-ago week's 18,-417.

Year-to-date, 158,061 trucks have been assembled, 2.06 percent more than the 154,873 built last year at this point.

American Motors' Brampton (Ont.) plant resumed production today (March 3) after being idle since Jan. 24 to prepare for output of the Jeep Wrangler.

CANADIAN CAR	Week Ended March 1, 1986	Week Ended March 2, 1985	Week Ended Feb. 22, 1986	Feb Est	Jan. 1, to March 2, 1985	Jan. 1, to March 1, 1986
AMERICAN MOTORS	0	609	0	0	2,134	1,200
FORD MOTOR	11,655	11,076	11,161	44,209	94,041	94,043
GENERAL MOTORS	13,080	8,817	11,478	44,004	72,971	79,212
VOLVO	225	225	180	855	1,890	1,817
Total Cars, Canada	24,960	20,727	22,819	89,068	171,036	176,272

U.S. TRUCK☆	Week Ended March 1, 1986	Week Ended March 2, 1985	Week Ended Feb. 22, 1986	Feb. Est.	Jan. 1, to March 2, 1985	Jan. 1, to March 1, 1986
CHEVROLET	25,406	22,807	25,987	101,476	191,923	211,677
DODGE	0	4,125	0	0	33,566	0
FORD	29,084	25,246	30,427	118,849	199,108	245,807
GMC	7,716	7,097	7,261	30,262	57,929	62,752
NAVISTAR	1,490	1,766	1,499	5,968	12,724	12,426
JEEP	4,250	4,381	3,716	15,722	34,626	38,987
NISSAN	2,164	2,807	2,009	7,503	21,563	10,153
AM GENERAL	50	50	50	200	430	422
MISCELLANEOUS	2,400	1,720	2,400	9,600	17,300	19,000
Total Trucks, U.S.	72,560	69,999	73,349	289,580	569,189	601,224

CANADIAN TRUCK	Week Ended March 1, 1986	Week Ended March 2, 1985	Week Ended Feb. 22, 1986	Feb. Est.	Jan. 1, to March 2, 1985	Jan. 1, to March 1, 1986
CHRYSLER	9,080	8,722	9,198	36,190	71,228	75,764
FORD	3,581	3,510	3,399	13,793	30,113	29,362
GENERAL MOTORS	6,336	5,952	6,368	25,488	51,606	51,428
NAVISTAR	215	233	210	771	1,926	1,507
Total Trucks, Canada	19,212	18,417	19,175	76,242	154,873	158,061
N. American Trucks	91,772	88,416	92,524	365,822	724,042	759,285

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended March 1, 1986	Week Ended March 2, 1985	Week Ended Feb. 22, 1986	Feb. Est.	Jan. 1, to March 2, 1985	Jan. 1, to March 1, 1986
AMERICAN MOTORS	2,250	3,390	1,779	4,029	15,144	6,852
Renault Total	2,250	3,390	1,779	4,029	15,144	6,852
Alliance	1,950	1,876	1,646	3,596	9,223	5,974
Encore	300	1,514	133	433	5,921	878
CHRYSLER CORP.	30,850	30,392	31,138	122,361	212,652	258,914
Plymouth Total	8,550	8,883	8,204	32,778	62,271	71,756
Horizon	3,400	2,620	2,984	12,435	21,245	26,429
Reliant	3,700	4,366	3,423	14,183	27,713	32,288
Caravelle	1,200	1,372	1,482	5,080	10,410	10,852
Gran Fury	250	525	315	1,080	2,903	2,187
Chrysler Total	11,000	10,071	11,907	45,404	72,546	95,544
LeBaron	3,000	2,474	2,672	11,188	19,762	23,578
LeBaron GTS	2,500	1,831	2,688	10,229	11,804	20,763
Laser	1,000	884	1,120	4,342	8,538	8,999
New Yorker/E-Class	1,500	1,995	1,723	6,104	12,109	13,179
Fifth Avenue	3,000	2,887	3,704	13,541	20,333	29,025
Dodge Total	11,300	11,438	11,027	44,179	77,835	91,614
Omni	3,700	2,937	3,188	13,178	22,646	27,223
Aries	2,800	3,449	2,840	11,099	20,735	21,983
Daytona	1,000	952	1,040	4,024	8,013	8,655
Dodge 600	1,600	1,812	1,736	6,571	13,018	14,045
Lancer	1,800	1,426	1,774	7,471	8,628	15,812
Diplomat	400	862	449	1,836	4,795	3,896
FORD MOTOR	37,162	38,462	37,788	146,839	322,426	296,245
Ford Division	25,647	26,473	25,674	100,212	212,477	201,065
Escort	8,173	7,111	8,724	33,504	58,683	67,600
Mustang	4,386	4,283	4,271	16,839	29,837	34,464
LTD	0	5,099	0	0	42,124	0
Taurus	5,492	0	4,908	18,462	0	32,950
Thunderbird	3,639	6,019	3,681	14,631	38,399	30,532
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	3,957	3,961	4,090	16,776	32,474	35,519
L-M Division	11,515	11,989	12,114	46,627	109,949	95,180
Mercury Total	7,825	8,501	7,849	30,704	79,365	63,349
Lynx	1,193	2,339	1,385	5,289	14,858	12,015
Capri	197	425	289	1,237	4,279	3,196
Marquis	0	1,907	0	0	18,611	0
Sable	2,661	0	2,407	8,958	0	16,158
Cougar	2,426	2,727	2,467	9,751	25,747	20,192
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,348	1,103	1,301	5,469	11,137	11,788
Lincoln Total	3,690	3,488	4,265	15,923	30,584	31,831
Continental	409	629	480	1,777	5,546	3,677
Lincoln	2,769	2,470	3,199	11,944	21,662	23,882
Mark VI/VII	512	389	586	2,202	3,376	4,272
GENERAL MOTORS	97,764	103,823	94,939	384,725	882,870	811,365
Buick Total	14,837	18,350	13,967	55,908	168,430	128,014
Skylark (X-car)	0	2,358	0	0	21,113	0
Skyhawk	1,774	1,934	1,764	6,993	18,387	15,169
Somerset/Skylark	1,815	3,208	1,641	7,020	21,069	16,456
Century	4,662	4,446	3,798	16,630	38,558	42,126
Regal	781	1,402	715	2,231	19,003	6,330
Estate Wagon (rwd)	255	1,195	282	1,026	25,159	2,041
LeSabre	2,940	0	2,345	9,119	0	15,753
Riviera	630	1,260	433	1,810	11,190	3,284
Electra	1,980	2,547	2,989	11,079	13,951	26,855
Cadillac Total	6,315	7,406	5,820	25,088	68,582	50,980
Cimarron	435	783	454	1,851	4,866	3,676
Seville	465	824	308	1,325	7,595	2,419
Eldorado	660	1,477	429	1,866	13,858	3,418
Cadillac (rwd)	2,040	1,037	2,022	7,963	10,007	12,790
DeVille (fwd)	2,715	3,285	2,607	12,083	32,256	28,677
Chevrolet Total	31,631	36,870	30,243	125,594	315,250	275,790
Chevette	2,536	3,136	2,640	10,279	28,424	21,988
Cavalier	9,308	11,112	9,406	37,766	85,406	79,523
Celebrity	7,742	5,824	5,986	27,229	49,810	53,519
Camaro	4,965	4,819	5,065	20,105	40,545	41,810
Citation	0	1,717	0	0	14,309	0
Monte Carlo	2,310	3,497	2,330	9,531	26,851	21,377
Chevrolet	3,970	5,755	3,818	17,661	63,003	54,550
Corvette	800	1,010	998	3,023	6,902	3,023
Oldsmobile Total	26,782	27,186	26,170	102,956	220,426	207,961
Firenza	1,075	1,632	999	4,226	12,468	8,617
Cutlass Supreme	5,270	4,063	5,409	18,720	33,762	38,779
Cutlass Ciera	5,457	8,961	6,337	26,125	68,653	56,774
88 (rwd)	360	4,629	475	1,719	45,789	4,622
88 (fwd)	7,840	0	6,967	26,455	0	44,941
Olds 98	2,950	2,995	2,594	11,273	24,662	25,014
Cabis	3,385	3,956	3,088	13,146	26,828	26,863
Toronado	445	950	301	1,292	8,264	2,351
Pontiac Total	18,199	14,011	18,739	75,179	110,182	148,620
Acadian**	0	265	325	1,237	1,906	2,207
2000 Sunbird	2,715	3,220	2,820	11,480	25,572	24,042
1000	837	639	811	3,371	5,785	5,962
Firebird	2,655	2,739	2,697	10,759	21,799	22,372
6000	3,417	625	3,518	14,390	3,953	26,430
Parisienne	1,775	1,358	1,762	7,094	13,340	16,825
Fiero	2,400	2,367	2,409	9,614	18,776	14,337
Grand Am	4,400	2,798	4,397	17,234	19,051	36,445
HONDA	3,750	3,760	3,669	14,996	27,564	31,290
NISSAN	1,740	0	1,801	7,124	0	16,024
NUMMI*	2,970	50	2,970	11,880	150	20,950
VOLKSWAGEN	2,000	2,109	1,981	7,193	16,847	14,392
Total Cars, U.S.	178,486	181,986	176,065	699,147	1,477,653	1,456,032
Total Cars, Canada	23,165	20,727	21,275	64,454	171,036	151,658
N. American Cars	201,651	202,713	197,340	763,601	1,648,689	1,607,690
N. American Trucks	92,616	88,416	90,631	274,142	724,042	667,605
North American Cars and Trucks	294,267	291,129	287,971	1,037,743	2,372,731	2,275,295

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

VW plant sale falls through

Volkswagen of America's proposed sale of its U.S. metal stamping plant to a Michigan-based firm fell apart last week, leaving the future of the facility and its 800 workers in doubt.

VWoA had been negotiating to sell the South Charleston (W.Va.) plant to C&F Stamping, Grand Rapids, Mich., but talks broke off when the two sides failed to reach agreement on financial terms, a VWoA spokesman said.

Meanwhile, VWoA said talks with Fuji Heavy Industries (Subaru) concerning a possible joint-venture project at VWoA's Westmoreland (Pa.) assembly plant also have been terminated. VWoA said it is not actively pursuing another partner for U.S. assembly.

VWoA previously had announced plans to phase out production of the metal stamping plant by mid-1987. In the future, the Westmoreland plant will be supplied with stampings from VWoA affiliates in Mexico and West Germany, with the first shipments coming this summer.

Unless a buyer can be found for the South Charleston facility, VWoA will slowly phase out the jobs of the 700 hourly and 100 salaried workers during the next 18 months.

VWoA will continue efforts to sell the plant, but has no "serious" offers at this time.

"Original plans were to have that plant (South Charleston) supplying stampings for two assembly plants here in the U.S.," the VWoA spokesman said. "But that never happened. We did everything we could to keep the plant open, but it was just more capacity than we needed."

—Dave Zoia

1,300 new cars at Ford facility caught in flood

Continued from Page 1

before the flooding became serious.

Benicia is a large port of entry for both rail and sea shipments of cars from the East and and the Far East. According to Eichen, only the Hadley facility was affected by the weather.

In the Napa Valley, Vintage Chevrolet-Toyota was one of the few stores able to open during the weekend of the flood, according to General Manager Don Wissner. Four to six feet of water inundated the dealership,and 183 cars were lost.

In addition to damaging the cars, the water wiped out his parts inventory, computers and phone system.

However, Wissner said operations resumed three days after the flood began. Sales were conducted out on the lot, and a temporary F&I operation was set up on the showroom floor. New shipments of cars and parts began to arrive the next day and the last of the damaged cars were removed.

Across the street at Lyon BMW-VW, operations were halted for more than a week.

In Marysville, which is farther north, McCullough Chrysler-Plymouth lost 20 cars at its satellite location in the Peachtree Mall. The shopping center was flooded when a levy broke in nearby Linda.

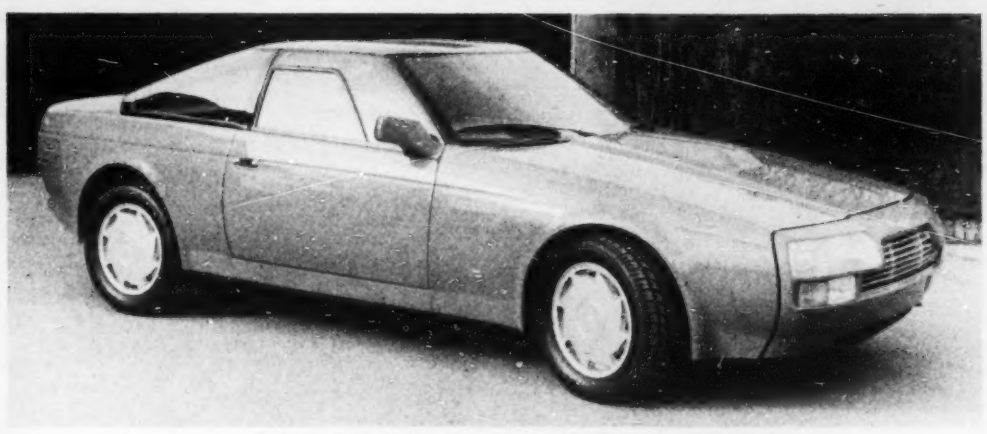
C2700-1

Automotive News

March 10, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy



Aston Martin Zagato—a new shape at Geneva

Geneva show: Time and place to weigh industry restructuring

By Richard Feast
European Editor

GENEVA.—Seekers of new auto industry products and truly fresh pointers to the vehicles of the future were disappointed by the offerings at the international exhibition here last week.

Those in search of an industry coming to grips with some substantial structural changes found Geneva a fascinating marketplace for gossip, innuendo, optimism, pessimism and some good, old-fashioned hokum.

Here was the the world's auto industry, meeting for the first time since last fall's shows in Frankfurt and Tokyo. The events since then indicate the extent of the restructuring.

In Europe alone, Volkswagen has committed itself to a takeover of Seat and General Motors is bidding for BL's Leyland Trucks and Land Rover. GM has already gobbled up Group Lotus and has taken its strategic decision-making out of Adam Opel in West Germany into a European coordination group in neutral Switzerland.

Ford and Fiat's Iveco are about to link truck-making operations. Ford has tried to buy BL's Austin Rover, but was put off by the backlash from Little Englanders. It could try again, at a more opportune moment.

In a few months, Japan's first European assembly plant will burst into action. The Nissan factory in Northeast England holds the prospect of turning into a 100,000-car-a-year manufacturing operation, with all that means in terms of exports and additions to the continent's over-capacity problems.

In Italy, Nissan's joint project with Alfa Romeo—to make the Arna sedan—was given the chop a few months ago. The car was a failure, but that does not mean the companies have fallen out. More developments are expected soon.

While Europe's prestige car makers continue to do very well, thank you, the volume makers report contrasting outlooks. On the one hand, there is the Volkswagen Group recruiting more labor and working 18 shifts a week in some factories to keep pace with demand. On the other, there is Renault still trying to cut costs by reducing employment—three years after the rest of the French industry and five years after the rest of Europe.

VW, Ford and Fiat are in the black. They have been joined at long last by the Peugeot group (PSA), though it continues to be held back by the results from the Citroen Division, whose best-selling products will be under stronger attack this year from new Renault vehicles.

Renault, itself, will continue in the red until the end of the decade. GM's Adam Opel is reducing 1984's record postwar loss, but will provide no indication of when it will return to financial health. Each company regards such a move as the No. 1 priority.

The three state-owned com-

Please turn to Page 68, Col. 1

Ford, IVECO near truck deal

By Andrew R. McGill
Editor of Automotive News

GENEVA.—Ford of Europe and Fiat's giant IVECO subsidiary are within weeks of completing a joint-venture to market and develop new trucks in Europe.

Reliable sources close to the talks said IVECO would manage the joint-venture, although IVECO and Ford would each hold 48 percent of the investment. The remaining 4 percent would belong to a merchant bank that would designate IVECO to operate on its behalf, sources said.

The negotiations have been going on for months and those close to the talks said only "minor details" are still to be worked out, such as the name of the joint-venture company. Those sources said the venture should be completed in four to six weeks.

Spokesmen for both companies would not comment on terms of the joint venture or on when—or if—it would be completed, saying only that talks were continuing.

But in an interview in Turin last week, IVECO Chairman Giorgio Garuzzo said,"If you would look at the market situation and the product lines, it is clear that there is a matching between our two companies."

As for the status of the talks, Garuzzo added, "When these kinds of discussions are under way, you know what the problems are but you don't know how long it will take to solve them."

But sources said the most complicated aspects of the joint venture have been completed.

They said the venture would allow Ford dealers in Great Britain, who now have only the Ford Cargo to sell, to also market IVECO's full line of trucks. IVECO dealers could also sell the Cargo. When a replacement for the Cargo is needed in four or five years, it would come from IVECO, a source said.

Observers said the 48-48-4 division of the trucking joint venture was a formula that came about after negotiations between Fiat and Ford failed in the car business four months ago because the two sides couldn't agree on which company would be in charge.

The formula allows both Fiat and IVECO to be equal partners in terms of ownership, but IVECO would control the venture with the endorsement of the bank holding the remaining 4 percent.

Top executives would not accept such an agreement for the car business—where Ford and Fiat each hold about equal shares—but it was acceptable for the trucking venture because IVECO's share of the total market (14 percent) is more than three times that of Ford (4 percent).

The venture would appear to help IVECO in Great Britain, where Ford has a potent dealer organization and 20 percent of the market in its class with the Cargo. Ford's British dealers would also sell the full line of IVECO trucks under the deal—giving the dealers products in the 6-11-ton classes—and IVECO would have a chance to sell more trucks in the hotly competitive European market.

Chrysler Laser to die; J-body LeBaron due

By Edward Lapham
Marketing Editor

For 1987, Chrysler Corp. will discontinue the G-body Chrysler Laser model and will introduce a Chrysler-nameplate-only LeBaron GTC J-body in coupe and convertible versions late in the model year.

Automotive News sources revealed that the changes are part of Chrysler's 1987 marketing strategy for further Dodge/Chrysler-Plymouth model delineation.

As previously reported (Automotive News, March 3), the Dodge Daytona, which will be the sole G-body, will receive a "major update" for 1987.

In calendar 1986, C-P dealers sold 50,957 Lasers. Dodge dealers sold 49,533 Daytonas.

Although there will be two J-body models, current marketing plans apparently do not include any Dodge J-cars.

Both marketing units are scheduled to get P-cars, Dodge Shadow and Plymouth Sundance, in two-door and four-door models, and stretched versions of the Voyager/Caravan.

Also, the company apparently confirmed to dealers that it intends to allow C-P dealers to keep the rear-wheel-drive M-body Chrysler Fifth Avenue for another year before it is replaced by the new C-body cars in the 1988 model year. The C-cars will be built at the Belvidere (Ill.) assembly plant.

Chrysler officials presented the 1987-model-year plans to dealers

Please turn to Page 67, Col. 1

Auto dealers getting serious about selling to women

By Kathleen Hamilton
Managing Editor

Only three flips of the calendar pages into 1986, and already it is clear that this is the year of selling cars to women.

The auto makers—import and domestic—and the advertising industry have grappled seriously with that major chunk of the market for several years, but this year is the first in which the marketing efforts have clearly filtered down to dealerships.

In New Orleans last month, the NADA seminars on the topic were SRO. Dealers time and again could be heard trading tips on how to find and keep capable women on their sales forces.

Two major studies for women's magazines and an independent white paper on women in dealerships have been released. Factories have issued training tapes. Fast-moving consultants have already begun training dealer personnel on how to capture the women's market.

It's no niche: Various estimates put it at anywhere from 35 percent to 59 percent of all new cars sold. When women's participation in family purchase decisions is included, studies indicate women play a major role in at least 80 percent of new-car purchases.

The market is especially ripe for picking because many dealerships are still mistreating women, so the women-friendly stores can easily develop reputations that will net them high profits, several experts agreed.

J.D. Power & Associates' 1984 study found 10 percent of women respondents saying they had received fair or poor treatment

Please turn to Page 66, Col. 1

Joe Wissens

Seminar on marketing to women packs the house

NEWSPAPER

Fleet-incentive bill stirs battle in Iowa

By John A. Russell
New York Staff Writer

Legislation which would effectively halt the practice of offering incentives to large fleets is drawing heavy fire in Iowa, and dealers are gearing for a battle against manufacturers in the state legislature.

After being passed twice by the State Senate (because of parliamentary maneuvers), the bill is now before the lower house, and intense lobbying is underway. As one legislator put it, "half a platoon" of lobbyists descended on his committee.

As part of the tactics, a public hearing is scheduled for this week with a vote due later in the month.

Gary Thomas, executive vice president of the Iowa Automobile Dealers Assn., said the association is "cautiously optimistic" about passage. He said IADA "overwhelmingly supports the bill."

But it will be a battle because the manufacturers have been pulling out all the stops.

In essence, Thomas said, the bill prohibits manufacturers from selling new cars to Iowa dealers at a price higher than the lowest selling price in any state, including Iowa.

The bill also prohibits a manufacturer, distributor, wholesaler or their agents from offering any type of incentive—including rebates, fleet incentives and interest assistance—that would make the price of a motor vehicle lower than the price at which a a dealer could obtain it in Iowa or any other state.

While 12 other states have such legislation on their books, a key feature of the Iowa bill is the enforcement section.

In Iowa's case, the attorney general would have enforcement responsibility. And if the attorney general detects violations, he can demand filings including all records in the case.

The other states require dealers to take the cases to court. Consequently, there have been no cases filed on fleet incentives, usually because of the cost.

The crux of the Iowa bill is the attorney general's involvement which effectively gives the state control.

The attorney general can act on a complaint, Thomas said.

As the lobbying effort intensifies, the situation is reminiscent of a similar battle early last year in Oklahoma. There, manufacturers, particularly General Motors, waged an allout effort including uniting with the UAW and other unions to defeat a similar bill.

In Iowa, Thomas said, the dealers are facing a similar front. The UAW and organized labor has been brought into the manufacturers' fold along with several citizens' groups.

Key arguments by those opposed to the bill are that the dealers are "running business out of Iowa" and that "Iowa will become an island state."

While agreeing that it is basically an anti-fleet bill, Charles Spilman, director of state relations for MVMA, said in a telephone interview with Automotive News that it could affect even interest incentives offered to the public through the finance arms of the auto companies. He did not elaborate on that assertion.

However, the thrust of the bill, he admitted, is that manufacturers cannot discriminate in Iowa. He added that the domestic manufacturers and members of MVMA are opposed to the bill.

He said all dealers have the option to participate in fleet business, and he asserted that this type of legislation is bad public policy because it interferes with fair competition by placing re-

Please turn to Page 67, Col. 5

Falling oil prices called boon to autos, economic growth

ANN ARBOR, Mich.—The reduction in crude oil prices should produce healthy economic growth in the next two years, and the auto industry will be a beneficiary, University of Michigan economists predicted in their latest forecast.

Auto sales will increase 700,000 this year and one million next yearif oil prices remain near present levels, as expected, they predicted.

Other benefits should include gains in real gross national product (GNP), employment, consumer prices and auto sales.

The forecast, by professor and economist Saul H. Hymans, with Michael R. Donihue and Janet C. Wolfe, shows the auto market remaining strong for the next two years. Car sales will be about 11.2 million units this year and 10.8 million in 1987.

If oil prices remain near the $16-per-barrel level, the economists said, the results will be:

1. Nearly one percent more real GNP in 1986 and nearly 2 percent more in 1987.
2. A lower rate of unemployment in 1986 and 1987.
3. A reduction of 2 percent in overall consumer prices in 1986 and a reduction of more than 3 percent in 1987.
4. A $12-billion reduction in the federal budget deficit for fiscal 1987—"which will make it that much easier to hit the Gramm-Rudman-Hollings deficit target next year."

The forecast increases the annual rate of real GNP to 4.2 percent in the current quarter, 6 percent in the second quarter and 4.6 percent in the third quarter.

The growth rate is expected to dip to about 2 percent in the fourth quarter, as the Gramm-Rudman-Hollings expenditure cuts of $31 billion "jolt" the economy. The growth rate is then expected to rebound to a range of 3.5 percent to 4.5 percent during 1987.

Joe Wilssens

Posted prices at Detroit filling station recall the good old days

The civilian unemployment rate should decline from its current 6.7 percent to 6.25 percent by the end of 1986, then fall below 6 percent in the second half of 1987, ending the year at 5.9 percent.

Inflation will be especially mild this year, with somewhat more inflation in 1987.

For 1986, the economists said, the decline in inflation will be the result of the sharp decline in oil prices working its way through the overall price structure.

Chrysler joins suit on CAFE cut

WASHINGTON.—Chrysler Corp. has joined the Center for Auto Safety and others in challenging NHTSA's rollback of the 1986 passenger-car CAFE from 27.5 MPG to 26 MPG.

The company, which has consistently plumped for a tax on gasoline and retaining 27.5 MPG for post-1985 models as part of a national energy policy, is expected to file a friend-of-the-court brief tomorrow (March 11) with the federal appellate court for the District of Columbia Circuit.

Last October, NHTSA, in a 100-page decision, explained why it had responded favorably to petitions from General Motors and Ford Motor Co. and a request from the Automobile Importers of America on behalf of its European members.

Essentially, NHTSA said that 26 MPG was the "maximum feasible level" for GM and Ford, which comprise 60 percent of the industry, and therefore was the same for the industry itself. The agency indicated that all—except perhaps Mercedes-Benz, Jaguar and Saab—should be able to meet 26 MPG.

At that time, Chrysler protested the rollback vehemently. The Center for Auto Safety went farther and said it would go to court.

When it did so in November, the center was joined by Ralph Nader's Public Citizen, the Environmental Policy Institute, and the Union of Concerned Citizens. Listed as intervenors were the people of California, the State of New York and the cities of Los Angeles, New York, Chicago and Boston. Since Chrysler is too late to be an intervenor, it will file a separate amicus brief.

The center has maintained that a change in the 27.5-MPG standard is not needed, but if it were, it should be changed to "maximum feasible" or what is achievable by petitioners. The center said that setting the standard below the "achievable" allows the companies to accumulate carryback credits to eliminate or modify civil penalties—a situation not intended by the law.

While Ford and GM insist they cannot legally pay their civil penalties, Chrysler says they can and should. Jaguar has paid more than $6 million for missing 1983 and 1984 CAFE levels.

Meanwhile, NHTSA is considering a proposed rollback in passenger-car CAFE standards for 1987 and 1988 models to some unspecified level between 26 MPG and 27.5 MPG. The safety agency is also considering setting CAFE levels for 1988 and 1989 trucks with GVW of 8,500 pounds or less with ranges for 2x2s and 4x4s or composite levels.

NHTSA's earlier decisions on light-truck CAFE and EPA's decision on an adjustment factor for CAFE levels because of other auto regulations as well as the timing of NHTSA's CAFE decisions have all been challenged in court by the Center for Auto Safety and other consumer groups.

If NHTSA follows the same reasoning it used on 1986 models in deciding passenger-car fuel economy for 1987 and 1988 models, the safety center is likely to be in court again—perhaps joined by Chrysler at the outset.

Imports in a price stampede

By John K. Teahen Jr.
Senior Editor

For those who like numbers, the imported-car business was a barrel of fun last week.

The numbers were big, but they didn't involve sales—although the imports are doing mighty well in that regard.

The numbers were price increases. Honda, Audi and BMW entered the game that also has included Mitsubishi, Volvo and Mercedes-Benz in recent weeks.

Still to be heard from at presstime were some of the biggest names in the import world. Toyota and Nissan—No. 1 and No. 2—had not acted. Neither had Mazda, Subaru, Saab, Chevrolet or Chrysler Corp. Chevy and Chrysler are big on the captive side.

For some, it's simply a case of when and how much they will raise prices. Others are on the fence, watching and waiting.

The culprit for all makes is the exchange rate. The dollar has weakened against other currencies, and that means price hikes on imported autos. Hardest hit has been the Japanese yen. The yen-dollar ratio has dropped 25 percent in recent months.

Last fall, the dollar was worth about 240 yen. It was just under 180 last Friday. In December, when the rate was bout 200 yen to the dollar, many of the Japanese imports went up about $400, which was about 4 percent.

Honda last week announced its third increase on 1986 models. It averaged $365 per car, or 3.59 percent. The hikes covered a wide range—from $49 on the base Civic three-door hatchback to $561 on the Prelude Si coupe with automatic transmission.

The high-line cars bore the brunt of the increase. It ranged from $49 to $251 on CRX and Civic models, but it was $319 to $561 on Accord and Prelude.

The Honda Accord now starts at $9,195. A year ago, it was $7,895. The base Civic, at $5,698, is up from $5,399 last March.

The boosts were larger for Audi and BMW since they are much more expensive automobiles. Audi went up 4.9 percent, following a minimal rise of less than one percent at the beginning of the model year. BMW's bump averaged 2.5 percent last week; it was 4.6 percent when the 1986 models were introduced.

Audi's increases ranged from $695 on the 4000-S four-door sedan to $1,430 on the 5000-CS Turbo Quattro four-door wagon. Prices now start at $14,-925 for the 4000-S sedan.

At BMW, the hikes started at $395 on the 325 two-door sedan, now $19,955. Biggest raise was $1,110 on the limited edition L-7 four-door sedan, which carries a sticker of $44,030.

index

Auction reports	54-55
Classified advertising	56-64
Dealing with dealers	32
Editorial page	10
Personnel	20
Production by makes	71
Registrations, truck	12, 14
Sales, car	70
Truck highlights	12

60th year—No. 5117

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

U.S. makers seeking larger share in Japan

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Importers of U.S. cars are intensifying their efforts to get a larger share of the Japanese market in 1986.

Signs that point to an improving import-car market here are an escalating sales trend on a year-to-year basis for 24 consecutive 24 months and a steady lowering of car prices because of the yen's appreciation against the U.S. dollar.

Teruo Ishii, an official of Yanase & Co., the largest automobile importer in Japan and the general agent for Cadillac, Buick, Pontiac and Chevrolet cars, said the company is planning to boost sales to 1,670 units, compared with 1,265 in 1985.

Chrysler Corp.'s distributor, Azabu Motors, which still has not appointed a dealer outside of Tokyo, intends to double sales to 100, while American Motors' new distributor, Kintetsu Shibaura Jidosha Seibi K.K., expects to treble sales of Jeeps to 140 units.

A spokesman for Ford Motor Co. (Japan), Ltd., which has 11 dealers with 20 outlets in Japan, is targeting 1986 sales at 900, double the amount sold last year.

The Ford spokesman said sales are expected to increase because of the introduction of Taurus and Sable in Japan. He said they bring to the Japanese market "a European-type car not offered by Japanese auto makers."

"Finally, we can offer an American car that is unique in this country as far as size and luxuries are concerned," he said.

Imported-car sales in Japan were the second highest in history last year at 50,172 units, an increase of 19.5 percent over the previous year, mainly because of the growing popularity of European-made vehicles.

However, only 1,816 U.S. vehicles were sold in Japan last year, a decline of 23.8 percent from the previous year. In market share, U.S.-made cars slipped from second place in 1984 to fifth last year, rdbeing passed by British, Italian and Swedish-built autos. Cars from West Germany were the top sellers.

Sales of imported cars in Japan in January increased 4.3 percent from the year-earlier total to 3,017 units, marking the 25th consecutive month that registrations showed a year-to-year gain.

According to the Japan Automobile Importers Assn., sales of cars with engine displacement of 2,000 cc or more rose 4.6 percent to 1,160 units, while those with a smaller engine displacement climbed 4.2 percent to 1,857 units.

U.S. HEAVY-DUTY REGISTRATIONS

TWELVE MONTHS, 1985 VS. 1984★

Make	12 mos., 1985	Percent Share of '85 market	12 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
International	47,077	21.62	44,409	22.56	– 0.94
Ford	44,926	20.64	37,871	19.24	+ 1.40
GMC	26,109	11.99	25,615	13.02	– 1.03
Mack	25,798	11.85	22,202	11.28	+ 0.57
Freightliner	18,708	8.59	16,409	8.34	+ 0.25
Peterbilt	12,305	5.65	13,107	6.66	– 1.01
Kenworth	11,981	5.50	13,624	6.92	– 1.42
Chevrolet	11,494	5.28	10,401	5.29	– 0.01
White	9,197	4.22	6,871	3.49	+ 0.73
Volvo	2,580	1.19	1,953	0.99	+ 0.20
Mercedes-Benz	2,073	0.95	928	0.47	+ 0.48
Autocar	1,803	0.83	1,260	0.64	+ 0.19
Western Star	1,216	0.56	713	0.36	+ 0.20
Miscellaneous	2,450	1.13	1,453	0.74	+ 0.39
TOTALS	217,717	100.00	196,816	100.00	

★—Group 7 and 8 trucks only.

U.S. TRUCK REGISTRATIONS

TWELVE MONTHS, 1985 VS. 1984★

Make	12 mos., 1985	Percent Share of '85 market	12 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Chevrolet	1,256,964	26.88	1,090,178	26.92	– 0.04
Ford	1,245,805	26.65	1,162,834	28.72	– 2.07
Dodge	496,324	10.62	424,073	10.47	+ 0.15
GMC	347,577	7.43	305,206	7.54	– 0.11
Jeep	182,210	3.90	148,292	3.66	+ 0.24
Plymouth	104,627	2.24	80,008	1.97	+ 0.27
International	73,463	1.57	66,713	1.65	– 0.08
Mack	29,514	0.63	25,617	0.63	
Freightliner	18,708	0.40	16,409	0.41	– 0.01
Peterbilt	12,305	0.26	13,107	0.32	– 0.06
Kenworth	11,981	0.26	13,625	0.34	– 0.08
White	9,197	0.20	6,871	0.17	+ 0.03
Mercedes	4,602	0.10	2,480	0.06	+ 0.04
Volvo	2,580	0.06	1,953	0.05	+ 0.01
Autocar	1,803	0.04	1,260	0.03	+ 0.01
Western Star	1,216	0.03	713	0.02	+ 0.01
Miscellaneous☆	876,316	18.73	689,659	17.04	+ 1.69
TOTALS	4,675,192	100.00	4,048,998	100.00	

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

GM backs vans for disabled

Continued from Page 12

mercial applications that the Astro has with Target's commercial lift because it has front-wheel drive.

"If you put a lot of weight in the rear of it, you tend to lift your drive wheels off the ground," King said. "The Astro is a kind of a blend of truck and downsized van. It gives you the capacities of a truck and the roominess and size of a truck, but the handling characteristics and economy of small van."

The Chrysler vehicles, King added, are basically used for a paraplegic who can transfer and who doesn't need to transport a lot of people with him. As a two-passenger vehicle in its converted form, it typically could handle a married couple, where one might be disabled.

Target does not have the ship-through system on Chrysler vehicles that is available through Crown on the GM units.

It has, however, substantially reduced transportation costs.

The company has set up regional shops. The vehicles are brought into Target with the standard freight charge and, with shops in the Northeast, Southeast and the West, it is able to keep freight costs low.

Target has capacity to produce about 35-40 conversions a month on its own. King said that if market demand grew much beyond that, "We would have to work with Crown on getting more production capacity."

With the Astro program, King added, the company did not want to splinter the manufacturing. It wanted to concentrate it right in Baltimore, where the vans are made, and use the ship-through agreement with Crown and GM being able to place the vehicle right in the dealer's showroom and on his lot.

Target is about six months away from getting into a similar program with Ford on Aerostar.

It wanted to get the Astro/Safari program going before it tackled the Ford model, King said, noting the high cost of research, development, design and execution of such a package.

One problem he sees in converting the Aerostar, which hasn't really been addressed yet, is the sharply raked windshield.

"It may cause a problem with the power seat," he said. "It may cause a problem driving from the wheelchair, having to place the driver too far back because of the extreme rake on the front end. That's a problem we've looked at but really haven't analyzed yet."

RV sales show 10 pct. decline for December

Continued from Page 12

The RVIA's Index of Consumer Sentiment rose 3.0 points to 93.9 in December. The index measures consumers' general outlook on economic prospects and has been a leading RV sales indicator for some time.

Meanwhile, 12-month 1985 shipments totaled 359,200, off from 398,200 in 1984.

Van conversion deliveries totaled 164,800, off 6.0 percent from 1984.

Motor home deliveries of 68,700 were off 16.2 percent from 1984.

Within the motor home segment, conventional Type A deliveries of 33,600 were off 20.2 percent; van camper deliveries of 6,700 were off 5.6 percent, and chopped-van deliveries of 28,400 were off 13.4 percent.

Towable RV deliveries of 125,700 were off 10.8 percent from 1984.

Within that segment, travel trailer deliveries of 82,900 were off 10.3 percent; folding camping trailer deliveries of 35,900 were off 12.2 percent, and truck camper deliveries of 6,900 were off 9.2 percent.

Chrysler Canada reports 51 pct. drop in earnings

Chrysler Canada, Ltd., reported that 1985 earnings were equivalent to $99.4 million (U.S.), a 51-percent drop from 1984's record $202 million (U.S.).

In Canadian currency, Chrysler's net earnings were $138.1 million in 1985.

Chrysler Canada President Maurice J. Closs blamed the earnings decline on a weaker Canadian dollar, the cost of incentive programs, increased compensation payments to workers and retirees and the impact of strikes late last year.

Pre-tax operating earnings were $159 million in 1985, down from $203 million.

Sales set a new record of $5 billion, compared with 1984's $4.5 billion.

Factory sales of cars and trucks in Canada increased 8.5 percent to 249,043 from 229,558 in 1984.

Zimmer loss for 1985 climbs to $5.7 million

BOCA RATON, Fla.—Zimmer Corp. reported a net loss of $5.7 million for 1985.

That compares with a loss of $577,000 in 1984. On a per-share basis, the loss was $1.22 in 1985 versus 12 cents in 1984.

Sales for 1985 were $145 million compared with $153 million in 1984.

The 1985 loss included a fourth-quarter tax provision of $2.4 million related to the disposal of Zimmer's Mobile Traveler motor home manufacturing subsidiary and two other plants.

"We have been unsuccessful in stopping the operating losses at this subsidiary," said President Paul H. Zimmer. "And while it is difficult to give up on a potentially promising business enterprise, the need to eliminate any further drain on future earnings is essential."

For the fourth quarter, Zimmer lost $3.9 million compared with $2.1 million in the same quarter of 1984. Sales were $31.2 million in the 1985 fourth quarter compared with $22.9 million in the 1984 period.

Zimmer produces manufactured housing at eight plants in seven states, automotive products, including the Zimmer Golden Spirit at three plants in Florida and Georgia and sportfishing boats in Florida.

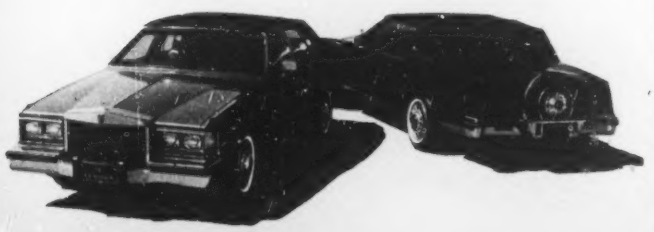
No Mickey-Mouse prize

1986 Pontiac Firebirds are given away daily at Disneyland, Anaheim, Calif. Continuing through May, each day a Disneyland visitor will be selected at random to recieve a Firebird featuring the standard 2.8-liter multi-port fuel-injected engine and several options.

E&G.
Because you deserve a handsome profit.

Every business needs an edge to compete. E & G goes beyond giving dealers like you an edge. We give you the "Dealer's Advantage" with classic extras that your customers demand—extras that give you a handsome profit too! Thanks to E & G you can give your customers elegant features like classic grilles and deck straps, classic spares, simulated convertible tops, and much more. Your customers will appreciate the quality so much they'll come back to you again and again. That's the E & G "Dealer's Advantage" and it's yours for the asking. Call us today for profit's sake!

E&G CLASSICS, INC.
8909 McGaw Court, Columbia, Maryland 21045
Telephone (301) 992-4900. Wash., D.C. 596-3852
To Place Orders Only: 1-800-638-7815



Rent-A-Car FINANCING geared to match your driving ambition.

You run a challenging business and we know your needs. Wheelways offers qualified Daily Rental Companies a one stop lending source for new and used vehicles. Interest, Insurance and Depreciation in one payment. For information mail the attached coupon. Or call Wheelways today, (215) 642-8400.

YES! I am interested in expanding our Credit Line.
Tell me what Wheelways has to offer.

Mail to:

WHEELWAYS
INSURANCE AND FINANCIAL SERVICES
308 East Lancaster Avenue
Wynnewood, Pennsylvania
19096-1993

Name _____
Title _____
Company _____
Telephone (___) _____
Address _____
City _____
State _____ Zip _____

AN-3/10/86

NEW FORD AEROSTAR NEW

TIRE CARRIER-HITCH

COMBINATION

Unit Supported Entirely by Vehicle Understructure - Not attached to door skin or bumper!

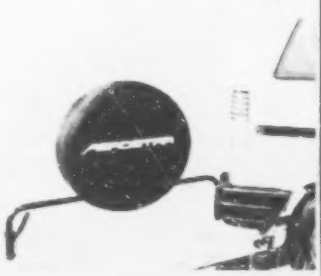
CLASS I HITCH RATING

Black Finish Blends w/Bumper

Nylon Bearings for Anti-Corrosion and Vibration Control

License Bracket & ID Lights included

Monogrammed Cover



Swing-Away Feature Incorporates stop to prevent damage due to wind or uneven terrain when in open position

AFCO
EQUIPMENT COMPANY
Hwy. 16 West
Blue Earth, MN 56013
Phone 800-328-3189
Minn: 507-526-3247

IMPORT REGISTRATION SHARES IN U.S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., November 1985	Percent Share of Market	Regis., November 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 11 mos., 1985	Percent Share of Market	Regis., 11 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	49,656	18.90	39,615	19.00	−0.10	519,327	19.26	437,560	19.04	+0.22
Toyota	48,765	18.56	41,775	20.04	−1.48	519,228	19.26	460,325	20.03	−0.77
Honda	45,738	17.41	41,183	19.76	−2.35	483,883	17.95	448,508	19.52	−1.57
Mazda	19,608	7.46	13,915	6.67	+0.79	178,988	6.64	150,482	6.55	+0.09
VW	15,732	5.99	9,821	4.71	+1.28	178,375	6.61	143,302	6.23	+0.38
Subaru	15,618	5.94	11,513	5.52	+0.42	150,869	5.59	133,503	5.81	−0.22
Volvo	8,275	3.15	6,668	3.20	−0.05	96,745	3.59	88,237	3.84	−0.25
BMW	6,354	2.42	5,772	2.77	−0.35	81,557	3.03	62,287	2.71	+0.32
Colt/Vista	6,011	2.29	--	--	−0.00	Mercedes	79,076	2.93	67,256	2.93	+0.00
Audi	5,859	2.23	5,722	2.74	−0.51	Audi	70,011	2.60	63,592	2.77	−0.17
Mercedes	--	--	6,413	3.08	−0.00						
Others	41,123	15.65	26,084	12.51	+3.14	Others	338,011	12.54	243,069	10.57	+1.97
TOTAL	262,739		208,481			TOTAL	2,696,070		2,298,121		
Share of U.S. Total		33.98		25.54	+8.44	Share of U.S. Total		27.00		24.72	+2.28

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

Import registrations set record

By Jenny L. King
Detroit Reporter

U.S. registrations of new imported cars in November were up 26.03 percent from the previous year, notching a new high for the month.

Imports' share of the total market exploded 8.44 percentage points, to 33.98 percent from 25.54 percent a year earlier.

November, 1985, new-car registration figures collected by R.L. Polk & Co. put the import total at 262,739 compared with 208,481 in November, 1984. The totals include Volkswagens, Hondas and Nissans assembled in the U.S.

At the end of 11 months, imports accounted for 27.00 percent of the U.S. market, up from 24.72 percent the preceding year. New import registrations of 2,696,070 were up 17.32 percent from 2,298,121.

Japan's share of the November import total was 73.32 percent in 1985 versus 73.44 percent in 1984. West German-built cars represented 11.81 percent, down slightly from 11.88 percent. U.S. "imports" increased to 8.61 percent from 7.75 percent. Totals from the nine countries of origin were:

	Nov. 1985	Nov. 1984
Japan	192,635	153,106
W. Germany	31,019	24,777
United States	22,614	16,166
Sweden	11,446	9,530
Great Britain	1,815	1,839
France	1,786	2,506
Italy	851	541
Yugoslavia	573	0
Ireland	0	16
TOTAL	262,739	208,481

Year-to-date import registrations were 71.09 percent Japanese-sourced, 13.88 percent came from West Germany and 8.47 percent were U.S.-built. A year earlier, Japan's share was 72.10 percent, 12.41 percent were West German and 8.07 percent were U.S.-assembled. Totals for all countries were as follows:

	11 Mos. 1985	11 Mos. 1984
Japan	1,916,701	1,656,992
W. Germany	369,130	285,234
United States	228,420	185,440
Sweden	133,119	118,669
Great Britain	18,191	16,212
France	22,420	28,765
Italy	6,765	6,473
Yugoslavia	1,324	0
Ireland	0	336
TOTAL	2,696,070	2,298,121

Imported-truck registrations totaled 69,191 in November, an increase of 16.65 percent from 59,315 a year earlier. The breakout from the major makers included:

	Nov. 1985	Nov. 1984
Toyota	26,749	22,705
Nissan	15,487	15,065
Mazda	9,562	9,212
Isuzu	5,939	—
Dodge Ram 50	—	5,026
Others	11,454	7,307
TOTAL	69,191	59,315

At the end of November imported truck registrations stood 29.11 percent taller than they had the preceding year. Adding to 870,560 compared with 674,296, individual totals follow:

	11 Mos. 1985	11 Mos. 1984
Toyota	333,415	261,781
Nissan	239,118	176,661
Mazda	104,133	105,970
Isuzu	68,647	—
Dodge Ram 50	—	45,346
Others	125,247	84,538
TOTAL	870,560	674,296

MARKET SHARES

ELEVEN MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.50	15.38	−0.88
Ford	12.69	12.64	+0.05
Oldsmobile	9.90	10.35	−0.45
Buick	7.93	9.09	−1.16
Pontiac	7.22	6.80	+0.42
Nissan	5.20	4.71	+0.49
Toyota	5.20	4.95	+0.25
Honda	4.85	4.82	+0.03
Mercury	4.83	5.14	−0.31
Dodge	3.99	3.56	+0.43
Chrysler	3.46	3.17	+0.29
Plymouth	3.02	2.79	+0.23
Cadillac	2.76	3.05	−0.29
Mazda	1.79	1.62	+0.17
Mazda	1.79	1.54	+0.25
Subaru	1.51	1.44	+0.07
Lincoln	1.49	1.41	+0.08
AMC	1.21	1.90	−0.69
Volvo	0.97	0.95	+0.02
BMW	0.82	0.67	+0.15
Mercedes	0.79	0.72	+0.07
Audi	0.70	0.68	+0.02
Other Imports	3.38	2.62	+0.76
Misc. Dom.	0.00	0.00	−0.00
TOTAL	9,984,971	9,295,510	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

TOP CARS

U.S. registrations for Eleven Months, 1985 vs. 1984.Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position	Make	1984 Position
1— 1,447,932	Chevrolet 1,429,954	— 1
2— 1,266,608	Ford 1,174,713	— 2
3— 988,162	Oldsmobile 962,457	— 3
4— 791,485	Buick 844,673	— 4
5— 721,084	Pontiac 632,206	— 5
6— 519,327	Nissan 437,560	— 9
7— 519,228	Toyota 460,325	— 7
8— 483,883	Honda 448,508	— 8
9— 482,739	Mercury 478,031	— 6
10— 398,038	Dodge 330,939	—10
11— 345,901	Chrysler 294,670	—11
12— 301,706	Plymouth 259,072	—13
13— 275,895	Cadillac 282,995	—12
14— 178,938	Mazda 150,482	—15
15— 178,375	VW 143,302	—16
16— 150,869	Subaru 133,503	—17
17— 148,804	Lincoln 131,141	—18
18— 120,341	AMC 176,284	—14
19— 96,745	Volvo 88,237	—19
20— 81,557	BMW 62,287	—22
21— 79,076	Mercedes 67,256	—20
22— 70,011	Audi 63,592	—21
338,011	Other Imports 243,069	
226	Misc. Dom. 254	
9,984,971	TOTAL 9,295,510	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1986, Automotive News.

Chrysler trying to stop U.S. from buying air-bag Tempos

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Chrysler Corp. is trying to stop the Federal Government from buying 2,000 Ford Tempos equipped with driver-only air bags.

Chrysler attorneys filed a petition with the U.S. General Accounting Office to block the proposed purchase by the General Services Administration.

Chrysler has complained that GSA's solicitation, made last December, is "unduly restrictive" because it requires passive restraints in subcompacts and Ford is the only qualified auto maker.

Chrysler said such a sole-source contract is unlawful.

Chrysler further charged that GSA is seeking to buy the passive-restraint vehicles under a "tentative policy which will require that all vehicles purchased by the agency (beginning with 1987 models) be equipped with passive restraints." GSA could not be reached for comment.

Ford supplied the government with 5,000 air-bag-equipped Tempos in 1985 and is the only auto maker with a publicly stated interest in supplying the 1986 models.

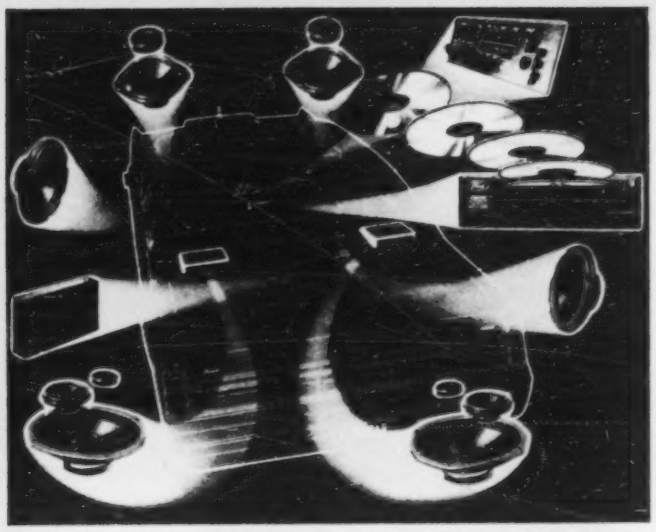
Although Chrysler's K-cars have been independently retrofitted with air bags by Romeo Koyjo, an Arizona firm supplying driver air bags for New York State's fleet, Chrysler apparently is not willing to use retrofitted air bags to become a bidder. The company has not yet announced plans to offer air bags as factory-installed optional equipment.

General Motors recently announced it would begin offering air bags on some 1988 models as a driver-side option.

GSA said it would respond to the Chrysler charges by March 17, and GAO said it will make a decision on the complaint later this spring.

Silverado set

NAPA, Calif.—The 20th annual Silverado Concours d'Elegance will be held June 1 at the Silverado Country Club here. All proceeds benefit the Children's Hospital in Oakland.



Ford is the first domestic auto maker to offer a compact disc player, as part of the Ford JBL Audio System on the 1986 Lincoln Town Car (above). Despite the increasing popularity of CDs, most American and foreign auto makers have refrained from offering them.

ICE heats up — for now

Although a strong U.S. economy and steady growth in Japan have kept the in-car entertainment (ICE) industry on an upward sales path since the start of the decade, the trend is about to reverse, according to a study by Euromonitor Publications Ltd.'s Market Direction Div.

Covering markets for ICE products in the U.S., U.K., Japan, France, Italy and West Germany, the London-based firm's report provides an international perspective to recent and future trends.

In those six countries, the ICE market was worth some $4.35 billion in 1984. Since 1980, unit sales expanded by about 5 million units to reach a 1984 level of 35.6 million.

International Markets for In-Car Entertainment

Country	Dollar Sales 1984	Unit Sales 1984	Estimated Unit Sales 1985
France	$217,000,000	1,900,000	1,950,000
Italy	$83,000,000	800,000	900,000
Japan	$1,188,000,000	4,500,000	4,600,000
U.K.	$241,000,000	2,500,000	2,350,000
U.S.	$1,950,000,000	21,815,000	21,500,000
W.Germany	$665,000,000	4,050,000	3,900,000

Source: Euromonitor, Market Direction

(Although these figures should be treated with caution because it's impossible to get precisely comparable statistics from different countries, data clearly show the market has undergone considerable growth.)

Two major factors account for the growth: (1) Consumers in most countries are coming to regard some kind of ICE as standard equipment for their cars; (2) Car makers faced with fierce competition and, in Europe especially, considerable production overcapacity, see original equipment ICE products as essential and profitable marketing tools.

Consequently, the ICE aftermarket has increasingly become one devoted to upgrading products. Euromonitor believes this will eventually result in present sales volumes being unsustainable since the market will no longer be supported by sales to owners of older cars — typically, 80 percent of new cars are equipped with some form of ICE equipment in the six countries studied.

However, there is considerable room for upgrading purchases. In recent years, car radios and tape players have declined in favor of the combination cassette/radio. The latter is expected to continue to show strong growth, with increasingly sophisticated products arriving as manufacturers offer additional features to tempt consumers.

Little exists, though, in the area of radically new technology to tempt mass consumers for whom graphic equalizers remain a mystery. While compact-disc car players have appeared in some countries, they have suffered from technical problems resulting from the hostile car environment, and there is not yet a large-enough home entertainment base to support significant ICE sales.

ICE sales are currently dominated by Japanese manufacturers, whose dollar sales in 1984 were over 25 percent higher than those of U.S. producers.

The Japanese dominate the export market even more, selling over $1 billion worth of ICE equipment overseas in 1984 compared to export sales of $139 million by their closest export rival, West Germany.

U.S. export sales, on a par with those of France ($60 million and $54 million, respectively), point up the weakness of the U.S. in consumer electronics export markets.

With product trends in the market firmly in place and recent sales growth expected to end, Euromonitor sees little reason to expect a significant change in performance by any of the world market's major producer nations. Volumes in 1988 are forecast to be 3 percent below 1984, though the drop will be eased somewhat by the emergence of more expensive products in the sales mix.

The French, Italian and Japanese markets are expected to show some growth — around 12 percent in France and Italy, and 9 percent in Japan. The sharpest decline will occur in the U.K., it is predicted, from 2.5 to 2.15 million units, or 14 percent. ■

HOW TO GET BIG MILEAGE OUT OF YOUR AUTOMOTIVE ADVERTISING.

5695000

Steer your advertising into the fast lane.

Business Week.

It drives home your message to nearly 5.7 million readers. (That's 2,548,000 more prospective buyers than Fortune; 2,586,000 more prospective buyers than Forbes.)†

And with an average household income of over $90,000 a year,* Business Week readers travel first class. They can afford to purr over Jaguars and Cougars.

Or make family pets out of Cobras and Sting Rays.

Most of them also own two or more cars.* So they'll stop for all automotive advertising. From big cars to little cars, domestics to imports.

So for a bigger audience that's big on cars, advertise in Business Week. It's geared for success.

For further information, contact: Terry Sweeney, Domestic Autos, (313) 352-9760 or Al Reed, Imported Autos, (212) 512-3763.

BusinessWeek

†Fall 1985 MRI

*1984 Business Week Subscriber Study

PRICES

Continued from page E28

bed, $6,395; SE-5 short bed, $6,595; SE-5 long bed, $6,795; LUX short bed, $7,395; LUX long bed, $7,595; Cab Plus, $7,295; SE-5 Cab Plus, $7,695; LUX Cab Plus, $8,495. **5-speed transmission, power disk brakes** standard on all models. **Radio** standard on LUX models.

Prices include dealer prep fee.

MERCEDES-BENZ

190 SERIES—190E 2.3 4-door sedan, $25,080; 190E 2.3 4-door sedan (automatic), $25,710; 190D 2.5 4-door sedan (diesel), $25,080; 190E 2.5 4-door sedan (diesel, automatic), $25,710; 190E 2.3-16 4-door sedan, $36,820; 190E 2.3-16 4-door sedan (automatic), $37,450.

300 SERIES-300E 4-door sedan, $35,870; 300E 4-door sedan (automatic), $36,710.

300-SDL TURBO—4-door sedan (automatic), $43,800.

420 SERIES—420-SEL 4-door sedan (automatic), $47,720.

560 SERIES—560-SEL 4-door sedan (automatic), $56,390; 560-SL coupe/roadster (automatic), $51,000; 560-SEC coupe (automatic), $62,110.

Power steering, power disk brakes, radio, air conditioning standard on all models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

MERKUR

XR4TI—Coupe (5-speed), $16,361. **5-speed transmission, power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $440.

Price includes dealer prep fee.

Merkur is sold by Lincoln-Mercury dealers.

MITSUBISHI

MIRAGE—2-door hatchback, $5,659; L 2-door hatchback, $6,769; L 2-door hatchback (automatic), $7,149; Turbo sport hatchback, $7,879; Turbo sport hatchback (automatic, power steering), $8,449. **Power disk brakes** standard on all models.

TREDIA—4-door sedan, $7,489; L 4-door sedan, $8,719; L 4-door sedan (automatic), $9,109; LS 4-door sedan (automatic), $9,869; Turbo 4-door sedan, $9,689. **Power disk brakes** standard on all models. **Power steering, radio** standard on all models except base sedan.

CORDIA—L Sport 2-door hatchback, $8,949; L Sport 2-door hatchback (automatic), $9,329; Turbo Sport 2-door hatchback, $10,369. **Power steering, power disk brakes, radio** standard on all models.

GALANT—4-door Luxury Sedan, $13,219. **Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard.

STARION—LE Turbo 2 + 2 coupe, $15,129; LE Turbo 2 + 2 coupe (automatic), $15,689; ESI-R Turbo 2 + 2 coupe, $17,479. **Power steering, power disk brakes, radio, air conditioning** are standard.

MONTERO (sport/utility)—Standard, $9,049; Montero, $10,239; Montero (automatic), $10,639. **Power steering, power disk brakes** standard on all models. **Radio** standard on all except base model. All models except base must be ordered with Sport Group at $829.

Manual transmission models are 5-speed, except for base Mierage hatchback, which is 4-speed.

Prices include dealer prep fee.

MITSUBISHI PICKUP TRUCKS

2-WHEEL DRIVE—Mighty Max, $5,989; Mighty Max (automatic), $6,359; Mighty Max Sport, $6,449; SPX, $7,239. **Power disk brakes** standard on all models.

4-WHEEL DRIVE—Mighty Max, $8,549; SPX, $9,599. **Power disk brakes** standard on both models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

NISSAN

SENTRA—Standard 2-door sedan, $5,649; Deluxe 2-door sedan, $6,969; Deluxe 2-door sedan (automatic and radio), $7,629; MPG Diesel 2-door sedan, $7,449; XE 2-door sedan, $7,649; XE 2-door sdean (automatic), $8,049; Deluxe 4-door sedan, $7,169; Deluxe 4-door sedan (automatic and radio), $7,829; XE 4-door sedan, $7,849; XE 4-door sedan (automatic), $8,249; Deluxe 4-door wagon, $7,699; Deluxe 4-door wagon (automatic and radio), $8,359; XE 4-door wagon, $8,379; XE 4-door wagon (automatic), $8,779; XE 2-door hatchback, $8,169; XE 2-door hatchback (automatic), $8,569; SE 2-door hatchback, $9,109. **Power disk brakes** standard on all models. **Power steering, radio** standard on all XE and SE models; **radio** also standard on Deluxe models with automatic transmission.

Three Sentra models are assembled in the U.S. They are the Standard 2-door sedan, Deluxe 2-door sedan and XE 2-door sedan.

PULSAR NX—Coupe, $8,749; coupe (automatic), $9,149. **Power steering, power disk brakes, radio** standard on both models.

STANZA—4-door sedan, $10,069; 4-door sedan (automatic), $10,619; XE wagon (2-wheel drive), $10,379; XE wagon (2-wheel drive, automatic), $11,059; E wagon (4-wheel drive), $11,429; XE wagon (4-wheel drive), $11,629. **Power steering, power disk brakes, radio** standard on all models.

200-SX—E coupe, $9,549; E coupe (automatic), $10,069; XE coupe, $10,899; XE coupe (automatic), $11,419; E hatchback coupe, $9,849; E hatchback coupe (automatic), $10,369; XE hatchback coupe, $11,509; XE hatchback coupe (automatic), $12,029; Turbo hatchback coupe, $13,069. **Power steering, power disk brakes, radio** standard on all models.

MAXIMA—SE 4-door sedan, $14,459; GL 4-door sedan, $14,459; GL 4-door wagon, $15,399. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

300-ZX—Coupe (non T-bar roof), $17,499; coupe (non T-bar roof, automatic), $18,019; coupe, $18,299; coupe (automatic), $18,819; 2 + 2 coupe, $19,549; 2 + 2 coupe (automatic), $20,069; Turbo coupe, $20,599; Turbo coupe (automatic), $21,119. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

All Nissan prices include dealer prep fee.

NISSAN PICKUP TRUCKS

REGULAR BED (2-wheel drive)—Standard, $6,299; Model E, $6,699; Model E (automatic), $7,549; SE, $9,099; SE (automatic), $9,799.

LONG BED (2-wheel drive)—Model E, $6,999; Model E (automatic), $7,849; XE, $7,899; XE (automatic), $8,499; Heavy-Duty (E), $8,549; Heavy-Duty (E), (automatic) $9,249.

CAB AND CHASSIS (2-wheel drive)—Dual rear wheel (E), $8,549; dual rear wheel (E) (automatic), $9,249.

KING CAB (2-wheel drive)—Model E, $7,799; Model E (automatic), $8,649; XE, $8,699; XE (automatic), $9,299; SE, $10,199; SE (automatic), $10,899.

4-WHEEL DRIVE—E regular bed, $8,999; SE regular bed, $11,399; XE long bed, $10,249; King Cab XE, $10,999; King Cab SE, $12,499.

Power disk brakes standard on all models. **Power steering** standard on XE, SE, Cab/Chassis and Heavy-Duty models; included with automatic transmission on E 2-wheel-drive models. **Radio** standard on SE models.

Nissan truck prices include dealer prep fee.

PEUGEOT

505 SERIES—GL 4-door sedan, $12,615; GL 4-door sedan (automatic), $13,150; S 4-door sedan, $15,965; S 4-door sedan (automatic), $16,500; STI 4-door sedan, $17,065; STI 4-door sedan (automatic), $17,600; GL 4-door wagon, $13,185; GL 4-door wagon (automatic), $13,720; S 4-door wagon, $17,130; S 4-door wagon (automatic), $17,665. **Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on S and STI models.

505 TURBO—4-door sedan, $18,740; 4-door sedan (automatic), $19,275; 4-door wagon (automatic), $20,435. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

Manual transmission models are 5-speed.

PININFARINA

Convertible (5-speed), $16,995; convertible (automatic), $17,490. **Power disk brakes, radio, air conditioning** are standard.

Prices do not include dealer prep fee of $179.

Prices are for 1985 models.

PLYMOUTH

COLT—E 3-door hatchback, $5,633; DL 3-door hatchback, $6,510; E 4-door sedan, $6,533; DL 4-door sedan, $6,862; Premier 4-door sedan, $7,693. **Power disk brakes** standard on all models. **Automatic transmission** is $392, not available on E 3-door hatchback.

COLT VISTA—5-door wagon (2-wheel drive), $9,378; 5-door wagon (4-wheel drive), $10,502. **Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $392 with 2WD, not available with 4WD.

CONQUEST—2-door liftback, $13,740. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $565.

Manual transmission is 4-speed on Colt E 3-door hatchback, 5-speed on other Colt, Colt Vista and Conquest models.

Prices include dealer prep fee.

Plymouth imports are made by Mitsubishi.

PORSCHE

944—Coupe, $24,500; coupe (automatic), $25,000; Turbo coupe, $29,800. **(Power steering, power disk brakes, air conditioning** standard on all models.

911 CARRERA—Coupe, $33,975; Targa coupe, $35,500; Cabriolet, $38,750; Turbo coupe, $53,475. **Power disk brakes, air conditioning** standard on all models.

928—Coupe (5-speed or automatic), $51,900. **Power steering, power disk brakes, radio, air conditioning** are standard.

Manual transmission models are 5-speed, except for 911 Turbo coupe which is 4-speed.

Price of 911 Turbo coupe does not include gas-guzzler tax.

Prices do not include prep fee of $245.

RENAULT

ALLIANCE—2-door sedan, $5,999; 4-door sedan, $6,199; L 2-door sedan, $6,510; L 4-door sedan, $6,760; L convertible, $10,557; DL 2-door sedan, $7,110; DL 4-door sedan, $7,360; DL convertible, $11,557. **Power disk brakes** standard on all models. **Automatic transmission** is $469. Alliance models are built in the U.S.

ENCORE—S 3-door liftback, $6,710; S 5-door liftback, $6,960; Electronic 3-door liftback, $7,498; LS 3-door liftback, $7,310; LS 5-door liftback, $7,560; GS 3-door liftback, $7,968. **Power disk brakes, radio** standard on all models. **Automatic transmission** is $469. Encore models are built in the U.S.

SPORTWAGON—4-door wagon, $10,199. **Power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $449.

All Renault prices include dealer prep fee.

ROLLS-ROYCE

SILVER SPIRIT—4-door sedan, $103,500.

SILVER SPUR—4-door sedan, $1145,500; limousine, $198,000.

CAMARGUE—2-door sedan, $150,600.

CORNICHE II—Convertible, $163,800.

Automatic transmission, power steering, power disk brakes, radio, air conditioning are standard on all Rolls-Royce models.

Rolls-Royce prices do not include dealer prep fee.

SAAB

900—3-door hatchback, $12,585; 4-door sedan, $12,985.

900—S (16-valve)—2-door sedan, $15,795; 3-door hatchback, $16,095; 4-door sedan, $16,495.

900 TURBO (16-valve)—3-door hatchback, $18,895.

9000 TURBO (16-valve)—5-door hatchback, $22,145.

5-speed manual transmission, power steering, power disk brakes, air conditioning standard on all models. **Radio** standard on 900-S, 900 Turbo and 9000 Turbo models. **Automatic transmission** is $500 on 9000 Turbo, $400 on other models.

Prices include dealer prep fee of $72.

SUBARU

HATCHBACK—Standard, $5,167; GL, $7,125; GL (automatic), $7,590; GL (4WD), $7,780. **Radio** standard on GL models.

BRAT—GL (4WD), $8,094. (**Radio** is standard.)

3-DOOR—DL, $7,960; GL, $8,585; GL (automatic), $9,514; GL (4WD), $9,160; GL (4WD, automatic), $9,909; GL Turbo (4WD), $12,006. **Power disk brakes** standard on all models. **Radio** standard on all models except DL. **Power steering** standard on GL Turbo 4WD; power steering also standard with automatic transmission. **Air conditioning** standard on GL Turbo 4WD.

4-DOOR SEDAN—DL, $7,680; GL, $8,305; GL (automatic), $8,895; GL-10 (automatic), $11,509; GL-10 Turbo, $12,239; GL-10 Turbo (automatic), $12,624; GL (4WD), $9,453; GL (4WD, automatic), $9,863; RX Turbo (4WD), $12,079; GL-10 Turbo (4WD), $13,204; GL-10 Turbo (4WD, automatic), $13,614. **Power steering, air conditioning** standard on GL-10 models. **Radio** standard on all models except DL.

4-DOOR WAGON—DL, $7,995; GL, $8,620; GL (automatic), $9,210; GL-10 (automatic), $11,689; GL-10 Turbo, $12,419; GL-10 Turbo (automatic), $12,804; GL (4WD), $8,570; GL(4WD), $9,195; GL (4WD, automatic), $9,605; GL-10 Turbo (4WD), $12,994; GL-10 Turbo (4WD, automatic), $13,794. **Power steering, air conditioning** standard on GL-10 models. **Radio** standard on all models except DL.

XT COUPE—DL, $8,897; GL, $10,491; GL (automatic), $10,876; Turbo, $13,343; Turbo (automatic), $13,728; Turbo (4WD), $14,308; Turbo (4WD, automatic), $14,718. **Power steering** standard on GL and Turbo models. **Radio** stadard on all models except DL. **Air conditioning** standard on Turbo models.

4WD denotes 4-wheel drive.

Manual transmission is 4-speed on Standard hatchback, GL (4WD) hatchback and BRAT. Manual transmission is 5-speed on all other models.

Prices do not inbclude dealer prep fee of $144 on BRAT, $129 on other models.

SUZUKI

SAMURAI (sport/utility)—Standard soft top, $6,550; Standard hard top, $6,700; Deluxe soft top, $6,950; Deluxe hard top, $7,100; Deluxe II soft top, $7,650; Deluxe II hard top, $7,800; Truck soft top, $6,200; Truck hard top, $6,600. **5-speed transmission, power disk brakes** standard on all models. **Radio** standard on Deluxe and Deluxe II models. **Air conditioning** standard on Deluxe II models.

Prices include dealer prep fee.

TOYOTA

TERCEL—Standard 3-door liftback, $5,598; Deluxe 3-door liftback, $6,338; Deluxe 3-door liftback (automatic), $6,968; Deluxe 5-door liftback, $6,788; Deluxe 5-door liftback (automatic), $7,118; Deluxe 5-door wagon, $7,238; Deluxe 5-door wagon (automatic), $7,568; Deluxe wagon (4-wheel drive), $8,268; Deluxe wagon (4WD, automatic), $8,578; SR5 wagon (4WD), $9,148. **Power disk brakes** standard on all models.

NR2—Coupe, $11,648; coupe (automatic), $12,268. **Power steering, power disk brakes, radio** are standard.

COROLLA (front-wheel drive)—Deluxe 4-door sedan, $7,348; Deluxe 4-door sedan (automatic), $7,738; LE 4-door sedan, $8,168; LE 4-door sedan (automatic), $8,708; LE Limited 4-door sedan (automatic), $10,018; Deluxe 5-door liftback, $7,608; Deluxe 5-door liftback (automatic), $7,998. **Power disk brakes** standard on all models. **Power steering** standard on LE Limited. **Radio** standard on LE and LE Limited models.

COROLLA SPORT (rear-wheel drive)—SR5 sport coupe, $8,408; SR5 sport coupe (automatic), $8,948; GT-S sport coupe, $9,498; SR5 sport liftback, $8,588; GT-S sport liftback, $9,678. **Power disk brakes, radio** standard on all models.

CAMRY—Deluxe 4-door sedan, $9,678; Deluxe 4-door sedan (automatic), $10,288; LE 4-door sedan, $10,838; LE 4-door sedan (automatic), $11,458; LE 5-door liftback (automatic), $11,808; Deluxe Turbodiesel 4-door sedan (automatic), $11,258. **Power steering, power disk brakes** standard on all models. **Radio** standard on LE models.

CRESSIDA—4-door Luxury sedan, $16,630; 4-door Luxury sedan (automatic), $16,630; 5-door Luxury wagon (automatic), $16,690. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

CELICA—ST sport coupe, $9,398; GT sport coupe, $10,448; GT sport coupe (automatic), $10,988; GT liftback, $10,698; GT liftback (automatic), $11,238; GT-S sport coupe, $12,348; GT-S sport coupe (automatic), $12,968; GT-S liftback, $12,698. **Power steering, power disk brakes, radio** standard on all models.

SUPRA—Liftback, $17,990; liftback (automatic), $18,610; Sportroof liftback (with removable top), $18,790; Sportroof liftback (automatic), $19,410. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

VAN—Deluxe Van, $10,298; Deluxe Van (automatic) $10,838; LE Van (automatic), $12,528; Cargo Van, $8,748; Cargo Van (automatic), $9,288. **Power disk brakes** standard on all models. **Power steering, radio** standard on LE.

LAND CRUISER—Wagon, $14,568. **Power disk brakes** are standard.

4RUNNER (sport/utility)—Standard, $11,448; Standard (automatic), $12,068; Deluxe (automatic), $12,748; SR5, $13,448; SR5 Turbo (automatic), $16,318. **Power disk brakes** standard on all models. **Power steering, radio** standard on SR5 and SR5 Turbo.

Manual transmission is 4-speed on base Tercel 3-door liftback (2WD) and Land Cruiser. Manual transmission is 5-speed on all other models.

Prices include dealer prep fee.

TOYOTA PICKUP TRUCKS

2-WHEEL DRIVE—Standard bed (4-speed), $6,148; standard bed (5-speed), $6,398; standard bed (automatic), $6,848; long bed, $6,678; long bed (automatic), $7,128; Deluxe long bed, $6,938; Deluxe long bed (automatic), $7,388; SR5 long bed, $8,538. **Power disk brakes** standard on all models. **Radio** standard on SR5 long bed.

XTRACAB (2-wheel drive)—Long bed, $7,188; long bed (automatic), $7,638; Deluxe long bed, $7,688; Deluxe long bed (automatic), $8,118; SR5, $8,738; SR5 (automatic), $9,188; SR5 Turbo, $11,018; SR5 Turbo (automatic), $11,638. **Power disk brakes** standard on all models. **Power steering** standard on SR5 Turbo. **Radio** standard on SR5 and SR5 Turbo.

WORK TRUCKS (2-wheel drive)—One-ton long bed, $7,538; one-ton long bed (automatic), $7,988; commercial cab/chassis (single rear wheels), $7,108; commercial cab/chassis (single rear wheels, automatic), $7,658; commercial cab/chassis (dual rear wheels), $7,418; commercial cab/chassis (dual rear wheels, automatic), $7,968; commercial cab/chassis (dual rear wheels, long wheelbase), $7,618; camper cab/chassis (dual rear wheels, long wheelbase, automatic), $8,418. **Power disk brakes** standard on all models. Cab/chassis manual transmission models are 4-speed.

4-WHEEL DRIVE—Standard bed, $8,598; Standard bed Turbo, $10,038; Deluxe long bed, $9,538; Deluxe long bed automatic, $10,388; Xtracab Deluxe, $9,788; Xtracab Deluxe (automatic), $10,638; SR5 standard bed, $10,638; SR5 long bed, $10,998; Xtracab SR5, $11,188; Xtracab SR5 Turbo (automatic), $13,868. **Power disk brakes** standard on all models. **Power steering, radio** standard on all SR5 models.

Manual transmission models are 5-speed unless otherwise indicated.

Prices include dealer prep fee.

TVR

280i—Convertible, $23,546; coupe, $25,252. **4-speed transmission, power disk brakes, radio** are standard. **Power steering or air conditioning** also standard. **Automatic transmission** is $840.

VOLKSWAGEN

GOLF—2-door hatchback (diesel), $7,150; 2-door hatchback (gasoline), $7,190; 4-door hatchback (diesel), $7,200; 4-door hatchback (gasoline), $7,400. **Power disk brakes** standard on all models. **Automatic transmission** is $435 on gasoline-engne models.

GTI—2-door hatchback, $9,350. **Power disk brakes** are standard.

Golf and GTI models are built in the U.S.

CABRIOLET—Convertible, $11,995. **Power disk brakes, radio** are standard. **Automatic transmission** is $435.

JETTA—2-door sedan (diesel), $7,950; 2-door sedan (gasoline), $8,150; 4-door sedan (diesel), $8,170; 4-door sedan (gasoline), $8,370; GL 4-door sedan (turbodiesel), $9,670; 4-door sedan (gasoline), $8,670; GLI 4-door sedan (gasoline), $10,190. **Power disk brakes** standard on all models. **Power steering** standard on GLI. **Automatic transmission** is $435 on gasoline-engine models.

SCIROCCO—Coupe, $9,980. **Power disk brakes** are standard. **Automatic transmission** is $435.

QUANTUM—GL 4-door sedan, $13,595. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $450.

VANAGON—7-seater, $12,540; 9-seater, $12,590; GL 7-seater, $13,140; GL Syncro 7-seater (4-wheel-drive), $15,315; Camper $14,700; Camper Syncro (4WD), $16,875; GL Camper, $17,190; GL Camper Syncro (4WD), $19,335. **Power disk brakes** standard on all models. **Power steering** standard on GL and Syncro models. **Automatic transmission** is $450, not available on Syncro models.

Manual transmission is 4-speed on Vanagon models, 5-speed on all other models.

Prices do not include dealer prep fee of $35.

VOLVO

240 SERIES—DL 4-door sedan, $14,615; DL 5-door wagon, $15,105; GL 4-door sedan, $16,695; GL 5-door wagon, $17,280. **Power steering, power disk brakes, air conditioning** standard on all models. **Automatic transmission** is $455.

740 SERIES—GLE 4-door sedan, $18,525; GLE 4-door sedan (automatic), $18,980; GLE 5-door wagon, $19,750; GLE 5-door wagon (automatic), $20,205; GLE TD 4-door sedan (automatic), $20,095; GLE TD 5-door wagon (automatic), $21,320; Turbo 4-door sedan, $20,505; Turbo 4-door sedan (automatic), $20,960; Turbo 5-door wagon, $20,995; Turbo 5-door wagon (automatic), $21,450. **Power steering, power disk brakes, radio, air conditioning** standard on all models. GLE Turbodiesel sedan and wagon are not available in California.

760 SERIES—GLE 4-door sedan (automatic), $23,625; GLE Turbo 4-door sedan, $24,480; GLE Turbo 4-door sedan (automatic), $24,935; GLE Turbo 5-door wagon (automatic), $25,425. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

YUGO

YUGO—3-door hatchback, $3,990. **Power disk brakes** are standard.

Price does not include dealer prep fee of $90. ■

Import total reaches 242 models

By John K. Teahen Jr.

Like prices and sales, the number of imported cars offered in the U.S. continues to rise.

The latest *Automotive News* tabulation shows that the leading imports have a total of 242 models in their lineups. That compares with 216 at this time a year ago.

The import count is still a long way from the domestic total of 320, but the foreign entries are gaining on the U.S.-built autos.

Combining import and domestic figures results in 562 selections for the new-car buyer to think about. Price mitigates that dilemma for the shopper; the Cadillac buyer isn't likely to spend much time in a Yugo showroom, and vice versa.

The number of import models has grown steadily in recent years. Here are the numbers since 1980:

March 1980	156
March 1981	181
March 1982	180
March 1983	188
March 1984	199
March 1985	216
March 1986	242

This year's 242 models are offered by 31 makes. New to the list are Yugo, Hyundai and Acura, the new Honda line that is not a part of the old Honda line. Two lines were dropped from the list of leading import makes for 1986: Bertone and Pininfarina.

The Japanese dominate the model count just as they dominate the import sales picture. Toyota is the leader with 28 models, followed by Subaru with 26 and Nissan with 24. Those three have one-third of the total number of import models.

It's the same story in country of origin. Japanese nameplates account for 142 of the 242 choices, followed by West Germany, 44; Sweden, 20; Italy, 14; France, 8; Great Britain, 8; South Korea, 5, and Yugoslavia, 1.

Although the numbers vary, there are similarities in the model mix for imported and domestic cars. It seems that the manufacturers on both sides of the ocean are reading the U.S. market the same way. Here are the numbers:

	Imports	Domestics
4-door models	98	119
2-door models	106	143
Convertibles	7	13
4-door wagons	31	45
TOTALS	242	320

Four-door sedans or hatchbacks make up 40 percent of the total for imports and 37 percent for domestics. Two-door models are the most popular for both — 44 percent for imports and 45 percent for domestics.

Convertibles account for 3 percent of the lineup for imports and 4 percent for domestics. There's also a one-point spread in station wagons — 13 percent for imports and 14 percent for domestics.

In both camps, hatchbacks are often called three- or five-door units, and wagons are referred to as five-door models. Only the side doors are counted in this tabulation. And sport models with removable hard tops are counted as coupes, not convertibles.

In counting import models, *Automotive News* uses the same criteria as in tabulating U.S. cars. A choice of transmissions (four-speed, five-speed or automatic) or a choice of engines (gasoline or diesel) does not necessarily constitute a separate model. And vans and sport/utility vehicles are excluded from the count for both imports and domestics.

Turbo units and four-wheel-drive cars are counted separately when they are priced that way. It is felt that they have enough differences in trim, equipment and mechanicals to merit the separate-model designation.

The U.S.-made models of Honda, Nissan, Renault and Volkswagen are not included in the import total. The VW Golf and GTI, the Renault Alliance and Encore, the Honda Accord and three Nissan Sentra two-doors are counted in the domestic total.

Another 13 import models are excluded from the count because of extremely low volume. They are Aston Martin, 4; Bentley, 3; Lamborghini, 2; TVR, 2; Lotus, 1, and Pininfarina, 1.

Passenger vans and sport/utility vehicles are not included in the car-model total. ■

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1986)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	1986 Totals	(Totals, March 1, 1985)
Alfa Romeo	0	2	2	0	4	(3)
Audi	6	1	0	2	9	(7)
Bertone#	0	0	0	0	0	(1)
BMW	7	3	0	0	10	(8)
Chevrolet Spectrum	1	1	0	0	2	(2)
Chevrolet Sprint	1	1	0	0	2	(1)
Colt (Dodge)	3	2	0	0	5	(5)
Colt (Plymouth)	3	2	0	0	5	(5)
Conquest (Dodge)	0	1	0	0	1	(1)
Conquest (Plymouth)	0	1	0	0	1	(1)
Ferrari	0	4	1	0	5	(4)
Honda*	1	8	0	2	11	(10)
Honda Acura	3	2	0	0	5	(0)
Hyundai	5	0	0	0	5	(0)
Isuzu	1	3	0	0	4	(2)
Jaguar	2	1	0	0	3	(3)
Maserati	2	2	1	0	5	(3)
Mazda	7	9	0	0	16	(14)
Mercedes-Benz	7	2	0	0	9	(9)
Merkur (Mercury)	0	1	0	0	1	(1)
Mitsubishi	5	7	0	0	12	(15)
Nissan*	5	13	0	6	24	(24)
Peugeot	4	0	0	3	7	(11)
Pininfarina#	0	0	0	0	0	(1)
Porsche	0	6	1	0	7	(5)
Renault*	0	0	0	1	1	(3)
Rolls-Royce	3	1	1	0	5	(5)
Saab	3	4	0	0	7	(6)
Subaru	7	12	0	7	26	(16)
Toyota	10	14	0	4	28	(31)
Volkswagen*	5	2	1	0	8	(8)
Volvo	7	0	0	6	13	(11)
Yugo	0	1	0	0	1	(0)
1986 TOTALS	98	106	7	31	242	
Totals (March 1, 1985)	85	95	9	27		(216)

#—Bertone and Pininfarina are not included among "leading import makes" for 1986.

*—U.S. built models of Honda, Renault and Volkswagen are omitted from the import model count; they are included in the U.S.-model tabulation. Those models are Honda Accord, three Nissan Sentra 2-doors, Renault Alliance and Encore and Volkswagen Golf and GTI.

The Truth about Youth

When it comes to selling small cars to people under 30, the domestics are on top

More than 100 domestic and imported car lines are sold in the U.S. And the car that attracts the youngest buyers is a domestic make. It's the Ford EXP with a median-buyer age of 24.8 years in the 1985 model year.

The accompanying table (*Median Buyer Age, 1985 Model Small Cars*) compares the median age of buyers of '85 models for the three largest domestic auto companies — General Motors, Ford Motor Co. and Chrysler Corp. — and the three leading importers — Toyota, Nissan and Honda — within four small-car segments (regular subcompact, sporty subcompact, regular compact, sporty compact). The data indicate that in these small-car markets, domestic and imported cars attract buyers of comparable age.

"Small and sporty lines with moderate prices attract young buyers," says Louis E. Lataif, vice president-sales operations, Ford North American Automotive Operations. "That's logical. Often single or newly married, pre-mortgage and pre-parenthood, these young buyers are more interested in style, image and price than in passenger capacity."

Young buyers are important buyers because their first cars often set a pattern of brand loyalty that lasts many years. "Manufacturers of almost every product seek the elusive youth market," says Lataif. "The rationale is to capture their loyalty early, then retain them as repeat buyers as they mature, marry, raise families and increase their incomes."

In the auto industry, young under-30 buyers are marginally the largest market, but they are constantly wooed by manufacturers for their current and, more importantly, their future purchases.

The under-30 market is a significant market, accounting for 25 percent of all cars bought in the U.S. (see accompanying chart, *1985 Model Year Car Purchases, Total Car Industry*). The under-30 group is slightly larger than any other age group, and it bought 2.8 million cars in the '85 model year. The second-largest buyer-age group is the 30-39 group with 2.5 million purchases.

The competition for these young buyers is intense in every industry, and perhaps even more intense in the auto industry. As the Europeans have, for all practical purposes, been shut out of the U.S. market for small sedans and entry-level sporty cars, the current competition is between the domestic and Japanese manufacturers.

Domestic makes, attracting the same age small-car buyers as imports do, attract more buyers through higher volumes. The two highest-volume import and domestic cars and their volumes of under-30 buyers are shown in an accompanying chart (*Highest Volume Cars, 1985 Model Year*).

In the small-sporty markets, domestic cars also have greater volumes and a higher share of under-30 buyers than imports do. (See accompanying chart *High-Volume Small-Sporty Cars.*)

Overall in the 1985 model year, of 2.8 million cars sold to under-30 buyers, domestics held 1.9 million and imports got 900,000.

If domestic makes are doing so well in the youth market, why is it generally believed that small imports attract the major share of younger buyers and domestic makes are being shut out of the entry-level market?

A Ford market analyst says it's because of the often-used by inadequate analysis that deals only with the median age of an automotive *corporation's* buyers. He says it is logical that GM and Ford, which sell hundreds of thousands of high-priced luxury cars, should have a higher corporate buyer-age than do Honda and Toyota, which do not sell those kinds of cars.

The Ford analyst says the correct measure of buyer age is among comparable car lines, not a comparison of corporation totals. As shown in the accompanying tables, similar domestic and import cars have buyers of the same age, yet domestics have higher volumes.

To accomplish their goal of selling to younger buyers, auto makers must first decide what younger buyers want — not just today, but three or four years from now, because that's how long it takes to get a car from the drawing board to the dealer showroom.

Naturally, not all young buyers are alike. But there are trends and generalities. Car size is important. Young buyers are most active in car-size segments ranging from the smallest subcompacts up through smaller mid-size lines, with considerable interest in sporty models.

This size limitation is reflected in the price paid for the car. Generally, larger cars are more expensive. Therefore, the younger buyer — mature in neither age nor income — is more active in the lower and mid-price ranges.

Sportiness is another factor. Small sporty cars attract even younger buyers than regular small cars. Many of these sporty models have a sporty image, but are not necessarily true sports cars.

High-content trim is another factor. The car may be small, but the paint stripes, wide tires and special wheels are often highly visible. And to some young buyers, money spent on a super stereo is more important than the convenience of an automatic transmission.

While young buyers want reliability, good road manners and good access to service in the cars they buy, the "personality" of the car is often important to them. Youth tends to be trendy within its own age group, but the age group as a whole wants to be different from older buyers.

Because the youth market is important, it is given special attention by auto makers. After all, many of today's young people will be buying cars for another 30 or 40 years. ■

Median Buyer Age, 1985 Model Small Cars

Car Line	Median Age
Regular Subcompact	
Escort	34.8
Chevette	35.1
Horizon	39.3
Corolla	35.4
Civic	34.2
Sentra	32.6
Regular Compact	
Tempo	41.8
Cavalier	33.5
Reliant	57.4
Camry	44.8
Accord	36.0
Stanza	37.6
Sporty Subcompact	
EXP	24.8
Fiero	29.1
Charger	30.6
Toyota MR2	34.3
Civic CRX	27.7
Pulsar NX	27.9
Sporty Compact	
Mustang	28.6
Camaro	28.4
Laser	30.9
Celica	30.9
Prelude	31.6
200 SX	29.4

1985 Model Year Total Industry Car Purchases

Age Group	Share	Purchases
Under 30	25%	2,764,000
30-39	23%	2,543,600
40-49	16%	1,769,500
50-59	14%	1,548,300
60 & Over	22%	2,433,100

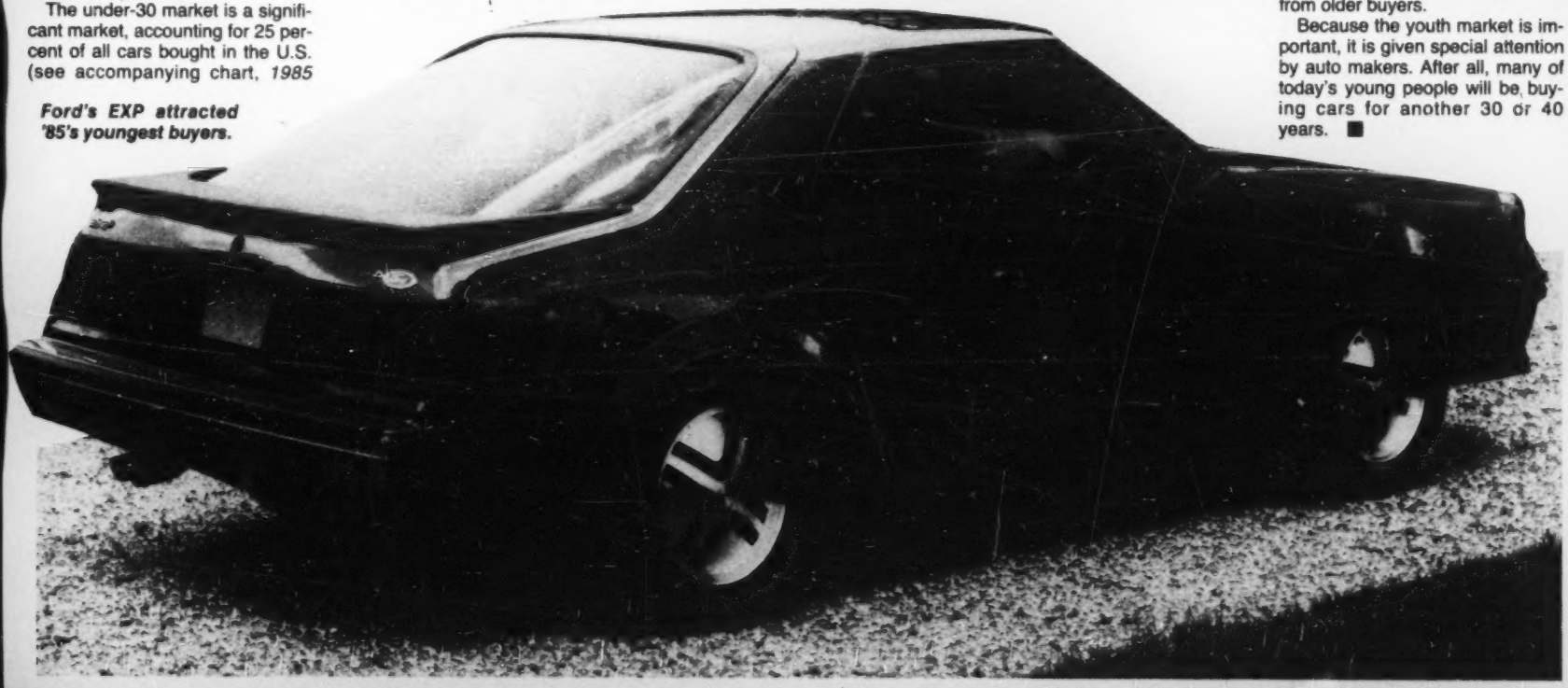
Highest-Volume Cars, 1985 Model Year

	'85 Model Sales	% Under-30 Buyers	Under-30 Volume
Domestic Car Line			
Cavalier	422,927	40%	169,200
Escort	410,978	36%	148,000
Import Car Line			
Accord	256,255*	33%	84,600
Civic	200,826	30%	60,200

*Includes U.S.-assembled Accords

High-Volume Small Sporty Cars

	'85 Model Sales	% Under-30 Buyers	Under-30 Volume
Domestic Car Line			
Camaro	206,082	56%	115,400
Mustang	159,741	56%	89,500
Import Car Line			
Celica	72,858	46%	33,500
Prelude	72,014	43%	31,000



Ford's EXP attracted '85's youngest buyers.

IMPORT VEHICLE TELEVISION ADVERTISING
1984-'85

	1984			1985			
	Network	Spot TV	Total TV	Network	Spot TV	Total TV	% Chng.
Toyota	$9,405,200	$44,366,700	$53,771,900	$16,236,100	$52,507,900	$68,744,000	+28
Nissan	33,880,400	32,899,900	66,780,300	25,244,000	36,804,800	62,048,800	-7
Volkswagen	8,963,100	12,070,200	21,033,300	24,667,300	10,668,600	35,335,900	+68
Mazda	18,365,200	2,091,000	20,456,200	27,431,800	3,882,200	31,134,000	+53
Honda	2,987,700	3,300,000	6,287,700	18,180,500	998,700	19,179,200	+205
Subaru	7,248,200	3,859,800	11,108,000	7,181,300	4,941,900	12,123,200	+9
BMW	1,920,700	4,689,700	6,610,400	8,450,800	2,866,700	11,317,500	+71
Mercedes-Benz	8,306,200	73,500	8,379,700	7,136,200	3,197,000	10,333,200	+23
Mitsubishi	0	8,368,800	8,368,800	0	9,303,700	9,303,700	+11
Isuzu	3,199,700	1,490,300	4,690,000	3,798,500	2,965,600	6,764,100	+44
Porsche	0	575,900	575,900	2,574,600	459,600	3,034,200	+427
Volvo	331,700	4,056,900	4,388,600	435,600	2,289,100	2,724,700	-38
Jaguar	0	445,500	445,500	0	1,444,800	1,444,800	+224
Saab	0	608,600	608,600	0	966,600	966,600	+59
TOTAL	$94,608,100	$118,896,800	$213,504,900	$141,336,700	$133,297,200	$274,633,900	+28.6

Source: Television Bureau of Advertising from Broadcast Advertisers Reports. Data includes cars, vans, trucks.

Importers boost '85 TV ad spending

By Edward Lapham

The nation's vehicle importers supported their U.S. marketing efforts by boosting TV ad spending 28.6 percent in the top 75 markets during the first nine months of 1985, according to the Television Bureau of Advertising.

The largest shot came from spending for network commercials, which rocketed 49.4 percent to more than $141 million in the January-September period last year, compared with expenditures of $94.6 million in the same period of 1984.

The biggest year-to-year spending increase, as reported by TVB from Broadcast Advertisers Reports (BAR) data, was Porsche, which boosted its TV ad spending by a whopping 427 percent. The BAR data showed Jaguar with the next largest increase — 224 percent — and Honda with a 205-percent spending hike.

According to the data, Toyota surpassed Nissan as the import big spender in the first three quarters of the year, with total network and spot TV expenditures of $68.7 million.

Nissan's TV spending total, as monitored by BAR, dropped 7 percent during the January-September period to just a little more than $62 million.

Mazda, with total TV ad expenditures of $31.1 million ranking it fourth overall, spent the most on network buys, with a budget heavily weighted toward national campaigns and away from regional buys on spot TV.

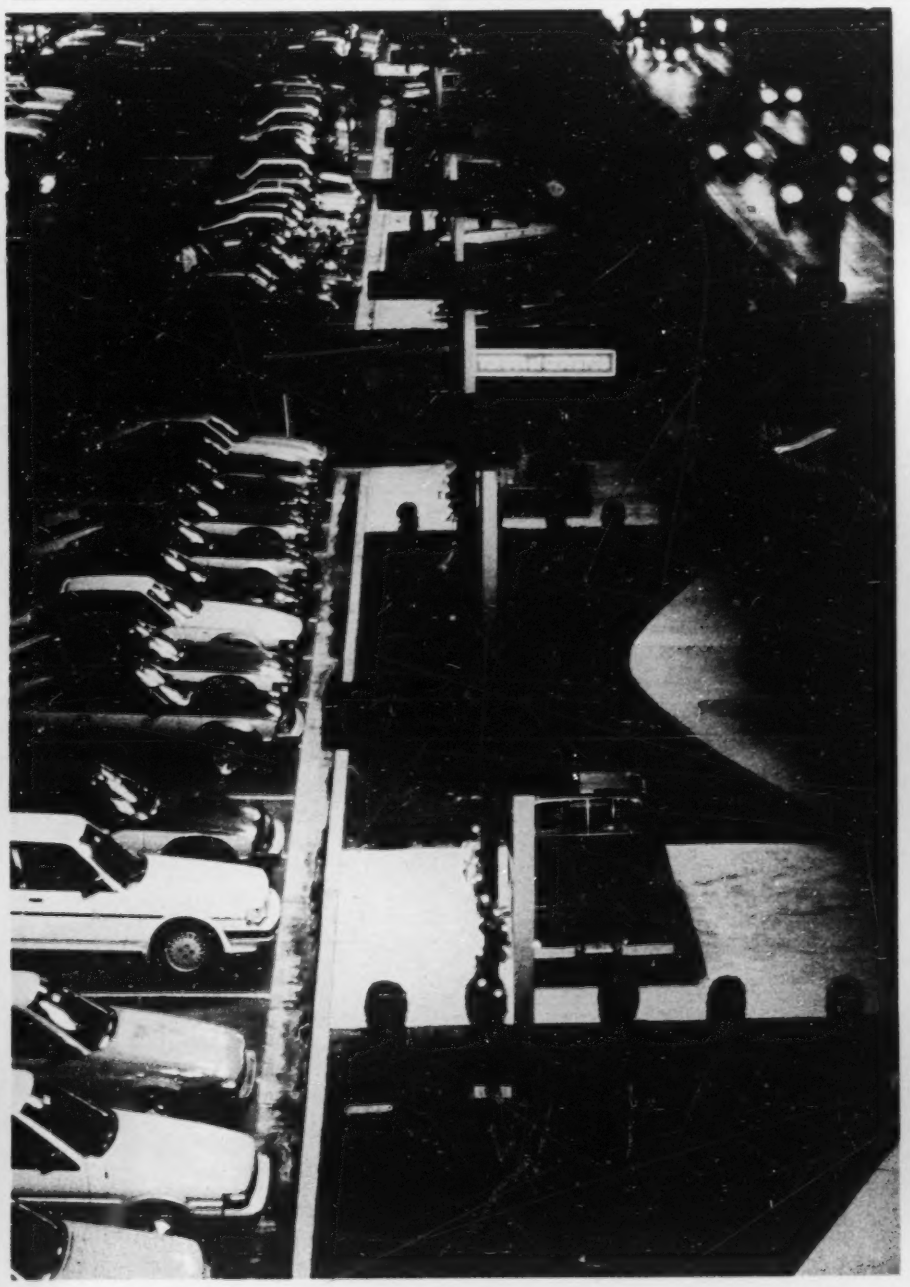
Toyota, which was outspent at the network level by both Mazda and Nissan, was far and away the biggest spot TV user, according to the BAR data.

In fact, Toyota was the only importer — except Isuzu, Jaguar and Saab which registered no network spending — to put more of its budget into regional spot TV buys.

According to the BAR data, Volvo's TV ad spending decreased 38 percent. However, sources at Volvo indicate its spending did not dip, as reported in the BAR data.

An industry source says a possible explanation for the discrepancy reported by Volvo and other importers is the random method of measurement used by BAR in most markets.

"The BARCUME monitors only three markets full-time — New York, Chicago and Los Angeles," the source says. "The other 73 are monitored one random week each month. That means some spot TV campaigns can be missed entirely." ■



IF YOU WANT TO LIGHT UP YOUR NEIGHBORS' LOTS, THAT'S FINE BY US. BUT YOU CAN'T DO IT WITH ELSCO LIGHTING

Elsco's Auto King VI lighting system is equipped with a uniquely designed projection optical system, and places light exactly where you need it. With its sharp cut-off luminaire and high-output 1000-watt, metal-halide lamp, light is concentrated in the desired areas, with a minimum of spill.

Auto King VI illuminates your display area from both perimeter and interior mounting locations. With a standard mounting height of 20 feet, the Auto King VI's sharp cut-off provides you with maximum lighting efficiency — with a considerable reduction in operating expense.

Leave your neighbors in the dark — call or write Elsco Lighting Products, Inc. and find out more about the innovative Auto King VI lighting system.

ELSCO
LIGHTING PRODUCTS INC.
P.O. Box 8946 Stockton, California 95208
Tel: (209) 466-0511 Telex 359414

Manufacturing plants in:

Elsco Lighting Products Australia, Lot 5 Freighter Road, P.O. Box 426, Moorabbin 3189 Vic., Australia. Tel: (03) 555-0488 Telex AA134943

Elsco Lighting Asia, Rm. 603, East Town Building, 41 Lockhart Road, Wanchai, Hong Kong. Tel: (5) 200771 Telex 61723 SPOEL HX

Elsco Lighting Products Canada, 7440 Tranmere Drive, Mississauga, Ontario, Canada L5S 1K4 Tel: (416) 673-2535 Telex 06983626

Big-Truck Showdown

With six more importers this year, and heavy overcapacity, U.S. big-truck manufacturers are on the defensive

By Joseph Bohn

Import competition in the U.S. isn't limited to cars and light trucks. Not by a long shot.

Last year alone, six more overseas manufacturers jumped into the U.S. big-truck market. Besides that, every U.S. truck maker has a deal going with an overseas source to sell imported units here.

These tumultuous actions, along with market deflation, are exerting extreme pressure on an already overcapacitized medium- and heavy-truck business in the U.S.

Class 8 truck manufacturing in the U.S. has production overcapacity of 50 percent, and some observers, including Peter E. Rupp, president and chief executive officer of Freightliner Corp., believe Class 8 will never again reach the approximately 140,000 units sold at retail in the U.S. last year.

Class 6 and 7, with about 145,000 retail deliveries last year, is also heavily overcapacitized.

As a result, manufacturers are scrambling to fill out product niches and improve their competitive position in order to weather the shakeout that inevitably will come.

PACCAR Inc., Bellevue, Wash., is the latest — and among the last — domestic companies to forge an overseas alliance. It signed a distribution agreement with Volkswagen do Brasil that will give it Class 6 and 7 trucks to sell for the first time, starting in November.

PACCAR initially will offer a 29,500-pound GVW Class 7 truck through Peterbilt and Kenworth dealerships this fall. A Class 6 truck will be offered one year later, and in the third phase a Class 7 tractor will be made available.

PACCAR's long-term goal is to capture 5 to 10 percent of the North American market. More Brazilian-built VW trucks will be added to its lineup in future years.

Hino Diesel Trucks sold about 1,000 units last year following its late spring introduction. Above is the medium-duty FE Series cabover.

OEM MARKET SHARES
U.S. CLASS 8 RETAIL SALES

	1981	1982	1983	1984	1985
Volvo White	4.9%	6.2%	6.6%	6.9%	8.8%
Ford	9.6%	12.5%	9.5%	9.0%	11.4%
Freightliner	9.7%	10.1%	13.4%	12.8%	13.5%
GM	13.2%	12.1%	9.8%	10.9%	8.7%
Int. Harvester	24.9%	23.4%	24.6%	23.0%	21.4%
Mack	17.0%	17.4%	15.4%	17.2%	17.7%
Kenworth	10.6%	9.6%	10.1%	9.8%	8.9%
Peterbilt	7.1%	7.8%	10.2%	10.0%	8.9%

VW do Brasil has been very successful in its home market, going from 2.8 percent penetration in 1979 to 22.7 percent of Classes 3, 6, 7 and the part of 8 in which it competes, according to Donald Dancey, executive vice president of VW do Brasil.

The company has been building 60 trucks a day — about 14,400 on an annual basis — and has the capacity, with proper investment, to get up to 130-140 daily production.

Navistar International and Nissan Diesel Motor Co. Ltd., Tokyo, have also signed an agreement for a new generation of Nissan-built cabover medium trucks to be sold by the U.S. firm. All of Navistar's 850 dealers in North America began marketing the new Class 6-7 models which recently went on sale.

1985 CLASS 8 RETAIL SALES

	Units	Market Share
IHC	28,523	21.4%
Mack	23,696	17.7%
Freightliner	18,054	13.5%
Ford	15,201	11.4%
Peterbilt	11,941	8.93%
Kenworth	11,830	8.85%
VWTC	11,773	8.81%
GM	11,632	8.70%
Other	931	0.69%
TOTAL	133,581	100%

Source: MVMA

Nissan plans eventually to export up to 3,000 units a year to Navistar, equal to about 15 percent of its entire output last year.

Neil A. Springer, president and chief operating officer of Navistar, says the new models will enable Navistar to maintain its full medium- and heavy-duty truck product line with competitive technology and low cost of ownership.

Nissan Diesel America Inc. entered the U.S. market in mid-1985 with a Class 7 cabover and an independent distribution system that now includes about 100 dealers.

Nissan Diesel's objective is to sell 4,000 to 5,000 trucks annually in the U.S. within five years. W.W. Hall, vice president and general manager, says the company wants to expand into lighter commercial vehicles, "Class 5 and perhaps as low as Class 3."

The company, Hall adds, might also explore the "baby Class 8" market, offering a tandem tractor with a downsized powertrain and GVW rating that can handle Class 8 requirements.

Nissan Diesel Motor Co., Japan, produces about 40,000 trucks a year from Class 3 to off-road units larger than Class 8. It exports worldwide.

Nissan will have to fight for a piece of the midrange action with such relative newcomers as Isuzu, Mitsubishi and various European makes, as well as Ford Motor Co. and General Motors.

Isuzu Truck of America Inc. is also using a dual distribution strategy. It has been setting up its own independent dealer network. Its Japanese parent company also sells similar midrange trucks through Chevrolet and GMC dealers. It is concentrating on specific classes like 3-5, but plans to expand into higher classes gradually.

Mitsubishi Fuso Trucks of America Inc. began selling Class 6 and 7 models early in 1986 in the Northeastern U.S., and is gradually expanding distribution nationally.

The company projects sales of more than 5,000 FK/FM medium-duty models and 5,000 FE light-duty models throughout the U.S. in the next several years.

The goal of Mitsubishi's Japanese parent company is to sell 7 percent of its production of commercial vehicles in the U.S. The

Continued on page E44

Isuzu to reorganize truck operations?

The Japanese aren't above improving their already efficient operations. Nor are they above using American companies to help them in those efforts.

Isuzu Motors Ltd., Japan, has begun combining its light- and heavy-truck operations into a single organization, according to industry sources. The effort is expected to take two to three years.

The company recalled Shinichi Yamayoshi, formerly president of Isuzu Truck of America Inc., to Japan and made him, in essence, assistant general manager of all truck sales and marketing activities in Japan, as part of a personnel shuffle concurrent with the reorganization.

Yamayoshi has been replaced at Isuzu Truck of America by S. Samomiya, formerly head of sales and marketing for North American operations within the Export Div. of Isuzu in Japan.

Yukio Itagaki continues as president of American Isuzu Motors Inc., parent organization of Isuzu's U.S. car and truck operations, and chairman of Isuzu Truck of America.

Yamayoshi's return to Japan came as a surprise to many Isuzu employes. Isuzu Truck of America has been extremely successful with its Class 3 products, some of which are also sold under different names by Chevrolet and GMC.

The Japanese parent firm reportedly enlisted the aid of New York-headquartered McKinsey & Co., management consultants, in its effort to streamline operations. McKinsey suggested a consolidation and streamlining of light- and heavy-truck sales and marketing operations.

McKinsey previously had helped General Motors streamline its sales and marketing functions.

How far Isuzu plans to carry its reorganization is not known, although the company has been a fast-tracker both in Japan and the U.S., where it sells compact pickups as part of its auto operations and, separately, one-ton vehicles like the NPR.

Isuzu Truck of America plans to expand gradually its U.S. vehicle offerings into the upper ranges of the medium-duty market over the next several years. ■

— J.B.

Isuzu's Class 3 trucks, like the NPR (above), have been very successful in the U.S.

Mitsubishi Fuso FK and FM Series medium-duty diesel trucks became available in Northeastern U.S. markets in January. Gradually, distribution will expand nationally.

BIG-TRUCK SHOWDOWN

Continued from page E42

parent firm builds about 125,000 commercial vehicles a year, of which almost 30,000 are FK and FM units.

Mitsubishi is also building a strong independent U.S. dealer network, and company officials are considering expanding the U.S. Mitsubishi commercial truck line into heavier vehicles.

Hino Diesel Trucks (U.S.A.), Orangeburg, N.Y., sold about 1,000 units last year, following its late-spring introduction. T.E. (Terry) Timms, sales operations manager, expects to increase that by 20 to 25 percent this year

Hino has a "horseshoe" distribution pattern of more than 70 dealers, and is working toward the Midwest, after covering the Southern, Eastern and Western markets.

Hino sells 25,500-, 30,000- and 32,900-pound GVW models, and a new 20,000-pound GVW model which went on sale in late January. It also sells an SG Class 7 tractor for a fifth wheel, rated at 55,000 pounds GVW.

Hino's goal is to sell 5,000 trucks a year in the U.S. by 1990. Next year the company plans a Class 8 vehicle, and it expects to enter Class 4 and 5 in the following two years.

Saab-Scania established a very limited dealer network to distribute its Scania heavy diesel tractors in the Northeastern U.S. in 1985. It plans to expand further South this year, according to Hans Doennig, manager of Scania Truck Division, U.S. arm of the Orange, Conn.-based company handling truck distribution.

Scania is a producer of heavy trucks, and officials have no intention of diversifying into lighter models. The company is expected to sell fewer than 200 big trucks this year, and is expanding slowly.

Ford began importing its medium-duty Cargo line from Brazil last fall, will gradually move the import into larger classes in the medium segment and eventually into the low end of the heavy segment. Its goal is to sell 80,000 Cargos yearly by 1988-'89.

Sooner or later, something — or someone — will have to give. But no one's taking bets yet on who the survivors of all this competition will be.

Profitability and survival are everyone's key goals. U.S.-based manufacturers will clearly feel the heat more than foreign competitors for whom the U.S. is just one more export market.

However, the growth of foreign trucks and foreign distribution in the U.S. is assured. ■

Volvo chalks up 42,000 Class 8 sales worldwide

The world market for heavy-duty Class 8 trucks rose about 3 percent in 1985 to a total of more than 400,000, according to Thage Berggren, president and chief executive officer of Volvo White Truck Corp., based in Greensboro, N.C.

Swedish-based AB Volvo itself had worldwide sales of 42,000 Class 8 vehicles, down slightly from 42,200 in 1984. Its world market share is just over 9 percent.

Volvo ranks third in the Class 8 market behind the West German-based Daimler group, which includes Mercedes-Benz and Freightliner, and second-place Renault group, which includes Renault and Mack.

In Western Europe, Class 8 sales increased by 2 percent in 1985, and Volvo increased its market share to about 14.5 percent, according to Berggren. The company picked up market share in France, Belgium, Italy and West Germany, but slipped in Great Britain and Sweden.

Brazil's economic recovery resulted in an increase of about 30 percent in heavy-duty truck sales last year. Deliveries from Volvo do Brazil's plant in Curitiba increased by 77 percent, and Volvo's share of Brazil's Class 8 market reached 27 percent.

During 1985 the company increased its ownership of Volvo do Brazil, and the firm is now a subsidiary of AB Volvo.

Heavy-truck sales in Australia climbed 40 percent last year. Volvo, with 13 percent of the market, is the second-best selling nameplate in Class 8.

The Middle East, Berggren says, "has proven to be a nightmare for many truck manufacturers." Total market demand there is down 40 percent since the early 1980s. Volvo delivered 3,000 Class 8 vehicles to the region last year.

Volvo's common denominator in all these markets, Berggren says, is production. The company believes a manufacturing presence is required in order to be truly successful in major markets.

AB Volvo's sales in 1985 totaled $11 billion including cars, trucks, oil and food products. Food and industrial product sales increased 11 percent, while energy sales were off because of a general decline in that market. ■

— J.B.

According to Thage Berggren, Volvo White president, a manufacturing presence is essential to be successful in major markets.

IMPORT 1986-MODEL LIGHT-DUTY TRUCK SPECIFICATIONS

As of March 1, 1986

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engine
NISSAN Pickup	104.3	116.1	174.2	190.0	65.0	62.0	4,400-5,100	1,000-1,400	14	15.9	4	2.4/146	ER	106	X	3.0/180.6, EFI, V-6
King Cab Pickup	116.1	—	190.0	—	65.0	62.4	4,400-5,100	1,400-	14	15.9	4	2.4/146	ER	106	X	3.0/180.6, EFI, V-6
DODGE Ram 50	109.4	—	184.6	—	65.0	60.6	4,067-4,683	-1,630	14	18.0	4	2.0/122	2V	90	X	2.6/156
ISUZU P'up	104.3	117.9	174.4	191.5	63.0	59.3	3,550-4,550	1,035-1,600	14	13.2	4	2.3/137	2V	96	X	2.2/136 (turbodiesel)
Trooper	104.3	—	174.2	—	65.0	70.1	4,300-	1,222-	15	21.9	4	2.3/137	2V	96	X	2.2/136 (turbodiesel)
MAZDA B2000	108.7	117.5	177.6	193.7	65.7	61.9	4,175-	1,400-	14	14.8	4	2.0/122	2V	80		None
MITSUBISHI Pickup	109.4	109.8	184.4	—	65.5	57.5	4,062-4,396	1,435-1,620	14	18.0	4	2.0/122	2V	88	X	2.6/156
Montero	92.5	—	157.3	—	66.1	70.9	4,310-4,359	1,050-	15	15.9	4	2.6/156	2V	105	X	None
TOYOTA Pickup	103.0	112.2	174.6	186.2	63.8	60.8	4,400-5,500	1,400-2,500	14	17.2	4	2.4/144	2V	103	X	2.0/122 ER turbo; 2.4/144 ER; 2.4/149 (diesel and td)
4Runner	103.0	—	174.6	—	66.5	66.1	4,800-	700-	15	14.8	4	2.4/144	ER	116	X	2.0/122, turbocharged, ER
Vans (LE, Deluxe, Cargo)	86.0	—	175.4	—	65.7	70.1	4,480-5,020	1,500-2,000	14	15.9	4	2.2/135	ER	101		None
VOLKSWAGEN Vanagon	96.9	—	179.9	—	72.6	77.2	5,200-	1,578-1,904	14	15.9	4	2.1/129	ER	95	X	None
SUZUKI Samurai	79.9	—	135.0	135.4	60.2	65.6	2,932	805-938	15	10.6	4	1.3/80.8	2V	64	X	None

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

used-car auction directory

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
March 12—Giant Truck Sale
March 13—Thurs., 5 PM Sharp, Fleet & Lease Sale. Complimentary Buffet, 4 PM
March 19—Chrysler Factory Sale, 11 AM followed by Imports
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

NORTHWAY EXCHANGE, INC.
DEALERS AUTO AUCTION
EVERY THURSDAY
11:30 A.M. SHARP
(518) 371-7500
Route 146
P.O. Box 440
Clifton Park, N.Y. 12065
"Our Service Does Not Cost — It Pays"

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

PADE Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

INDIANA

GENERAL MOTORS AND THE INDIANAPOLIS AUTO AUCTION
"Are Doin' It Again"
WEDNESDAY: MARCH 19th, 1986: 11:00 A.M.
425 Units
300 ★ BRASS HATS
125 ★ '85 BUICK OFF-LEASE BUICK RIVIERA'S
"2" Top Buyers of Off-Lease Riviera's
★ ★ ★ WIN ★ ★ ★
4 DAY 3 NIGHT VACATION AT THE
Riviera Hotel Casino in Las Vegas
PLUS
★ GM FREIGHT INCENTIVES ON OFF-LEASE RIVIERA'S PURCHASED ★

0-100 miles	$25	301-400 miles	$100	601-700 miles	$175
101-200 miles	$50	401-500 miles	$125	701-800 miles	$200
201-300 miles	$75	501-600	$150	801-900	$225
★ 900-more	$250 ★				

GM DEALERS ONLY! ★ ★ DON'T MISS IT!
WED. MARCH 19th 11:00 A.M.
CALL 317-298-9700 FOR HOTEL RESERVATIONS

factories list auction dates

American Motors

March 11—D-A Auto Auction, New Stanton, Pa.

March 12—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

March 13—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Fredericksburg Auto Auction, Fredericksburg, Pa.

March 18—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

March 19—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid-States Auto Auction, South Bend

March 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 25—D-A Auto Auction, New Stanton, Pa.

March 26—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

Chrysler Corp.

March 11—Hatfield Auto Auction, Hatfield, Pa., and NuCar-Prep System, Sante Fe Springs, Calif.

March 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 13—Fredericksburg Auto Auction, Fredericksburg, Va.

March 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

March 12—Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

March 13—Dallas Auto Auction, Grand Prairie, Tex.; Arena Auto Auction, Chicago; Southwest Auto Auction, Phoenix, and Atlanta Auto Auction, Red Oak, Ga.

March 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 20—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

March 25—South Seattle Auto Auction, Kent, Wash.

March 26—Columbus Fair Auto Auction, Obetz, Ohio; Concord Auto Auction, Acton, Mass., and Clanton's Auto Auction, Darlington, S.C.

General Motors

March 11—Florida Auto Auction of Orlando, Ocoee, Fla., and Denver Auto Auction, Englewood, Colo.

March 12—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 13—Nashville Auto Auction, Nashville, and 166 Auto Auction, Springfield, Mo.

March 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 19—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

March 20—Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston

Used Car Sales
Auction Averages

March to date	$4,821
Month ago	$4,729
Year ago	$4,782

Model Breakdown
Auction Averages

	MAR 1986	FEB 1986	JAN 1986
1986	$10,242	$10,050	$9,799
1985	$8,863	$8,655	$8,999
1984	$6,162	$6,158	$5,943
1983	$5,227	$5,232	$5,296
1982	$4,131	$4,089	$4,136
1981	$3,346	$3,382	$3,163
1980	$2,582	$2,478	$2,482
1979	$2,325	$2,348	$1,954
Overall Average	$4,821	$4,811	$4,691

Mazda scholarship

Don Brown, a junior at Northwood Institute, Midland, Mich., receives a $1,000 Mazda scholarship from Martha Fuce, dean of students. Since 1982, Mazda has awarded three $1,000 scholarships to qualified Northwood students majoring in automotive studies.

Toyota forms U.S. unit to sell industrial engines

TORRANCE, Calif.—Toyota Motor Sales, U.S.A., has formed Toyota Industrial Engine Operations to direct the sale of Toyota engines in the U.S. industrial market.

The new group will market Toyota gasoline and diesel engines to manufacturers of marine, agricultural, construction, turf-care, refrigeration and other industrial equipment. Initially, the engines will range from 30 HP to 200 HP.

GE Credit adds auto auctions in Colorado, Virginia

BARRINGTON, Ill.—General Electric Credit Corp. (GECC), through its Auto Financial Services Operation, has acquired the Denver Auto Auction, Englewood, Colo., and the Harrisonburg Auto Auction, Harrisonburg, Va.

The Auto Financial Services Operation auctions will be known as General Electric Credit Auto Auctions. Denver and Harrisonburg are the second and third in a planned series of auction purchases by GECAA.

GECAA purchased the South Seattle Auto Auction, Kent, Wash., in 1985.

GECAA plans to buy a 60-acre site in the Denver area and develop it into a full-service auction facility.

In the interim, the auction will continue to operate from the Englewood site, according to Fredrick W. McConkey, GECAA senior vice president of operations and marketing. Gary Smith serves as vice president and general manager at Denver.

The Harrisonburg Auto Auction, with Jim Wheatley as vice president and general manager, operates on a 60-acre site and is currently completing a major expansion.

Auctioneers graduate

HIGH POINT, N.C.—The Mendenhall School of Auctioneering graduated 62 students from 16 states in its most recent class.

Auto sales

Domestic sales weak; imports up for Feb.

By Jenny L. King
Detroit Reporter

Dragged down by a 25.56-percent sales drop the final period of the month, February domestic new-car sales missed the year-ago mark by almost 32,000 units and kept the year-to-date total 1.87 percent short of 1985's two-month figure.

Imported-car sales, up 25 percent February to Feb y, captured 26.37 percent o. the market, up from 24.90 percent in 1985 but off from 27.18 percent in January.

Industrywide sales numbered 832,993 for the month, down 7.33 percent from 839,148 last year.

Domestic deliveries totaled 613,371, down from 645,317 last year. The import count was 219,622, up from 193,831.

At the end of two months the grand total was up 1.91 percent, to 1,706,178 from 1,674,158. Domestics, at 1,249,275 were down 1.87 percent from 1,273,092, and imports, at 456,903 were up 13.92 percent from 401,066.

Domestic sales apparently were hurt by the changeover from the late-1985 incentive plans to the most recent round of low interest rates and rebates put in place during the final 10-day period.

Honda and General Motors were the only domestic makers to post sales gains in February. Honda sales were up 9.71 percent, to 14.637 from 13,342. GM surpassed its year-ago total by a narrow margin: Sales were up 1.43 percent to 351,587 from 346,616.

Ford Motor Co. reported sales of 146,898 domestic cars, down 11.96 percent from 166,862. Chrysler Motors was down 21.38 percent, to 80,322 from 102,162.

Volkswagen sales dropped 5.82 percent for the month, to 5,873 from 6,236 last year. American Motors was off 28.60 percent, to 7,211 from 10,099. Nissan sales numbered 6,843 in February.

GM's share of the domestic market catapulted to 57.32 percent from 53.71 percent. Ford earned 23.95 percent, down from 25.86 percent. Chrysler had 13.10 percent, down from 15.83 percent.

AMC dropped to 1.17 percent from 1.56 percent. VW had 0.96 percent, down from 0.97 percent. Honda climbed to 2.39 percent from 2.07 percent, and Nissan had 1.11 percent of the recent February market.

Sales increases among the domestic makes were few and far between. Cadillac was up 11.94 percent, Oldsmobile was up 8.62 percent, Chevrolet was up 2.62 percent and Pontiac was up 7.76 percent. Honda was the only non-GM make with a plus sign, its sales up 9.71 percent in February.

Plymouth was down 25.57 percent; Chrysler was down 6.99 percent; Dodge was down 27.12 percent; Ford was down 8.99 percent; Mercury was down 15.16 percent, and Lincoln was down 24.48 percent.

Buick sales were off 16.32 percent; AMC was down 40.73 percent; Renault was down 27.00 percent, and VW was down 5.82 percent.

There were 24 selling days in the month this year and last. The daily selling rate this February was 25,557, down 4.95 percent from 26,888.

Import sales in February, up to 219,622 from 193,831, included records for BMW, Isuzu, Jaguar, Mazda, Mercedes-Benz, Mitsubishi, Saab, Subaru and Volvo.

BMW sales were up 5.93 percent; Honda imports were up 14.17 percent; Isuzu sales more than doubled; Mazda was up 37.32 percent; Mercedes was up 19.80 percent; Mitsubishi was up 92.94 percent; Porsche was up 25.38 percent; Saab was up 23.69 percent; Subaru was up 18.96 percent; VW was up 25.10 percent, and Volvo was up 4.42 percent.

Toyota sales dropped 7.33 percent, and Nissan was down 15.84 percent. Audi was down 1.08 percent, Peugeot was down 4.69 percent and Renault was down 54.52 percent.

The market class breakout showed intermediates, at 27.85 percent, the largest single market segment in February. Imports were second with 26.37 percent of the total, followed by compacts at 16.50 percent, subcompacts at 14.01 percent, luxuries at 8.13 percent and standards at 7.14 percent.

Excluding imports the market was divided in this manner—Intermediates at 37.82 percent, compacts at 22.42 percent, subcompacts at 19.03 percent, luxuries at 11.04 percent and standards at 9.69 percent.

Third-period domestic sales plunged 25.56 percent, to 187,092 from 251,335. It was the lowest for the period since 1983 when Feb. 21-28 sales numbered 173,757. With seven selling days both years, the daily average was off 25.56 percent to 26,727 from 35,905.

GM's third-period sales dropped 19.22 percent. Ford sales plunged 39.43 percent. Chrysler was off 35.33 percent. AMC slipped 28.63 percent. VW was down 14.88 percent and Honda was up 10.12 percent.

GM's share of the last-period market was 55.53 percent. Ford had 21.25 percent. Chrysler earned 14.71 percent. AMC cornered 1.82 percent. VW had 1.46 percent, Honda had 3.85 percent and Nissan had 1.38 percent.

Where auto market was, February, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	116,719	14.01%
COMPACT	137,480	16.50%
INTERMEDIATE	231,982	27.85%
STANDARD	59,454	7.14%
LUXURY	67,736	8.13%
IMPORT	219,622	26.37%
TOTAL	832,993	100.00%

U.S. CAR SALES BY MARKETING UNITS

	February, 1986	February, 1985	2 Mos., 1986	2 Mos., 1985
Chevrolet	131,434	122,698	270,590	256,773
Ford	99,337	109,155	200,940	209,672
Oldsmobile	85,948	79,125	176,133	167,268
Buick	60,157	72,560	120,873	142,438
Pontiac	59,847	55,537	133,787	108,938
Honda	48,443	42,952	98,724	92,256
Toyota	39,998	43,161	85,283	86,113
Nissan	37,554	36,493	80,894	78,923
Mercury	37,511	42,950	74,849	80,675
Dodge	35,547	44,229	69,581	80,708
Plymouth	31,409	38,250	64,194	69,454
Chrysler	24,597	26,446	44,276	51,592
Cadillac	23,951	21,397	46,736	42,890
VWoA	20,805	19,159	42,744	40,281
Mazda	19,448	14,163	38,441	26,242
Subaru	14,891	12,518	12,518	23,919
Lincoln	11,338	15,013	22,852	27,669
AMC-Renault	9,881	10,774	14,257	21,590
Volvo	9,043	8,660	21,123	18,716
Mercedes	7,459	6,226	15,067	12,146
BMW	6,502	6,138	12,546	11,577
Mitsubishi	4,758	2,466	8,848	5,698
Isuzu	4,129	1,849	7,013	4,262
Saab	3,284	2,655	6,448	5,545
Porsche	2,129	1,698	3,862	3,775
Jaguar	1,673	1,419	2,684	2,268
Peugeot	1,077	1,130	2,113	2,169
Yugo	1,736	0	4,570	0
Hyundai	588	0	588	0
Alfa Romeo	297	252	701	637
Maserati	137	75	262	226
TOTAL	832,993	839,148	1,706,178	1,674,158

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	February, 1986	February, 1985	2 Mos., 1986	2 Mos., 1985
Alfa Romeo	297	252	701	637
Audi	4,664	4,715	9,777	10,086
BMW	6,305	6,138	12,349	11,577
Chevrolet Spectrum	5,104	3,341	9,867	6,089
Chevrolet Sprint	5,094	1,360	10,312	2,822
Dodge Colt	4,309	2,618	8,996	5,570
Dodge Conquest	244	208	461	426
Dodge Vista	1,296	654	2,557	1,311
Honda	33,806	29,610	70,824	65,548
Hyundai	588	0	588	0
Isuzu	4,129	1,849	7,013	4,262
Jaguar	1,673	1,419	2,684	2,268
Maserati Biturbo	137	75	262	226
Mazda	19,448	14,163	38,441	26,242
Mercedes-Benz	7,459	6,226	15,067	12,146
Merkur	1,288	256	2,363	392
Mitsubishi	4,578	2,466	8,848	5,698
Nissan	30,711	36,493	68,048	78,923
Peugeot	1,077	1,130	2,113	2,169
Plymouth Colt	4,017	2,415	8,299	5,328
Plymouth Conquest	202	186	434	396
Plymouth Vista	1,163	682	2,355	1,301
Porsche	2,129	1,698	3,862	3,775
Renault	307	675	657	1,504
Saab	3,284	2,655	6,448	5,545
Subaru	14,891	12,518	31,631	23,919
Toyota	39,998	43,161	85,283	86,113
Volkswagen	10,268	8,208	20,773	18,077
Volvo	9,043	8,660	21,123	18,716
Yugo	1,736	0	4,570	0
TOTAL	219,622	193,831	456,903	401,066

e—Estimate.

DOMESTIC CAR SALES

	Feb. 21 to Feb. 28, 1986	Same Period, 1985	February, 1986	Same Month, 1985	Jan. 1 to Feb. 28, 1986	Same Period, 1985
Alliance	0	2,916	5,134	5,616	9,391	11,250
Encore	0	1,312	1,383	3,312	2,593	6,287
Total Renault	0	4,228	6,517	8,928	11,984	17,537
Eagle	0	551	694	1,171	1,616	2,549
Total AMC	0	551	694	1,171	1,616	2,549
AMERICAN MOTORS	3,411	4,779	7,211	10,099	13,600	20,086
Horizon	2,426	5,107	6,673	12,524	12,781	19,701
Turismo	1,238	2,877	3,615	7,377	6,933	11,133
Reliant	4,024	4,223	11,886	10,295	26,037	22,510
Caravelle	1,102	1,179	2,835	3,065	5,226	6,019
Plymouth	335	777	1,218	1,706	2,129	3,066
Total Plymouth	9,125	14,163	26,027	34,967	53,106	62,429
Laser	430	2,637	1,364	5,162	3,568	8,618
LeBaron K	2,871	2,884	8,519	6,903	15,913	13,823
LeBaron GTS	2,287	1,242	5,921	3,096	10,457	6,247
Fifth Avenue	1,741	2,610	5,523	6,993	10,678	14,283
E-Class	0	1,863	0	4,292	0	8,621
New Yorker	1,063	0	3,270	0	7,228	0
Total Chrysler	8,392	11,236	24,597	26,446	47,844	51,592
Omni	2,039	4,025	6,041	9,695	11,283	15,653
Charger	1,369	3,036	3,864	7,649	7,413	11,862
Daytona	618	2,588	1,821	4,738	4,522	7,857
Aries	2,702	3,561	8,479	8,809	16,687	18,770
Lancer	1,543	902	4,063	2,628	6,996	4,898
Dodge 400-600	0	0	0	1,215	0	3,012
Diplomat	491	1,136	1,692	2,637	3,381	5,434
Dodge 600	1,247	1,916	3,736	3,378	7,285	5,915
Total Dodge	10,009	17,164	29,698	40,749	57,567	73,401
CHRYSLER CORP.	27,526	42,563	80,322	102,162	158,517	187,422
EXP	0	1,142	0	2,932	0	5,841
Escort	7,650	10,383	29,466	29,539	59,611	58,540
Mustang	3,315	4,686	11,320	12,711	22,709	25,693
Tempo	5,710	12,549	22,774	25,874	47,333	45,735
Taurus	3,542	0	10,366	0	18,569	0
Thunderbird	3,152	4,148	12,719	10,831	25,884	21,813
LTD	1,027	5,546	3,987	14,644	9,153	28,544
Crown Victoria	2,626	4,926	8,705	12,624	17,681	23,506
Total Ford Division	27,022	43,380	99,337	109,155	200,940	209,672
Lynx	1,305	2,112	5,560	6,276	11,664	11,889
Topaz	1,281	3,295	5,652	7,063	11,267	12,739
Sable	1,691	0	4,966	0	8,420	0
Cougar XR-7	2,183	3,488	10,137	3,488	20,434	12,087
Capri	263	485	896	1,360	1,787	2,641
Marquis	484	2,916	1,780	8,031	4,082	14,811
Grand Marquis	2,133	4,406	7,232	10,656	14,832	20,296
Total Mercury	9,340	16,702	36,223	42,694	72,486	80,283
Continental	400	1,083	1,406	3,215	2,863	6,330
Lincoln	2,594	3,604	8,550	9,528	17,247	17,439
Mark VII	398	867	1,382	2,270	2,742	3,900
Total Lincoln	3,392	5,554	11,338	15,013	22,852	27,669
Total L-M Division	12,732	22,256	47,561	57,707	95,338	107,952
FORD MOTOR COMPANY	39,754	65,636	146,898	166,862	296,278	317,624
Skyhawk	1,837	3,001	4,227	6,972	8,306	13,579
Skylark	0	4,056	0	10,049	0	18,702
Somerset Regal	3,047	3,285	10,465	7,001	21,952	14,522
Century	6,623	7,020	20,325	17,586	41,198	34,138
Regal	2,968	3,093	8,810	8,699	15,589	17,677
LeSabre	2,096	4,901	5,222	12,318	9,801	25,243
Electra	4,650	2,763	10,427	5,305	21,321	9,704
Riviera	436	2,034	1,240	4,620	2,706	8,873
Total Buick	21,677	30,153	60,716	72,560	120,873	142,438
Cimarron	484	526	1,338	1,376	2,722	2,466
Seville	343	744	1,001	2,105	2,249	4,470
Cadillac	5,665	4,529	20,081	13,211	38,405	26,247
Eldorado	473	1,706	1,531	4,705	3,360	9,707
Total Cadillac	6,965	7,505	23,951	21,397	46,736	42,890
Chevette	1,846	3,482	4,650	10,136	10,275	23,874
Nova	2,903	0	13,333	0	27,371	0
Cavalier	8,615	10,136	35,459	28,745	74,231	61,892
Citation	61	2,562	189	6,163	412	12,501
Camaro	3,833	5,812	10,468	15,475	20,350	32,712
Celebrity	8,543	8,816	31,629	25,682	68,103	52,127
Monte Carlo	2,299	3,346	6,805	8,936	13,896	17,003
Chevrolet	5,548	7,508	16,713	20,242	32,115	42,105
Corvette	735	1,106	1,879	2,618	3,858	5,648
Total Chevrolet	34,383	42,768	121,125	117,997	250,411	247,862
Firenza	737	1,290	2,287	3,691	4,964	9,439
Calais	2,833	2,921	7,839	8,142	15,474	16,585
Cutlass Ciera	6,457	7,948	28,690	24,575	60,324	49,739
Cutlass Supreme	4,496	5,229	20,333	15,516	42,999	34,137
Olds 88	3,968	5,778	12,083	18,336	23,665	34,476
Olds 98	4,205	3,076	13,697	8,270	26,465	16,648
Toronado	297	902	1,019	2,595	2,242	6,244
Total Oldsmobile	22,993	27,144	85,948	79,125	176,133	167,268
Fiero	1,423	2,715	5,181	6,362	11,304	11,846
1000	440	640	1,281	1,797	3,330	3,826
Sunbird	2,096	3,027	8,396	6,137	19,846	16,002
Phoenix	0	41	0	41	0	896
Firebird	1,863	2,798	5,283	7,284	12,618	14,265
Grand Am	4,228	2,693	12,964	7,451	28,526	14,922
6000	3,629	4,053	12,129	10,818	29,011	20,610
Bonneville	957	1,571	4,161	4,414	8,848	8,165
Grand Prix	974	1,730	3,841	4,582	8,549	8,634
Parisienne	2,270	1,777	6,589	4,651	11,753	9,772
Total Pontiac	17,880	21,045	59,847	55,537	133,787	108,938
GENERAL MOTORS	103,898	128,615	351,587	346,616	727,940	709,396
VOLKSWAGEN	2,734	3,212	5,873	6,236	12,194	11,856
HONDA	7,191	6,530	14,637	13,342	27,900	26,708
NISSAN	2,578	0	6,843	0	12,846	0
DOMESTIC TOTAL	187,092	251,335	613,371	645,317	1,249,275	1,273,092
IMPORT TOTAL			219,622	193,831	456,903	401,066
INDUSTRY TOTAL			832,993	839,148	1,706,178	1,674,158

Strike vote OK'd at GM Orion plant

UAW workers at General Motors' assembly plant in Orion Township, Mich., have voted to seek strike authorization from the international UAW due to work-speed increases and safety hazards, according to the local union.

About 90 percent of the 3,402 members of UAW Local 5960 voting March 5 approved the strike vote, according to President Bill Spencer. Half of the union's membership of approximately 6,800 voted.

Spencer said meetings with plant management are expected to be held this week to discuss the strike vote issues. A decision to ask the international UAW to authorize a strike will depend on the outcome of those meetings, Spencer said.

Spencer said 125 of the 520 grievances pending at the plant were related to work-speed increases.

Spencer charged that the strike vote issues were the "tip of the iceberg." He claimed that "deep-running problems" exist at the plant and that management and the union have been unable to implement joint job-related programs.

"We still have not implemented quality-of-work-life programs at Orion," Spencer claimed.

GM declined comment on the strike vote, terming it an internal union matter.

A spokesman for the Buick-Oldsmobile-Cadillac Group said, "All of our installations in BOC are following a philosophy of participatory management."

The plant assembles Cadillac DeVille and Fleetwood and Oldsmobile Ninety-Eight Regency models.

VWoA and UAW move forward on new pact

Negotiators for Volkswagen of America and an estimated 3,200 UAW workers at VW plants in Pennsylvania and West Virginia appeared to be reaching a tentative contract settlement at press-time.

Contracts covering workers at those plants expired at 12:01 a.m. today (March 10).

Negotiations aimed at reaching an agreement to cover workers at those plants and an additional VW plant in Texas were held in Detroit last week. A contract covering 350 UAW workers at VW's air conditioning plant in Fort Worth expires March 31.

There are 2,500 UAW workers at VW's assembly plant in Westmoreland County, Pa. Approximately 1,680 others are laid off. There are 730 active employes at VW's metal stamping plant in South Charleston, W.Va.

VW in September, 1985 announced it would phase out the West Virginia stamping plant within two years. It is trying to sell the plant.

Day named chairman of Britain's BL

LONDON.—Britain's BL has appointed a new, full-time chairman—Graham Day, chairman of British Shipbuilders.

Day, a Canadian, replaces a part-time BL chairman, Sir Austin Bide, who is retiring.

Production

February auto production is 702,698, best since '79

By Kathy Boyer
Detroit Reporter

U.S. auto production of 702,698 units in February was the highest for that month since 1979, when 738,808 cars were assembled.

Last month's total was 4.31 percent more than the year-ago month's 673,636 but 7.31 percent below January's 758,107.

Last week's scheduled production was the highest of any week this year.

The total of 182,056 units was 3.53 percent more than the previous week's 175,844—which fell some 2,600 cars short of target—and 5.29 percent more than the year-ago week's 172,911.

According to unadjusted figures, 1,635,446 cars have been assembled so far this year, 1.31 percent fewer than the 1,657,119 completed last year at this point.

Companies shared last week's estimated production as follows: General Motors, 54.48 percent; Ford Motor Co., 22.36 percent; Chrysler Corp., 16.15 percent; Honda of America Mfg. Co., 1.92 percent; New United Motor Mfg., Inc., 1.79 percent; American Motors, 1.24 percent; Volkswagen of America, 1.10 percent, and Nissan Motor Mfg. Co. 0.96 percent.

GM's Fiero plant in Pontiac will be down this week (March 10) for what a spokeswoman called a scheduled adjustment.

Chrysler's Sterling Heights (Mich.) plant is down this week for facility changes in preparation for the new Plymouth Sundance and Dodge Shadow.

Nissan will shut its auto assembly line in Smyrna, Tenn., on April 1 for about four months.

The production halt will allow retooling in preparation for a new model, the four-door Sentra.

Truck production at the Smyrna plant will not be affected.

Chrysler plants in Belvidere, Ill.; Newark, Del., and St. Louis are scheduled for daily overtime this week (March 10).

Chrysler's St. Louis (No. 2) and Jefferson Avenue (Detroit) plants were scheduled to operate last Saturday (March 8).

Ford slated Saturday (March 8) overtime at its plants in Wixom and Wayne, Mich.

Feb. truck output highest in 7 years

U.S. truck production for February reached 295,452 units—the highest total for that month since 1979 when 308,358 trucks were completed.

Last month's output was 5.40 percent more than the year-ago month's 280,318 but was down 5.41 percent from January's 312,358.

Last week's scheduled build of 76,809 trucks was the highest of any week this year.

The estimated production was 8.87 percent more than the previous week's 70,552 and 10.28 percent more than the year-ago week's 69,650.

Canadian truck output sets record

Canadian truck makers reported their best February production ever.

The month's build of 76,081 units was 6.90 percent better than the previous February record of 71,170 units set last year.

But the month's total was 5.22 percent below January's 80,269.

Last week's estimated production of 19,207 trucks was down 1.94 percent from 19,586 the previous week, which was the best week this year. It was 12.82 percent more than the year-ago week's 17,025.

Canadian car production for February—88,772 units—was 11.91 percent more than the year-ago month's 79,326 and 1.80 percent above January's 87,204.

The car makers' year-to-date total of 201,618 is 5.08 percent more than the 191,876 assembled last year at this time.

Last week's scheduled production of 25,642 cars was the highest of any week so far this year.

The targeted build was 3.97 percent more than the previous week's 24,664 and 43.00 percent more than the year-ago week's 17,932.

CANADIAN CAR	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 8, 1985	Jan. 1, to March 8, 1986
AMERICAN MOTORS	90	0	0	0	2,143	1,290
FORD MOTOR	11,647	9,699	11,405	43,959	106,076	105,440
GENERAL MOTORS	13,680	8,008	13,034	43,958	81,542	92,846
VOLVO	225	225	225	855	2,115	2,042
Total Cars, Canada	25,642	17,932	24,664	88,772	191,876	201,618
U.S. TRUCK☆	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 8, 1985	Jan. 1, to March 8, 1986
CHEVROLET	26,235	24,327	22,967	105,657	218,459	235,473
DODGE	0	3,640	0	0	37,491	0
FORD	32,304	24,462	29,803	120,331	223,317	278,830
GMC	7,911	7,268	7,463	29,690	65,258	70,410
NAVISTAR	1,495	1,882	1,486	5,964	14,490	13,917
JEEP	4,250	4,030	4,385	16,673	39,007	43,372
NISSAN	2,164	2,271	1,998	7,337	23,637	12,151
AM GENERAL	50	50	50	200	480	472
MISCELLANEOUS	2,400	1,720	2,400	9,600	19,020	21,400
Total Trucks, U.S.	76,809	69,650	70,552	295,452	641,159	676,025
CANADIAN TRUCK	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 9, 1985	Jan. 1, to March 8, 1986
CHRYSLER	9,080	8,681	9,388	35,954	79,950	85,152
FORD	3,581	2,436	3,535	13,747	33,435	32,897
GENERAL MOTORS	6,336	5,715	6,451	25,612	57,558	57,879
NAVISTAR	210	193	212	768	2,159	1,714
Total Trucks, Canada	19,207	17,025	19,586	76,081	173,102	177,642
N. American Trucks	96,016	86,675	90,138	371,533	814,261	853,667

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 9, 1985	Jan. 1, to March 8, 1986
AMERICAN MOTORS	2,250	3,638	2,029	3,808	18,534	8,881
Renault Total	2,250	3,638	2,029	3,808	18,534	8,881
Alliance	1,950	1,950	1,876	3,522	11,099	7,850
Encore	300	1,688	153	286	7,435	1,031
CHRYSLER CORP.	29,400	27,453	26,116	123,092	240,244	283,580
Plymouth Total	7,900	7,933	7,220	32,555	69,954	78,326
Horizon	2,900	2,890	3,000	12,056	24,065	28,929
Reliant	3,500	3,436	3,140	14,279	31,179	35,228
Caravelle	1,300	1,081	919	5,081	11,182	11,871
Gran Fury	200	526	161	1,139	3,528	2,298
Chrysler Total	10,200	9,068	9,115	46,323	81,417	103,859
LeBaron	2,100	2,513	2,461	11,230	22,136	25,139
LeBaron GTS	2,300	1,747	2,036	4,468	13,435	22,599
Laser	1,000	935	910	6,119	9,422	9,909
New Yorker/E-Class	1,600	1,453	1,223	14,217	13,604	14,502
Fifth Avenue	3,200	2,420	2,485	10,289	22,820	31,710
Dodge Total	11,300	10,452	9,781	44,214	88,873	101,395
Omni	3,000	3,236	3,058	12,629	25,783	29,581
Aries	3,000	2,843	2,541	11,253	24,284	24,724
Daytona	900	859	825	4,062	8,865	9,380
Dodge 600	1,800	1,513	1,359	6,652	14,330	15,604
Lancer	1,800	1,398	1,573	7,616	10,054	17,385
Diplomat	800	603	425	2,002	5,557	4,721
FORD MOTOR	40,701	35,214	36,824	146,951	357,518	336,608
Ford Division	28,173	23,028	25,330	100,203	234,890	228,921
Escort	9,066	5,933	7,956	33,287	64,025	76,449
Mustang	4,399	3,308	4,239	16,692	33,207	38,716
LTD	0	4,525	0	0	46,620	0
Taurus	6,181	0	5,359	18,637	0	38,998
Thunderbird	3,653	5,507	3,697	14,689	43,891	34,243
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,874	3,755	4,079	16,898	36,187	40,515
L-M Division	12,528	12,186	11,494	46,748	122,628	107,687
Mercury Total	8,256	9,324	7,807	30,828	89,208	71,587
Lynx	1,402	1,930	1,247	5,343	17,299	13,471
Capri	190	309	210	1,250	4,591	3,399
Marquis	0	2,431	0	0	21,094	0
Sable	2,835	0	2,578	9,017	0	18,910
Cougar	2,423	3,264	2,434	9,759	29,003	22,623
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,406	1,390	1,338	5,459	12,488	13,184
Lincoln Total	4,272	2,862	3,687	15,920	33,420	36,100
Continental	474	518	410	1,778	6,056	4,152
Lincoln	3,206	2,028	2,765	11,940	23,671	27,084
Mark VI/VII	592	316	512	2,202	3,693	4,864
GENERAL MOTORS	99,215	100,878	99,984	383,130	990,265	912,800
Buick Total	15,853	18,514	14,613	55,604	188,273	143,643
Skylark (X-car)	0	2,035	0	0	23,367	0
Skyhawk	1,830	2,159	1,831	7,050	20,636	17,056
Somerset/Skylark	1,865	2,816	1,803	7,004	24,370	18,309
Century	4,823	3,997	4,966	16,935	42,847	47,253
Regal	1,480	1,406	949	2,399	20,443	7,978
Estate Wagon (rwd)	365	2,205	254	1,025	27,492	2,405
LeSabre	3,140	0	2,421	8,523	0	18,374
Riviera	760	1,450	441	1,621	12,620	3,855
Electra	1,590	2,446	1,948	11,047	16,498	28,413
Cadillac Total	7,344	7,763	6,012	24,785	76,265	58,021
Cimarron	725	642	450	1,866	5,671	4,416
Seville	555	976	321	1,181	8,571	2,830
Eldorado	800	1,842	448	1,654	15,693	4,006
Cadillac (rwd)	2,040	920	1,973	7,896	10,882	14,763
DeVille (fwd)	3,224	3,383	2,820	12,188	35,448	32,006
Chevrolet Total	31,174	37,238	30,064	126,317	355,171	305,397
Chevette	2,336	3,588	1,930	11,963	32,147	23,718
Cavalier	8,820	9,378	9,205	37,663	96,834	88,240
Celebrity	7,573	7,018	6,738	26,225	57,151	60,088
Camaro	4,970	4,942	4,956	20,096	45,327	46,773
Citation	0	1,586	0	0	16,130	0
Monte Carlo	2,640	3,372	2,277	9,498	29,896	23,984
Chevrolet	4,035	6,351	3,964	17,655	69,774	58,579
Corvette	800	1,003	992	3,215	7,912	4,015
Oldsmobile Total	26,019	23,992	26,659	101,942	246,190	233,857
Firenza	1,340	1,773	1,143	4,294	14,066	10,025
Cutlass Supreme	4,195	3,715	5,230	18,087	36,332	42,934
Cutlass Ciera	5,120	7,789	5,485	25,845	77,744	61,902
88 (rwd)	360	3,559	365	1,724	50,922	4,987
88 (fwd)	8,403	0	7,695	26,310	0	53,199
Olds 98	2,728	3,028	3,042	11,365	27,640	27,834
Calais	3,335	3,058	3,418	13,169	30,092	30,231
Toronado	538	1,070	301	1,148	9,394	2,745
Pontiac Total	18,825	13,371	22,636	74,482	124,366	171,882
Acadian**	0	320	463	1,237	2,171	2,670
2000 Sunbird	3,191	2,256	3,372	11,585	28,645	27,890
1000	1,010	841	1,188	1,702	6,568	7,323
Firebird	2,650	2,666	3,184	10,744	24,572	25,551
6000	3,300	776	4,971	15,167	4,738	31,284
Parisienne	1,600	1,591	2,135	7,111	14,791	18,785
Fiero	2,400	2,177	1,888	9,610	21,143	16,225
Grand Am	4,674	2,744	5,435	17,326	21,738	42,154
HONDA	3,500	3,547	3,865	15,131	31,402	34,905
NISSAN	1,740	0	1,791	7,175	0	17,815
NUMMI*	3,250	50	3,250	16,233	200	24,480
VOLKSWAGEN	2,000	2,131	1,985	7,178	18,956	16,377
TOTAL CARS, U.S.	182,056	172,911	175,844	702,698	1,657,119	1,635,446
TOTAL CARS, CANADA	25,642	17,932	24,664	88,772	191,876	201,618
N. American Cars	207,698	190,843	200,508	791,470	1,848,995	1,837,064
N. American Trucks	96,016	86,675	90,138	371,533	814,261	853,667
North American Cars and Trucks	303,714	277,518	290,646	1,163,003	2,663,256	2,690,731

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

March 17, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Brazil suffers a hangover on ethanol

Costs zoom, spin complex problem

Copyright, 1986, Automotive News

SAO PAULO.—The runaway costs of Brazil's answer to the energy crisis mean the country's four auto makers could soon be asked to reduce their production of ethanol-fueled cars.

That could mean costly retooling for the four multinational producers operating in the protected market—Volkswagen, General Motors, Ford and Fiat—just after they had been publicly congratulating themselves on gearing up to meet the production targets of the alcohol program.

With the ethanol program forecast to lose a massive $2 billion this year after a $650-million deficit in 1985, plus an estimated 30-percent production surplus, the whole plan is coming under urgent scrutiny.

The thinking behind the 10-year-old alcohol scheme was to reduce Brazil's dependence on imported oil. Centered on Brazil's motor industry, it has been widely hailed. Today, more than 90 percent of the cars manufactured in Brazil are made to run on ethanol.

As a result, some 2.4 million of the 12 million cars on the road are fueled with ethanol. The rest, apart from one million diesels, use gasohol a four-to-one mix of gasoline to alcohol.

The car makers, fully committed to the rapid switch over to ethanol, may now find themselves frustrated by the escalating cost of the ethanol at the time of a sharp drop in the price of oil. And even when oil prices were at their peak, ethanol was barely competitive. Today, the cost of producing a barrel of hydrous ethanol—the kind put in cars—is estimated at around $37, almost three times the price of gasoline.

Petrobras, Brazil's state-owned oil company, which is responsible for the ethanol program, is taking the mounting loss between the high cost of subsized ethanol pro-

Please turn to Page 69, Col. 1

Joe Wissens

Sharing the profits

About 164,000 Ford Motor Co. employes received an average profit sharing payout of $1,200 last week. Ford marked the occasion by organizing a Profit Sharing Day at its Dearborn engine plant. Peter J. Pestillo, left, Ford vice president-employe and external affairs, passes a check to Ben Love, UAW Local 600 Dearborn engine plant building chairman. Story on Page 4.

U.S. Ford to export engines

By Mary Connelly
Detroit Reporter

Ford Motor Co.'s Dearborn engine plant has launched an aggressive campaign to garner worldwide business and will begin supplying 100,000 engines to Ford of Europe's German and English operations this fall.

Engine plant officials are also negotiating to supply engines to Mazda Motor Corp., a Taiwanese company and a Greek company, according to George Pfeil, manager of the Dearborn engine plant.

Pfeil also said the plant anticipates supplying Ford with engines for the Escort/Lynx replacement due in 1990.

In addition, the Dearborn engine plant will supply all the fuel tanks used by Mazda at its Flat Rock (Mich.) plant now under construction, and officials have had preliminary discussions with Nissan Motor Mfg. Corp., U.S.A., to supply fuel tanks for the Japanese maker's assembly operation in Smyrna, Tenn., according to Pfeil.

Ford is spending $3 million to boost engine production from the current annual capacity of 550,000 units to 612,000 units by year-end to meet European demands, Pfeil said. Ford will also spend $80 million to convert the plant to dual production of 1.8-liter and 1.9-liter engines for the North American and European markets, Pfeil said.

The plant currently produces 1.9-liter, 4-cylinder engines for the Escort/Lynx and an electronic fuel injection version of the 1.9-liter engine. In addition, the plant supplies 96 percent of the fuel tanks for Ford's automotive operations.

Pfeil said Ford foresees no need for additional "brick and mortar" at the plant. However, employment is expected to increase in the 1990s if the plant is successful in gaining additional business. There are currently 1,300 hourly and 325 salaried employes at the plant.

"We are competing worldwide for 4-cylinder engine business," Pfeil said.

Production increases beyond the projected 612,000 units annually are possible if demand

Please turn to Page 68, Col. 1

Chrysler's minivan seen as world car

By Mary Connelly
Detroit Reporter

Discussions are under way in China, Europe and unspecified Communist-bloc countries as Chrysler Corp. seeks to make its minivan a "world car."

"We think the front-wheel-drive van wagon is a world car. We think it very easily could catch on in different continents, Europe, Asia and other world markets," Richard E. Dauch, Chrysler executive vice-president of manufacturing, said in an interview with Automotive News. "There are a lot of business discussions going on, but we have nothing to announce."

Chrysler is currently discussing a possible venture with European-based companies and Communist-bloc countries, Dauch said.

He did not specify which countries. However, several Chrysler executives traveled to Romania earlier this year for exploratory sessions on possible ventures in that country.

In December, Chrysler confirmed that officials planned to visit the country to discuss possible minivan production in Romania. The talks, described as "very preliminary," were expected to focus on a joint venture or licensing arrangement in which Chrysler would share its technology and product but would not own or run the overseas operation.

Discussions in China center on several products in addition to the minivan, Dauch said.

"We have also discussed with China the potentialities of our world-class 2.2-liter engine and the derived engine families as well as our world-class fwd van wagons, our very durable pickup trucks and our rear-wheel-drive van wagons," Dauch said.

The minivan is assembled at Chrysler's Windsor (Ont.) plant.

In January, Chrysler Motors

Please turn to Page 68, Col. 2

New-car stock near 2 million

By Kathy Boyer
Detroit Reporter

Inventories of unsold new domestic cars pushed nearer the two-million mark as the month opened.

Standing at a 6½-year high, the total on March 1 was 1,867,265, the highest since Aug. 1, 1979, when 2,026,294 were counted. A month earlier, the total was 1,767,086, and a year earlier, it was 1,603,527.

However, in terms of days' supply, the inventory was virtually unchanged. The March 1 total of 73 days compared with 72 a month earlier and 59½ a year earlier.

The ideal days' supply figure is generally considered to be about 60, thus a heavy days' supply figure could lead to production cutbacks beyond those recently announced.

A step toward easing the inventory burden was taken by General Motors when it announced recently that it will cut back production at four of its assembly plants. Volkswagen also cut pro-

Please turn to Page 70, Col. 1

NEWSPAPER
JJ
JJ
ACODEACODE AN 861199 99 XFZ
**********5-DIGIT 20814
ACO EDITOR
ACO EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SITE800
BETHESDA MD 20814

Dealer-limit law linked to prices

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A study by the FTC Bureau of Economics found that new-car prices are 6.14 percent higher in states that have laws which limit the establishment of new dealerships.

The study was based on 13 states. Extrapolating the results to the 36 states with such laws, the restrictions cost consumers $3.2 billion last year, the FTC study said.

Donald Scheffman, bureau director, said: "This study shows that these laws benefit auto dealers at the expense of consumers, who pay higher prices for new automobiles."

Although the study does not necessarily represent the commission's views, it did receive the personal endorsement of Acting Chairman Terry Calvani, an antitrust specialist.

At a breakfast meeting with reporters, Calvani stressed the need to alert consumers, regulators and state officials. He added that if states desired to reexamine their laws, FTC staff could offer expertise, testimony and even personal appearances.

In reexamining state laws, he added, those who seek such laws should be called upon to justify them, especially in light of their cost impact on consumers.

Frank McCarthy, NADA executive vice president, termed the FTC study "incredibly irresponsible." He said, "I don't understand how they can put out something that uses 1978 data, oddball hypotheses and models with no basis in reality to come up with a number they call accurate."

In 1983, 36 states had Relevant Market Area (RMA) laws—laws that restrict establishing new-car dealerships near present dealerships selling the same make of car. Under those laws, existing dealers can protest to the state if an auto maker plans a new point. The burden is then on the franchisor to justify his need. Many times, according to the study, new dealerships are not established.

A major finding of the study—"The Effect of State Entry Regulation on Retail Automobile Mar-

Please turn to Page 68, Col. 1

The Miami Vice feeling, on a budget

California Custom Coach, Pasadena, offers the 1986 Daytona America, a replica of the Ferrari Daytona Spyder, the same look-alike that turns heads on Miami Vice. Such replicas are built from 1978-80 Corvettes, customized with fiberglass body panels, reproductions of Ferrari seats and dashboard and a dual headlight mechanism similar to the original. The price is $39,500, vs. about $150,000 for the Spyder, which was dropped in 1974.

Yugo is rated below average in head-injury protection

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The Yugo GV two-door hatchback—one of the first four 1986 models crashed by NHTSA—fared worse than average in head injury protection but was a bit better than average on chest protection and did very well on leg protection for the driver and front-seat passenger.

The Yugo, along with a Buick Century coupe and sedan and a Mazda 323 LX two-door hatchback, were the first 1986 cars crashed at 35 MPH by NHTSA.

Safety standards require only that cars pass 30-MPH crash tests. But since 1979, NHTSA has been crashing cars at the higher speed—and one-third more force—to give consumers data on how well models of the same size and weight compare.

Anthony Ciminera, executive vice president—product planning for Yugo of America, said that he fears that the media will cause confusion among the public in reporting the results of the 35-MPH crash.

"This differential of only 5 MPH seems insignificant to the general public, but it results in 36 percent greater energy than the 30-MPH test. It is important to note that no car is required to pass this test," Ciminera said.

Ciminera, stressing that the Yugo passed the required 30-MPH crash test, said that 11 of the 17 cars tested by NHTSA in 1985 failed the Head Injury Criteria test at 35 MPH, and that all of those cars were heavier than the Yugo.

The Yugo showed a HIC of 1415 for the driver and 1318 for the front-seat passenger. The lower the rating, the better, and an HIC of 1000 at 30 MPH is considered acceptable for meeting safety standard 208. NHTSA has released graphs indicating that the HIC figures are of most importance because they indicate the likelihood of survival for an average driver or front-seat passenger wearing a seat belt correctly.

Ciminera said that five of the cars that failed the HIC test in 1985 recorded higher HIC numbers than the Yugo. Those were: Chevrolet Astro, 2202; Dodge Lancer, 2187; Chevrolet Spectrum, 1559; Renault Alliance, 1519, and Mazda B-2000, 1434.

He also said that a check of NHTSA HIC records since the 35-MPH crashes were begun in 1979 will show that "the Yugo outperformed vehicles that are substantially larger, heavier and cost thousands of dollars more."

Ciminera said he contacted NHTSA for an explanation of the necessity of the 35-MPH crash and for reasons why results were released piecemeal. The agency had not responded at presstime.

The Yugo's driver chest deceleration load was 59 Gs; for the passenger, it was 38. Again, in 30-MPH crashes, chest Gs can be as high as 60 and still be acceptable.

Femur loads for driver, left and right, were 870 and 86 pounds, and passenger femur loads, left and right, were 695 and 525 pounds. Standard 208 allows femur loads of 2,250 pounds in 30-MPH crashes.

The two Buicks and the Mazda did much better than the Yugo on the critical head injury numbers,

Please turn to Page 69, Col. 3

New York sues Ford on lemon-law charge

By John A. Russell
New York Staff Writer

ALBANY.—Ford Motor Co. was sued last week by the state attorney general for allegedly violating the state's lemon law.

Atty. Gen. Robert Abrams charged in State Supreme Court here that by imposing a $100 deductible on consumers who use the company's extended warranty, which usually takes effect after one year or 12,000 miles, the company is violating the state's 1984 lemon law.

Under that law, repairs under warranty must be provided free of charge during the first 18,000 miles or two years after purchase of the vehicle.

While Ford was the only manufacturer sued, the suit also affects other manufacturers, including Chrysler, which follow similar policies.

That is the only requirement of the law which Ford is charged with violating.

A spokesperson for Ford Motor Co. said in a statement that the company "believes our powertrain warranty is in compliance" and " the lawsuit should not have been brought."

The spokesperson added that the company's warranty is similar to those of other manufacturers.

Abrams said "Ford's interpretation defies the plain language of the law that a defect covered by a warranty shall be corrected at no charge to the consumer. Consequently, we allege that Ford engaged in repeated illegal conduct by imposing this deduction."

This could be a costly suit if Ford is found to have violated the law. In addition to seeking an injunction on the company to cease the practice, the attorney general is asking the court to order Ford to make full restitution to all consumers who paid the charge.

Assistant Atty. Gen. Rachael Kretser, head of the Albany office of the attorney general's Consumer Fraud Bureau, told Automotive News she had no estimate on the numbers of consumers that are involved nor any estimate on the cost to the company.

Please turn to Page 69, Col. 1

Service, parts gains continue rapid clip

By Arthur Flax
Service Editor

Service and parts business at new-car dealerships continued to climb in 1985. The increase was especially impressive since it followed a year of record gains.

In 1985, the Automotive News Service Index showed that shop business at dealerships amounted to 107.5 percent of that in 1984. During 1984, shop business increased 113.5 percent, the greatest gain in the 24-year history of the Service Index.

November was the only month in 1985 to show a decline in business with a mark of 98.1 percent of that recorded in November, 1984.

According to the Service Index, business bounced back in December and amounted to 110.2 percent of the volume recorded in the same month of 1984.

All indicators for full-year 1985 and for December were positive.

The category with the biggest gain through 1985 was total labor sales (including both customer paid and warranty) with an increase of 10.9 percent over the previous year.

Repair orders written registered a gain of 8.2 percent during 1985. Gross profit on all labor parts and accessories sales scored a 7.7-percent increase for the year. Shop parts sales (customer and warranty) were up 6.2 percent, and sales of all parts and accessories showed a 4.5-percent increase.

Sales of all parts and accessories to off-the-premises customers were up 4.3 percent for 1985, compared with 1984.

The total labor sales indicator also registered the top increase in December, up 14.3 percent over the previous December. Gross profit on all labor, parts and accessories sales was up 14.2 percent during the 1985 month as compared with a year earlier.

Repair orders written showed an 8.0 percent increase and shop parts sales climbed 5.6 percent. Sales of all parts and accessories were up 4.7 percent.

Sales of all parts and accessories to off-the-premises customers were up 4.0 percent in December, 1985, compared with December, 1984.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX

98.1★

	Dec., '85 vs. Dec., '84	12 mos., '85 vs. 12 mos., '84
Gross Profit on All Labor and P&A Sales	+14.2%	+7.7%
Repair Orders Written	+8.0%	+8.2%
Total Labor Sales (Customer & Warranty)	+14.3%	+10.9%
Shop Parts Sales (Customer & Warranty)	+5.6%	+6.2%
Sales of All P&A	+4.7%	+4.5%

★—Survey by Automotive News shows that dealers' service and parts business in December, 1985, was 110.2 percent of business in November, 1984. Service business during all of 1985 was 107.5 percent of business in the corresponding period in 1984.

Ford boosts V-6 and V-8 prices

By John K. Teahen Jr.
Senior Editor

Ford Motor Co. last week raised the prices of its optional V-6 and V-8 engines and also hiked the stickers on some of the cars that have a V-6 or a V-8 as standard equipment.

Ford said the action is designed to improve its CAFE average. Apparently, the thinking is that a higher price may dissuade some customers from purchasing the larger, lower-MPG power plants, either as optional or standard.

Price hikes are $61 on the optional V-6 and $91 on the optional V-8. Because of the discount structure, the bump is $58 to $123 on models that carry those engines as standard equipment.

Ford said the boosts on optional engines and some cars represent an average hike of less than two-tenths of one percent when applied to its entire domestic fleet of cars.

There was a $58 increase on the Ford Mustang LX convertible. At the top of the list, there were $123 hikes on the Lincoln Mark VII LSC, the Bill Blass and the Lincoln Continental Givenchy. There were boosts of $61 on Ford Taurus and Mercury Sable models that have a V-6 as standard equipment.

Several car lines on which the bigger engines are standard were exempt from the increase. There were no boosts in base prices of the standard-sized Ford Crown Victoria, Mercury Grand Marquis and Lincoln Town Car, all of which have V-8s. Also bypassed were the Ford Thunderbird and Mercury Cougar models that have a V-6 as standard. The optional V-8 for Thunderbird and Cougar went up, however.

There were no increases in the base prices of small cars which have 4-cylinder engines as standard—Ford Escort and Tempo and Mercury Lynx and Topaz.

Mazda prices rise 4.3 pct.

By John K. Teahen Jr.
Senior Editor

It was Mazda's turn to raise imported-car prices last week, and this week the pointer may stop at Nissan. Nissan has told its U.S. dealers that a boost is coming, but it hasn't told them how much it will be. About 5 to 6 percent is anticipated.

Mazda said its increase averaged $386, or 4.3 percent, on cars and trucks. The company did not supply a car-truck breakout, but the hike on cars is estimated at well over $400.

The raises ranged from $150 on the base 323 two-door hatchback to $950 on the RX-7 GXL sports car.

It was Mazda's third hike on 1986 models.

The base 323 hatchback now is $5,795, up $600 in the past year. Other 323 models are $1,100 to $1,300 more than GLC models were at this time last year. This time, 323 models, other than the base unit, rose $400.

In the 626 series, the starter is the Deluxe four-door sedan at $9,295. It went up $300 last week and is up $800 since last March. All 626 models climbed $300-$400 last week and have risen $700-$800 in the past year.

The RX-7 jumped $700 and is now $13,595. The RX-7 has been redesigned for 1986, and the base model is $2,650 more than it was a year ago. The RX-7 GXL went up $950 last week and now is $18,445.

The RX-7 Turbo went up $861, to $20,195.

Mazda pickup trucks were increased $100 to $500.

Nissan repriced some models last week as it introduced its 1987 Sentra, Stanza and Maxima lines. The base Sentra two-door sedan climbed $350 to $5,999—it was $5,499 a year ago. Nissan said the full Sentra series went up 6.3 percent last week.

The Maxima four-door sedan, at $15,199, rose $740 last week—5.1 percent is up $1,700 since last March.

index

Advertising news	50
Auction reports	54-55
Classified advertising	56-63
Dealing with dealers	39
Editorial page	10
Inventories	70
Personnel	64
Production by makes	71
Registrations, car	22, 52
Sales, car	70
Sales, truck	12, 32
Service highlights	20
Truck highlights	12

60th year—No. 5118

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Mitsubishi's Diamond Care aims at buyer satisfaction

Continued from Page 20

the dealerships to make the three-part Diamond Care program work. Benson said new training materials, including videotapes, are being sent to the dealerships to bolster product knowledge on the sales side. In addition, salespersons are given a vehicle-delivery checklist to go over with the customer on delivery as an orientation program for the buyer.

Benson said participation of the salesperson in the delivery process is vital and often is overlooked as a way to build customer satisfaction. Too many times, he said, the customer picks up the keys to a $10,000-plus purchase from the cashier, not the person who sold the car.

In the backshop, MMSA has boosted the allowance for pre-delivery inspection by two-tenths of an hour and is recommending that all dealers deliver cars with full tanks of gas.

While it doesn't seem like much on the surface, Benson said the extra time means the difference between rushing through PDI or using the allowance to go over the car one more time and catch small things that may be missed on the first go-around.

In addition, MMSA has an incentive program for technicians in which they can earn prize points based on customer satisfaction with their delivered vehicle.

Perhaps the most important element in Diamond Care is follow-up, according to Benson. After the sale, the customer receives an invitation to return after 1,000 miles to have the car checked and adjusted. MMSA has a service allowance of three-tenths of an hour for that. Benson stressed that the followup is an invitation.

"In the industry, we've gotten away from the 1,000-mile inspection," he said. "We're careful not to call it an inspection. There is nothing in it that says you have to come in."

However, if a customer chooses to come in, it gives the dealer an opportunity to establish a service relationship that will continue.

"We want to make the delivery and the 1,000-mile invitation a positive experience," Benson said.

Diamond Care is the latest element to be added to MMSA's Triple Diamond Service program, according to Benson. Another addition is the Tech Line, which provides a toll-free number service managers can call if they encounter a problem in servicing or repairing vehicles.

Benson said support personnel, recruited from the ranks of field service management, man two phones, one in MMSA's New Jersey regional office and the other here in Fountain Valley, during business hours.

If a technician runs into a problem he can't solve, he takes it to the service manager who must place the call to Tech Line. A file is opened and possible fixes are discussed.

Once a fix has been found, it is recorded in the computer file and the dealer keeps a copy of the worksheet.

Car audio aftermarket group plans strategy against OEMs

WASHINGTON.—Sidney Dickstein, legal counsel for the Car Audio Specialists Assn. (CASA) announced that the group intends to use litigation in its efforts against vehicle manufacturers' installing audio systems as standard equipment on automobiles.

During the group's semiannual business meeting, which was held during the Winter Consumer Electronics Show, CASA officials discussed legislative, consumer education and litigation strategy to use against OEMs.

The meeting was attended by aftermarket distributors and retailers.

Barry Casoli, CASA president and co-partner in Hammond Electronics, Columbus, Ohio, said the group is launching a fund-raising drive and membership recruitment campaign to prepare for "aggressive action against the car manufacturers."

A consumer education campaign will focus on making "new-car buyers aware that the radio delete option does not extend to pre-installed audio equipment after the cars reach dealerships," said Cheryl J. Hollins, CASA executive director.

The group will use statistics collected on consumer opinion forms to approach legislators on a state-by-state basis, Hollins said.

CASA's Specialty Car Audio Workshop, attended by about 300 people, discussed "'exotic' automobile engineering and OEM electronic developments . . . that challenge the car audio aftermarket to remain competitive with the vehicle manufacturers," CASA said.

The group decided to create approximately 25 network centers throughout the country to promote involvement with the organization. Regional seminars will also be held.

Porsche opens training center in Midwest

Continued from Page 20

ized dealers, Bruce R. Mundy, service organization manager, told Automotive News.

Chicago-area dealers who attended the opening reception said the base salary for their employes is about $40,000, with some earning $60,000 or more because they are paid a base rate plus incentives for accurate, speedy work.

Bruce Semersky, general manager of The Porsche Exchange, Highland Park, Ill., and Len Pecktold, manager of Ed Mathieu Imports, Chicago Heights, Ill., said they were considering taking the course themselves.

Gilman said the facility will train all levels of technician from apprentice to master.

"Our goal is to have the best mechanic training program in the imported auto market," he said.

Mundy said Porsche North America expects another record-breaking year for sales, led by the 944 Turbo and the 924-S, which will be introduced later this year.

Last year, sales were up 24 percent over 1984 levels.

The metropolitan Chicago area is a leader in the shift in Porsche sales nationwide away from the California market, Duffy said.

California, which once accounted for 50 percent of all U.S. sales, now is closer to 20 percent, Duffy said. Florida, New York, New Jersey and the District of Columbia also are strong markets, Mundy said.

The Porsche Exchange in suburban Highland Park and Lynch Porsche, Chicago, are currently running nip and tuck for leadership in Midwest sales, Duffy said.

Phoenix Isuzu dealers donate zebra to zoo

PHOENIX.—The Valley of the Sun Isuzu dealers have contributed a zebra named Isuzu to the Phoenix Zoo.

The zebra, worth $6,000, will be part of the new zoo section designed to simulate the African veldt.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1985 VERSUS DECEMBER, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	4,566	73,472	6,221	99,533
Encore FWD	1,382	41,534	4,012	58,688
Eagle 4WD	198	2,519	328	3,847
Eagle 4WD SW	1,023	10,793	1,915	16,706
TOTAL AMC	7,167	128,318	12,488	188,752
Chrysler Laser FWD	2,488	50,870	3,878	52,079
LeBaron GTS FWD	6,113	67,489	1,291	1,881
LeBaron FWD	5,192	79,304	6,548	86,803
LeBaron SW FWD	581	7,424	744	10,197
E Class-NY FWD	4,629	57,693	5,372	78,862
NY Fifth Ave-Newport	4,866	108,602	8,800	91,681
Total	23,868	371,282	26,633	321,303
Plymouth Horizon FWD	4,495	83,128	6,570	77,548
Turismo FWD	2,767	52,246	3,327	46,684
Reliant FWD	8,522	106,192	6,854	98,221
Reliant SW FWD	2,086	31,021	2,348	36,500
Caravelle FWD	2,711	35,501	2,878	7,868
Gran Fury	630	16,177	1,048	15,278
Total	21,211	324,257	22,825	281,897
Dodge Omni FWD	3,996	70,650	5,178	86,940
Charger FWD	3,151	56,591	3,576	51,128
Daytona FWD	2,907	48,784	3,335	43,474
Aries FWD	5,796	87,882	5,635	78,485
Aries SW FWD	1,668	26,597	2,184	30,778
Lancer FWD	3,653	47,325	1,141	1,499
600/400 FWD	3,412	54,681	5,012	60,709
Diplomat	1,475	33,435	2,722	26,709
Total	26,056	425,755	28,783	359,722
TOTAL CHRYSLER CORP.	71,135	1,121,304	78,241	962,922
Ford Escort FWD	27,682	326,444	23,984	268,340
Escort SW FWD	7,057	80,417	6,410	81,375
EXP FWD	125	18,486	3,141	30,195
Mustang	11,927	157,357	13,506	136,172
Tempo FWD	17,495	278,475	23,431	254,080
Taurus FWD	1,270	1,274	0	0
Taurus SW FWD	378	379	0	0
LTD	5,844	147,522	10,825	144,623
LTD SW	1,626	37,646	3,319	50,015
LTD Crn. Victoria	7,583	135,084	10,252	137,450
LTD Crn. Victoria SW	1,932	25,409	2,243	29,081
Thunderbird	10,331	156,356	14,180	154,073
Total	93,247	1,364,629	111,291	1,286,004
Lincoln Town Car	10,891	116,193	9,147	86,331
Mark VII	1,564	26,401	1,747	28,381
Continental	2,044	27,701	2,513	29,836
Total	14,499	184,295	13,407	144,548
Mercury Lynx FWD	5,417	89,238	4,542	52,686
Lynx SW FWD	1,118	14,382	1,039	13,830
Capri	1,011	15,632	1,621	17,680
Topaz FWD	4,022	73,554	6,391	73,991
Sable FWD	735	735	0	0
Sable SW FWD	123	124	0	0
Marquis	2,673	78,975	7,090	87,783
Marquis SW	359	10,542	793	13,345
Grand Marquis	7,495	122,335	9,568	126,284
Grand Marquis SW	824	11,904	1,170	15,479
Cougar	7,824	119,554	10,623	119,865
Total	31,329	515,895	42,837	520,868
Lincoln-Mercury Division Total	45,828	680,190	56,244	665,416
TOTAL FORD MOTOR CO.	139,075	2,045,019	187,535	1,951,420
Buick Skylark FWD	319	58,323	8,091	102,345
Skyhawk FWD	6,560	79,578	6,490	108,921
Skyhawk SW FWD	467	5,833	717	10,085
Somerset Regal FWD	7,331	93,259	4,858	11,047
Century FWD	16,139	209,324	16,289	181,210
Century SW FWD	1,621	23,944	2,490	28,388
Regal	6,234	114,047	10,688	183,271
LeSabre	1,697	101,923	12,240	145,564
LeSabre FWD	1,784	2,351	0	0
Electra	0	0	132	34,628
Electra FWD	10,155	100,013	6,766	46,344
Buick SW	1,377	13,545	1,543	15,234
Riviera FWD	2,229	48,891	4,935	52,257
Total	55,913	851,031	75,231	919,904
Cadillac DeVille	30	1,827	1,135	82,279
DeVille FWD	13,660	113,418	7,806	47,388
Cimarron	1,947	22,768	1,247	19,012
Fleetwood & Chassis	2,381	40,536	4,427	39,761
Fleetwood FWD	607	31,939	3,042	18,803
Eldorado FWD	3,217	60,754	6,290	68,847
Seville FWD	1,889	29,986	3,315	35,167
Total	23,731	301,228	27,262	310,257
Chevrolet Nova	6,741	31,075	0	0
Chevette	8,745	129,007	11,112	165,740
Camaro	11,831	200,091	15,349	198,896
Cavalier FWD	28,386	345,311	24,168	286,548
Cavalier SW FWD	4,361	74,386	6,106	86,172
Citation FWD	466	45,788	5,524	90,418
Celebrity FWD	25,056	276,870	18,576	226,577
Celebrity SW FWD	6,222	84,093	6,789	90,643
Monte Carlo	8,262	111,168	6,368	115,495
Impala	563	40,394	3,166	49,891
Caprice	14,438	150,190	10,949	146,346
Chevrolet SW	3,732	50,933	4,596	59,172
Corvette	3,152	38,042	3,440	30,400
Total	122,555	1,577,349	116,144	1,546,098
Oldsmobile Omega FWD	0	0	392	34,441
Firenza FWD	3,489	40,707	3,497	47,188
Firenza SW FWD	610	9,073	915	13,534
Calais FWD	8,485	122,561	5,765	12,064
Cutlass Ciera FWD	22,165	288,732	15,009	197,414
Cutlass Ciera SW FWD	2,572	41,202	2,932	40,563
Cutlass Supreme-Calais	13,976	218,881	18,985	301,843
Delta 88	4,005	161,509	16,189	227,866
Delta 88 FWD	4,919	6,806	0	0
98	0	0	142	37,043
98 FWD	10,993	122,568	8,857	60,574
Oldsmobile SW	2,043	22,963	1,243	26,138
Toronado FWD	1,544	32,879	3,411	41,106
Total	74,781	1,067,881	77,317	1,039,774
Pontiac 1000	1,440	22,239	2,249	27,211
Firebird	6,386	100,049	6,922	98,868
Sunbird FWD	8,258	106,947	7,891	112,620
Sunbird SW FWD	488	8,236	690	11,507
Grand Am FWD	14,070	116,535	6,154	13,858
Phoenix FWD	0	0	438	13,057
Bonneville	3,348	52,739	3,913	64,313
6000 FWD	12,152	145,456	8,818	102,583
6000 SW FWD	1,238	17,372	1,207	18,089
Grand Prix	3,366	57,290	4,137	70,726
Parisienne	4,234	53,155	4,646	44,177
Pontiac SW	963	14,659	1,249	15,297
Fiero	4,785	90,421	4,841	92,375
Total	80,726	785,098	53,155	685,361
TOTAL GM CORP.	337,706	4,562,587	349,109	4,501,394
Miscellaneous Domestic	21	248	13	267
Domestic Station Wagon Total	45,042	622,777	52,651	713,418
Domestic Grand Total	555,104	7,877,476	667,386	7,604,755
Import Total	293,964	3,011,132	225,853	2,523,974
Grand Total All Registrations	849,068	10,888,608	833,219	10,128,729

Automotive News' analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oldsmobile in 1985 and New York and Oklahoma in 1984.

Premature tire wear a problem

By Jake Kelderman
Washington Reporter

WASHINGTON.—When Irene Marsh, of Greenville, S.C., looked at the rear tires of her 1985 Oldsmobile Toronado recently, she had an unpleasant surprise. With fewer than 6,000 miles on the car, the rear tires were already badly worn and seemed ready for replacement.

Iris Jorosh, also of Greenville, had the same experience just three months after she bought her 1985 Cadillac Seville.

Marsh and Jorosh are not the only owners of newer American front-wheel-drive cars who have had that experience.

L. Dwellion Howard, service manager at Bradshaw Oldsmobile-Cadillac, Inc., Greer, S.C., said he sees people like Marsh and Jorosh nearly every day of the week, as do many other dealers in South Carolina.

Indeed, talks with tire makers and tire dealers as well as with automobile manufacturers and dealers indicate that premature tire wear in newer-model cars is commonplace nationwide.

"It's a problem that definitely has our attention," a General Motors spokesman said.

"We've looked at it and made some adjustments," said a Ford Motor Co. spokesman.

No one seems to know just how widespread the problem is, but it has occurred frequently enough to cause the Center for Auto Safety to ask NHTSA to look into it. The safety agency has declined to do so, however, on the grounds that it is not a safety-related problem.

The auto company spokesmen, as well as some engineers, say that the premature tire wear seems to be the result of a combination of factors. Those include four-wheel independent suspension systems, unrealistic suspension settings and more aggressive tire-tread patterns.

Typically, the rear tires on fwd cars and the front tires on rear-wheel-drive cars manifest the condition first, sometimes in as few as 3,000 miles.

The shoulders of the tires usually wear first in a condition called cupping, followed by what is called scuffing of the tire tread itself.

According to the auto company spokesmen, the premature tire-wear problem is one that primarily affects the new all-season tires now commonly used as standard equipment on U.S.-produced automobiles. It is not a problem specific to any one tire manufacturer's product, the spokesmen said.

Ford was the first to experience the problem in a big way on its Escort and Tempo/Topaz models.

In November, 1984, it sent a notice to half a million owners of those vehicles telling them to bring the cars to their dealerships to check the rear-wheel alignment and correct it if necessary.

Subsequently, Ford extended the tire warranty on the Tempo/Topaz models.

To correct the tire-wear problem, in mid-1985 Ford also made in-plant changes to the suspension settings of both Escort and Tempo/Topaz and made the rear suspension point settings more accessible to servicing.

Ford also issued service bulletins for its LTD, Marquis, Fairmont, Zephyr, Thunderbird and Cougar models. The service called for adjusting the camber and toe settings to compensate for the tire-wear problems.

The GM vehicle most seriously affected by the tire-wear problem has been the mid-engined Pontiac Fiero.

In May, 1984, GM issued a service bulletin to Pontiac dealers cautioning them that rear alignment should be measured and reset, if necessary, when excessive tire wear is encountered. "For best tire wear, toe-in should always be set to the low end of the specification," the bulletin said.

More recently, GM extended warranty coverage to tires on all its 1984-1985 models and issued a technical bulletin to all its dealers stressing the need to rotate tires on affected models on a fixed schedule.

GM recommends the first such tire rotation at 7,500 miles and then every 15,000 miles, though company sources said it would prefer that rotations be made earlier and more frequently.

Unlike in the past, GM is recommending that tire rotation be done in a "cross X" pattern—that is, the left rear tire goes to the right front, the right rear tire to the left front and the front tires move straight to the rear.

The GM cars most likely to be affected by premature tire wear are the fwd A and E series. GM recommends that toe-in on those vehicles be set at 0 degrees.

"As far as current production is concerned, this problem is behind us," the GM spokesman said.

The tire makers, meanwhile, are hesitant to talk about the problem because they believe it is largely Detroit's doing.

According to the tire manufacturers, GM and Ford specify OEM tread patterns and tire characteristics and establish their own suspension settings, so what happens to the tires is not entirely under the tire makers' control.

Fred Caraway, manager of product service at Goodyear, denied there was any premature wear problem with Goodyear tires and maintained that—far from being aggressive—the tread pattern on Goodyear's all-season radials was the "best pattern" for such tires.

Goodyear now recommends that tires on automobiles and trucks be rotated at 6,000 to 8,000 miles and again at 18,000 and 24,000 miles, in an "X" pattern.

Firestone had no comment on the premature wear problem other than suggesting that questions be directed to GM and Ford.

Uniroyal now cautions its dealers and customers to rethink existing tire maintenance practices in light of the high-tech tire/car combinations now on the road.

Tires should be rotated the first time between 6,000 and 8,000 miles and at similar intervals thereafter to prolong tire life, Uniroyal said.

Meanwhile, Automotive News has learned that GM is working with the tire companies to make the tread patterns on the OEM all-season tires less aggressive.

MAJOR MANUFACTURERS BY SEGMENT

	February		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	92,800	102,342	187,510	194,384
Medium-Duty	2,475	3,310	5,363	6,928
Heavy-Duty	783	1,088	1,842	2,315
Ford Total	**96,058**	**106,740**	**194,715**	**203,627**
Light-Duty	95,356	98,457	182,898	196,242
Medium-Duty	1,510	1,432	2,967	3,002
Chevrolet Total	**96,866**	**99,889**	**185,865**	**199,244**
Light-Duty	24,011	24,210	46,420	47,479
Medium-Duty	2,919	2,111	5,395	3,995
Heavy-Duty	489	538	1,125	1,371
GMC Total	**27,419**	**26,859**	**52,940**	**52,845**

LIGHT-DUTY FEBRUARY, YEAR-TO-DATE SALES

	February		Year-to-Date	
	1986	1985	1986	1985
Vans	11,792	14,843	23,987	29,490
Aerostar	8,240	0	16,400	0
Club Wagon	1,726	2,572	3,691	5,846
Ranger	21,729	31,129	44,565	49,708
Bronco	3,273	3,844	6,758	7,933
Bronco II	5,989	7,573	11,973	16,396
Pickups	40,051	42,381	80,136	85,011
Ford	**92,800**	**102,342**	**187,510**	**194,384**
Vans	9,161	11,696	17,385	24,379
Sportsvan	1,400	1,847	2,420	3,771
Astro	10,181	3,459	19,034	6,159
S-10	17,626	25,157	33,675	42,502
S-10 Blazer	11,050	12,222	21,361	26,185
El Camino	2,026	1,463	4,491	3,167
Blazer	3,099	3,712	5,989	7,445
Suburban	3,974	4,138	7,250	8,635
Pickups	36,839	34,763	71,293	73,999
Chevrolet	**95,356**	**98,457**	**182,898**	**196,242**
Vans	3,850	5,243	7,802	10,052
Ram Wagon	2,293	3,014	4,340	5,890
Voyager	8,453	8,134	16,727	15,667
Caravan	8,898	8,565	17,755	16,504
Mini Ram Van	1,175	2,017	2,362	4,142
Ram 50	6,364	6,906	12,293	13,038
Ramcharger	1,266	3,514	2,606	6,685
Pickups	7,379	14,509	16,128	27,037
Chrysler	**39,678**	**51,982**	**80,813**	**99,015**
Vans	2,706	3,133	5,262	6,097
Safari	2,322	659	4,311	1,243
S-15	4,243	5,428	7,960	8,817
S-15 Jimmy	2,742	2,791	5,402	5,836
Jimmy	645	606	1,217	1,386
Caballero	248	164	569	367
Suburban	1,327	1,432	2,617	2,734
Pickups	9,358	9,646	18,295	18,903
P Model	330	349	636	2,096
W-4	90	0	151	0
GMC	**24,011**	**24,210**	**46,420**	**47,479**
CJ	3,425	2,940	7,489	5,929
Wagoneer	782	1,172	1,716	2,518
Cherokee	7,326	7,072	15,242	14,197
Grand Wagoneer	1,204	1,274	2,644	2,812
Comanche	3,181	0	5,999	0
J-10/J-20	105	164	270	348
Jeep	**16,023**	**12,622**	**33,360**	**25,804**
Toyota	28,519	24,432	55,408	48,341
Nissan	15,615	21,932	30,404	52,351
Mazda	9,693	8,726	18,341	15,850
Isuzu	6,876	6,755	12,467	9,787
Mitsubishi	1,753	1,418	2,729	3,212
Suzuki	2,741	0	5,606	0
Imports	**65,197**	**63,328**	**124,955**	**129,541**
Industry Total	**333,086**	**362,869**	**655,158**	**682,485**

*Nissan includes domestically-built units in Tennessee.

OUR new SPIN-OUT TRUST*

creates a new opportunity to save thousands of dollars under recent tax laws!

If you have an existing profit-sharing retirement plan, we can "spin you out" and install a new plan for you with these benefits:

- You can enjoy 100% of the Spin-Out contribution!
- Your account can increase beyond the $30,000 limit!
- You can, for example, contribute $50,000, $100,000, $150,000 or more into your yearly account, tax free!
- Your contribution is 100% tax deductible!
- Your funds grow tax free!
- You control the money in the plan!
- I.R.S. approved.

*A tax-exempt trust from the originator of the Carve-Out Trust.

Jerry Orefice has addressed national conventions, associations and "Twenty Groups". He's published articles in national magazines and also appeared on T.V. as a commentator on dealer tax planning and the Carve-Out Trust. Our firm has its own in-house legal counsel and a reputation for working successfully with the top dealers in the country.

If you're paying too much tax or not getting your money's worth from your present plans and counselors, call Jerry now, collect: (818) 707-0917.

J.A. OREFICE & COMPANY
3713 Thousand Oaks Boulevard • Suite D
Westlake Village, CA 91362 • (818) 707-0917

THERE'S ONLY ONE TEAM OF AUTOMOTIVE LIFO EXPERTS IN THE WORLD!

And you only need one finger to dial.

1-800-992-LIFO.

LIFO SYSTEMS, INC.
1600 Airport Freeway
Bedford, Texas 76022

1-800-992-LIFO

Signal Automotive to build catalyst plant in France

TULSA.—Signal Automotive Products, a unit of Allied-Signal, Inc., said it will establish a French facility to provide automotive emission control catalysts for European auto makers.

The facility, to be developed at a site to be named later, will be the first European automotive catalyst manufacturing plant for Tulsa-based Signal Automotive Products.

The facility is expected to be in operation in early 1988.

Included in the plan is a catalyst development and testing facility which will enable the division to work closely with European auto makers.

Thomas K. Walker, the division's president and general manager, said the facility will be built because of continuing decisions by European Common Market nations that will lead to the widespread use of catalytic systems to control automotive emissions in Europe.

Toyota cited for sales-credit plan

TORRANCE, Calif.—The Center for Public Resources, a nonprofit organization dedicated to developing alternatives to litigation, presented Toyota Motor Sales, U.S.A., Inc., with its Most Significant Practical Achievement award, honoring Toyota's Reversal Arbitration Board.

The RAB—Toyota's alternative to the high cost of litigation—is the brainchild of William A. Plourde Jr., TMS/USA associate general counsel—administration and business operations, and David Laufer, the company's managing counsel.

In mid-1984, faced with a flood of dealer disputes containing allegations that Toyota was unfairly denying them sales credit, Plourde and Laufer conceived of creating an independent panel of arbitrators to hear dealers' cases and determine the proper awarding of sales credit.

"Toyota allocates vehicles to its dealers based on how many vehicles the dealership sells to 'ultimate retail customers,'" Plourde explained.

"Ultimate retail customers are defined as purchasers who buy a vehicle for end use rather than for resale. For every ultimate retail sale a dealership makes, TMS/USA awards the dealership one 'retail sales credit,' good toward its next vehicle allocation.

"However," Plourde said, "only one sales credit is given per vehicle. If a dealer—knowingly or unknowingly—sells a vehicle to a broker, who then sells the vehicle to another dealer, who resells to the 'ultimate retail customer,' the second dealer is awarded credit for the sale, and the first dealer loses the credit."

Due to the high demand for Toyotas, Plourde said, some dealers try to raise their car allocations by buying cars—through brokers—from other dealers and then selling the cars to ultimate retail customers. Such a dealer then requests Toyota to reverse the sales credits given to the first dealer and reassign them to him.

The first dealer then protests the action, saying he sold the cars in good faith to the broker, believing the broker was an ultimate retail customer.

Faced with escalating expenses and mounting dealer hostility over the sales credit issue, Laufer and Plourde developed the concept for a nationwide network of arbitrators to resolve these dealer disputes in a quick proceeding.

Plourde and Laufer selected a panel of nine attorneys, including seven former judges, located in major U.S. cities. Those arbitrators conduct informal hearings—averaging one hour long—in locations as close as possible to the dealers requesting the hearing.

Since the program's inception last May, the RAB has conducted more than 150 hearings in 17 cities in 13 states, resolving dealer disputes involving the allocation of hundreds of vehicles.

A survey of 62 dealers who participated in RAB hearings revealed general satisfaction with the system.

In addition to reducing the number of hearing requests, said Plourde, the RAB has improved Toyota's relations with its dealers, reduced its legal expenses and freed the distribution department to distribute vehicles.

'85 & '86 Lincolns "Extended Body" Limos

☆ *Also '85 & '86 Cadillac Limos*

"IMMEDIATE DELIVERY" ☆$32,900☆ "IMMEDIATE DELIVERY"

"AMERICAN CUSTOM COACHWORKS, LTD."

"Three" new special styles and sizes that are the best value and quality that you can acquire. You may choose from cars in production for "immediate delivery" of approximately 73 units or you can place your order to build a custom limousine to your specifications with a variety of equipment. "We welcome your inquiry" . . . and your purchase of our quality products.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION
"DISTRIBUTOR POINTS AVAILABLE" EB 21

AUTO MOTION

1986

NEW CAR DEALERS DIRECTORY

Compiled From All The Yellow Pages

26,216 Dealers Listed

Listings Include:
- Dealer Name
- Address including Zip code
- Phone Number
- Brands of Automobiles Sold

The Ideal Source For:
- Sales Leads
- Telemarketing
- Direct Mail Advertising
- Nationwide Telephone Directory

Also Available:
Mailing Labels, Magnetic Tape and PC Diskettes. Please Call For Complete Catalog.

ONLY $295

Call Today at (402)331-7169 To Order!

American Business Directories, Inc.
A Division Of American Business Lists, Inc.
5707 South 86th Circle • Omaha, NE 68127 #7806

Corporate Coachworks' Wide-Body

Corporate Coachworks, Springfield, Mo., introduces the Wide-Body limousine, which features a five-inch stretch in width. The 60-inch-wide vehicle provides comfortable seating for three passengers in the rear seat, the company said.

1985 car registrations top 10.8 million; 3rd best ever

By Jenny L. King
Detroit Reporter

New-car registrations in the U.S. in 1985 climbed to their best total in seven years and entered the books as third highest behind 1973 and 1978.

Figures from R.L. Polk & Co., which gathers registrations from 49 states and sales information from Oklahoma, showed 1985

Table on Page 22

U.S. new-car registrations at 10,888,608, up 7.50 percent from 10,128,729 a year earlier, and up 22.01 percent from the 1983 total of 8,924,186.

Record registrations of 11,350,995 were reported back in 1973, with the 10,946,104 of 1978 second best.

Domestic registrations in 1985 totaled 7,877,476, up 3.59 percent from 7,604,755. Imports, which expanded to 27.65 percent of the market from 24.92 percent, were up nearly 500,000 units, to 3,011,132 from 2,523,974.

R.L. Polk counts Volkswagen Golf and Honda Accord models built in the U.S. as imported cars in its tabulations.

For the year, only Chrysler Motors and the imports improved their positions in the U.S. market. Chrysler was up 0.79 percentage points, to 10.30 percent from 9.51 percent, and the imports gained 2.73 percentage points.

General Motors forfeited 2.35 percentage points, Ford Motor Co. was down 0.49 percentage points and American Motors was down 0.68 percentage points.

Domestic nameplates reporting gains for 1985 were Chrysler, Plymouth, Dodge, Lincoln and Pontiac.

December, 1985, registrations moved up 9.84 percent from the November total and kept a slender margin of plus 1.90 percent over the December, 1984, total. Last December, 849,088 new domestic and imported cars were entered on the states' rolls compared with 773,042 in November and 833,219 in December, 1984.

Domestics were up 8.78 percent month to month, climbing to 555,104 in December from November's 510,303. December, 1984, domestic registrations were 607,366.

Imports were the growth area in December, scoring an astonishing 7.51-percentage-point gain in market share over the previous year, to 34.62 percent from 27.11 percent. Imports totaled 293,984 for the month, up almost 70,000 from 225,853 in December, 1984.

Imports, with 34.62 percent of the total, were by far the largest market segment. U.S. intermediates had 24.09 percent in December, compacts had 15.65 percent, subcompacts had 10.47 percent, luxury models had 8.15 percent and standards had 7.02 percent.

The domestics-only market included 36.84 percent intermediates, 23.94 percent compacts, 16.01 percent subcompacts, 12.47 percent luxuries and 10.74 percent standards.

In December, GM lost 2.13 percentage points in overall market share, Ford plunged 3.72 percentage points, Chrysler was off 1.01 percentage points and AMC tumbled 0.65 percentage points. The imports' gain of 7.51 percentage points balanced those losses.

NEW-CAR MARKET SHARES IN U.S.

	DECEMBER					TWELVE MONTHS				
	Regis., December, 1985	Percent Share of Market	Regis., December, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 12 Mos., 1985	Percent Share of Market	Regis., 12 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	122,555	14.43	116,144	13.94	+0.49	1,577,349	14.48	1,546,098	15.26	−0.78
Ford	93,247	10.98	111,291	13.35	−2.37	1,364,829	12.53	1,286,004	12.70	−0.17
Oldsmobile	74,781	8.81	77,317	9.28	−0.47	1,067,881	9.81	1,039,774	10.27	−0.46
Pontiac	60,726	7.15	53,155	6.38	+0.77	785,098	7.21	685,361	6.77	+0.44
Buick	55,913	6.59	75,231	9.03	−2.44	851,031	7.82	919,904	9.08	−1.26
Mercury	31,329	3.69	42,837	5.14	−1.45	515,895	4.74	520,868	5.14	−0.40
Dodge	26,056	3.07	28,783	3.45	−0.38	425,755	3.91	359,722	3.55	+0.36
Chrysler	23,868	2.81	26,633	3.20	−0.39	371,292	3.41	321,303	3.17	+0.24
Cadillac	23,731	2.79	27,262	3.27	−0.48	301,226	2.77	310,257	3.06	−0.29
Plymouth	21,211	2.50	22,825	2.74	−0.24	324,257	2.98	281,897	2.79	+0.19
Lincoln	14,499	1.71	13,407	1.61	+0.10	164,295	1.51	144,548	1.43	+0.08
AMC	7,167	0.85	12,468	1.50	−0.65	128,318	1.18	188,752	1.86	−0.68
GENERAL MOTORS	337,706	39.77	349,109	41.90	−2.13	4,582,587	42.09	4,501,394	44.44	−2.35
FORD MOTOR CO.	139,075	16.38	167,535	20.10	−3.72	2,045,019	18.78	1,951,420	19.27	−0.49
CHRYSLER CORP.	71,135	8.38	78,241	9.39	−1.01	1,121,304	10.30	962,922	9.51	+0.79
AMC	7,167	0.85	12,468	1.50	−0.65	128,318	1.18	188,752	1.86	−0.68
IMPORTS	293,984	34.62	225,853	27.11	+7.51	3,011,132	27.65	2,521,974	24.92	+2.73
MISC. DOMESTIC	21	0.00	13	0.00	−0.00	248	0.00	267	0.00	−0.00
TOTAL	849,088		833,219			10,888,608		10,128,729		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

used-car auction directory

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside
Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 10:30 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

COLORADO

Denver Auto Auction, 4265 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction. 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
March 19—Chrysler factory Sale, 11 AM followed by imports
March 26—Spring Time Party Sale
March 27—Thurs., 5 PM Sharp, Fleet & Lease Sale. Complimentary Buffet, 4 PM
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2425, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

PADE — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5900

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

MISSOURI

CORVETTE SALE
THURSDAY, APRIL 3RD, 12:00 NOON
HEART OF AMERICA AUTO AUCTION
Proudly Announces
OUR 3RD ANNUAL CORVETTE & SPECIAL INTEREST SALE

Over 350 Corvettes, Mercedes, Jaguars, Rolls Royce, etc. expected for Giant Sale-A-Thon

First 350 units registered for sale will be guaranteed a space inside our huge 130,000 square ft. arena. Call now for reserved numbers and be assured of an inside location for your car.

Make Your Plans Today To Attend The Biggest And Best Corvette Sale Ever

Call us for hotel reservations & free airport pickup

HEART OF AMERICA AUTO AUCTION
8601 East 40 Highway
Kansas City, Missouri 64129
816-921-3399

MICHIGAN

WEDNESDAY 11:00 a.m.
BUY and SELL with Complete Confidence
Averaging 600-700 cars
4 LANES

- Since 1953
- I-475 to Stewart Ave. exit
- Ultra-Modern Facilities
- Guaranteed Titles
- Auction Checks
- Airport Pick-up
- Truck fleet for Quick Pick-up and Delivery

Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD FLINT MICHIGAN 48506 PHONE (313) 736-2700

factories list auction dates

American Motors

March 18—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

March 19—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid-States Auto Auction, South Bend

March 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 25—D-A Auto Auction, New Stanton, Pa.

March 26—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

March 27—Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

Chrysler Corp.

March 18—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 19—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

March 20—Northway Exchange, Inc., Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 21—Concord Auto Auction, Acton, Mass.

March 25—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

March 26—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 27—Fredericksburg Auto Auction, Fredericksburg, Va., and Floyd Hauhe Auto Auction, Bridgeton, Mo. (day change, this sale only)

Ford Motor Co.

March 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 20—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

March 25—South Seattle Auto Auction, Kent, Wash.

March 26—Columbus Fair Auto Auction, Obetz, Ohio; Concord Auto Auction, Acton, Mass., and Clanton's Auto Auction, Darlington, S.C.

General Motors

March 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 19—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

March 20—Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston.

March 26—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Used Car Sales
Auction Averages

March to date	$4,825
Month ago	$4,880
Year ago	$4,937

Model Breakdown
Auction Averages

	MAR. 1986	FEB. 1986	JAN. 1986
1986	$9,834	$10,059	$8,769
1985	$8,894	$8,655	$8,509
1984	$6,169	$6,158	$5,943
1983	$5,215	$5,232	$5,296
1982	$4,119	$4,089	$4,135
1981	$3,378	$3,382	$3,153
1980	$2,481	$2,478	$2,402
1979	$2,296	$2,348	$1,954
Overall Average	$4,825	$4,811	$4,651

Japanese makers join in research on clean diesel

TOKYO.—Eight Japanese automobile manufacturers and an agency affiliated with the Ministry of International Trade and Industry will establish a research institute to develop a new clean diesel engine.

MITI said the institute, tentatively called Clean Diesel Laboratory, will try to develop a diesel engine with low nitric oxide and exhaust emission within six years. The auto makers applied to the MITI-affiliated Japan Key Technology Center (Japan Key-Tec) to invest $103,450 in the project.

The center, according to MITI, would be founded with an initial $251,000 and is expected to spend $19.7 million for research purposes in the next six years.

The eight firms in the project are Hino Motors, Ltd.; Nissan Diesel Motor Co.; Nissan Motor Co.; Toyota Motor Corp.; Mazda Motor Corp.; Daihatsu Motor Co.; Mitsubishi Motors Corp., and Isuzu Motors, Ltd.

Sales & Inventories

NEW-CAR STOCKS

	Mar. 1, 1986	Feb. 1, 1986	Mar. 1, 1985
Alliance	92	130	109
Encore	199	267	127
Total Renault	115	160	116
Eagle	138	129	121
Total AMC	138	129	121
AMERICAN MTRS.	117	156	117
Horizon	61	75	28
Turismo	94	99	29
Reliant	54	47	71
Caravelle	104	120	74
Plymouth	53	79	69
Total Plymouth	67	67	47
Laser	279	159	75
LeBaron K	81	94	87
LeBaron GTS	110	138	71
Cordoba	0	0	0
Fifth Avenue	116	97	87
E-Class	0	0	93
New Yorker	125	98	0
Total Chrysler	113	110	84
Omni	65	78	31
Charger	90	96	34
Daytona	175	108	69
Aries	67	72	71
Lancer	138	179	72
Dodge 400-600	0	0	0
Diplomat	65	71	86
Mirada	0	0	0
Dodge 600	125	129	85
Total Dodge	93	96	57
CHRYSLER CORP.	90	91	60
EXP	0	0	106
Escort	47	42	70
Mustang	88	89	43
Tempo	42	43	58
Taurus	41	38	0
Thunderbird	65	66	93
LTD	87	93	87
Crown Victoria	87	83	114
Total Ford Division	57	57	75
Lynx	58	58	84
Topaz	39	47	54
Sable	43	43	0
Cougar XR-7	56	62	75
Capri	155	169	97
Marquis	85	91	75
Grand Marquis	82	78	108
Total Mercury	61	65	82
Continental	80	77	45
Lincoln	55	49	50
Mark VII	69	63	48
Total Lincoln	60	54	49
Total L-M Division	61	62	73
FORD MOTOR	58	58	74
Skyhawk	156	160	56
Skylark	0	0	43
Somerset Regal	66	75	63
Century	75	86	34
Regal	77	134	51
LeSabre	88	89	53
Electra	103	107	48
Riviera	101	87	48
Total Buick	86	98	47
Cimarron	105	100	75
Seville	98	82	90
Cadillac	48	58	61
Eldorado	86	77	78
Total Cadillac	56	63	69
Chevette	129	102	55
Nova	59	55	0
Cavalier	52	51	53
Citation	103	117	80
Camaro	142	141	44
Celebrity	65	54	37
Malibu	0	0	0
Monte Carlo	135	136	53
Chevrolet	128	152	79
Corvette	157	148	69
Total Chevrolet	84	80	55
Firenza	166	141	82
Omega	0	0	0
Calais	125	125	70
Cutlass Ciera	54	54	30
Cutlass Supreme	59	57	37
Olds 88	94	75	58
Olds 98	39	52	54
Toronado	87	73	89
Total Oldsmobile	68	66	48
Fiero	128	103	78
1000	121	78	57
Sunbird	60	44	64
Phoenix	0	0	0
Firebird	120	78	69
Grand Am	43	34	25
6000	77	50	38
Bonneville	72	65	60
Grand Prix	95	80	69
Parisienne	106	148	100
Total Pontiac	80	63	59
GENERAL MTRS.	78	75	53
VOLKSWAGEN	78	78	2
HONDA	11	13	24
NISSAN	23	26	0
DOMESTIC TOTAL	73	72	60
Subcompact	65	66	55
Compact	72	69	60
Intermediate	72	71	54
Standard	100	106	81
Luxury	68	72	62

Stock of domestic new cars nears 2 million

Continued from Page 1

duction of its Golf and GTI models in early February.

Mainly because of slower sales, the following models show a sharp increase in days' supply: Laser, Daytona, New Yorker, Chevette, Firenza, Fiero, Pontiac 1000, Firebird and Pontiac 6000.

The increases in the days' supplies of Laser and Pontiac 1000 are a bit misleading: The inventories of those two nameplates in particular increased only slightly during the month. But because they are low-volume lines, even small sales-rate declines result in exaggerated days-supply increases.

Showing notable decreases were Alliance, Encore, LeBaron GTS, Lancer, Regal, Chevrolet and Parisienne.

March 1 inventories were shared as follows: GM, 61.03 percent; Ford Motor Co., 19.16; Chrysler Corp., 16.21 percent; American Motors, 1.88 percent; Volkswagen , 1.02 percent; Honda, 0.35 percent, and Nissan, 0.35 percent.

A month earlier, the standings were: GM, 61.56 percent; Ford Motor Co., 19.00 percent; Chrysler Corp., 15.50 percent; American Motors, 2.17 percent; Volkswagen, 1.07 percent; Honda, 0.37 percent, and Nissan, 0.33 percent.

By size class, the March 1 inventory was divided this way: Subcompact, 16.97 percent; compact, 22.15 percent; intermediate, 37.25 percent; standard, 13.29 percent, and luxury, 10.34 percent.

Shares a month earlier were: Subcompact, 16.61 percent; compact, 22.21 percent; intermediate, 37.99 percent; standard, 12.83 percent, and luxury, 10.36 percent.

Domestic models by size class and days' supply on March 1: Subcompact—Laser, 279; Encore 199; Daytona, 175; Chevette, 129; Fiero, 128; Pontiac 1000, 121; Turismo, 94; Alliance, 92; Charger, 90; Volkswagen, 78; Omni, 65; Horizon, 61; Nova, 59; Lynx, 58; Escort 47; Nissan, 23; Honda, 11.

Compact—Firenza, 166; Skyhawk, 156; Capri, 155; Camaro, 142; Eagle, 138; Firebird, 120; Cimarron, 105; Mustang, 88; LeBaron, 81; Aries, 67; Sunbird, 60; Reliant, 54; Cavalier, 52; Tempo, 42, and Topaz, 39.

Intermediate—Lancer, 138; Monte Carlo, 135; Calais, 125; Dodge 600, 125; New Yorker, 125; LeBaron GTS, 110; Caravelle, 104; Citation, 103; Grand Prix, 95; LTD, 87; Marquis, 85; Pontiac 6000, 77; Regal 77; Century, 75; Bonneville, 72; Somerset Regal, 66; Celebrity, 65; Thunderbird, 65; Cutlass Supreme, 59; Cougar XR-7, 56; Cutlass Ciera, 54; Grand Am, 43; Sable, 43, and Taurus, 41.

Standard—Chevrolet, 128; Parisienne, 106; Oldsmobile 88, 94; LeSabre, 88; Crown Victoria, 87; Grand Marquis, 82; Diplomat, 65, and Plymouth, 53.

Luxury—Corvette, 157; Fifth Avenue, 116; Electra, 103; Riviera, 101; Seville, 98; Toronado, 87; Eldorado, 86; Continental, 80; Mark VII, 69; Lincoln, 55; Cadillac, 48, and Oldsmobile Ninety-Eight, 39.

Supply of imports near 3-year peak

By Kathy Boyer
Detroit Reporter

The stockpile of new imported cars on March 1 increased only slightly from the month-earlier figure but the days' supply was the highest in almost three years.

There were 333,893 new imported cars in port and dealer inventory on March 1. That compared with 329,798 a month earlier and 250,216 a year earlier.

The 37-day supply on March 1 was the highest since the 40-day stock recorded for May 1, 1983. Days' supply had been 36 on Feb. 1 of this year and 31 on March 1, 1985.

The inventory of new imported trucks hit a 42-month high on March 1. The total of 138,800 was the highest recorded since the 153,032 reported on Sept. 1, 1982.

The truck inventory had been 124,781 a month earlier and 87,383 a year earlier.

The 48-day truck supply was unchanged from the previous month, which was the highest since the 55-day supply recorded on Dec. 1, 1983. A year ago, the figure had been 30 days.

The combined imported car and truck inventory March 1 totaled 472,693, the highest since Jan. 1, 1983, when 487,851 units were reported. The current total compares with the 454,579 a month earlier and 337,599 a year earlier.

On March 1, import-car inventory was split this way: Japan, 64.00 percent; Germany, 24.20 percent, and other countries, 11.80 percent.

A month earlier, the shares were: Japan, 65.07 percent; Germany, 22.95 percent, and other countries, 11.98 percent.

Cars by country of origin and the March 1 days' supply were as follows: Japan—Toyota, 8; Honda, 8; Mazda, 21; Mitsubishi, 24; Subaru, 28; Nissan, 39; Isuzu, 51; Chrysler Corp., 71, and Chevrolet, 138, (including 83 for the Suzuki-built Sprint and 193 for the Isuzu-built Spectrum).

Germany—Mercedes-Benz, 20; BMW, 40; Porsche, 65; Volkswagen, 85; Merkur, 88, and Audi, 90.

Other countries—Jaguar, 16; Yugo, 35; Saab, 54; Volvo, 56; Alfa Romeo, 61; Peugeot, 63, and Renault, 275.

Trucks and their days' supply were: Toyota, 26; Mazda, 30; Nissan, 62; Chrysler, 67; Mitsubishi, 78, and Isuzu, 110.

All import truck figures include Nissan's U.S.-built models.

IMPORT STOCKS

	Mar. 1, 1986	Feb. 1, 1986	Mar. 1, 1985
Spectrum	193	215	103
Sprint	83	89	33
Chevrolet	138	149	82
Chrysler Corp.	71	79	54
Honda	8	9	12
Isuzu	51	79	28
Mazda	21	26	21
Mitsubishi	24	21	24
Nissan	39	34	31
Subaru	28	23	8
Toyota	8	8	10
JAPAN	30	30	21
Audi	90	80	124
BMW	40	52	65
Mercedes-Benz	20	23	39
Merkur	88	104	39
Porsche	65	75	43
VW	85	80	95
GERMANY	60	61	77
Alfa Romeo	61	45	82
Jaguar	16	26	35
Peugeot	63	72	48
Renault	275	281	232
Saab	54	55	45
Volvo	56	47	40
Yugo	35	26	0
OTHER COUNTRIES	54	49	51
TOTAL IMPORT CARS	37	36	31
Isuzu	110	122	64
Mazda	30	37	10
Mitsubishi	78	23	36
Nissan*	62	67	27
Toyota	26	28	29
Chrysler	67	69	33
TOTAL IMPORT TRUCKS	48	48	30
TOTAL IMPORT VEHICLES	39	39	31

*—Includes domestic trucks.

Early-March sales drop 4 pct.

By Jenny L. King
Detroit Reporter

Domestic new-car sales the first 10 days in March reflected a certain apathy on the part of consumers.

The sales total was down from a year ago, with General Motors the only U.S. maker to post a gain. It was the fourth decline in seven reporting periods this year.

The current incentive programs weren't bring as many sales as March 1-10 last year, when there were no widespread "bargains" to be had and the fast sales pace set in 1984 was beginning to show signs of weakening.

This year's early March total of 185,904 was down 3.99 percent from 193,625. GM was up 1.30 percent, while its competitors dropped from 10.03 percent to 32.83 percent.

GM domestic sales added to 104,952,compared with 103,604 in 1985. Ford Motor Co. sales were off 10.93 percent, to 47,592 from 53,435. Chrysler Motors reported an 11.56-percent decline, its sales down to 25,191 from 28,483.

American Motors' early-March sales estimate of 1,780 was down 32.83 percent from 2,650. Honda dropped 16.31 percent, to 3,786 from 4,524, and Nissan sales numbered 1,794.

GM's share of the market for the period was up three percentage points. Gaining some ground lost over recent years, GM grew to 56.45 percent from 53.51 percent. Ford was off, to 25.60 percent from 27.60 percent. Chrysler slipped to 13.55 percent from 14.71 percent.

AMC was down to 0.96 percent from 1.37 percent. Volkswagen had 0.43 percent, compared with 0.48 percent a year earlier. Honda dropped to 2.04 percent from 2.33 percent and Nissan earned 0.97 percent.

Four makes posted sales gains over their 1985 levels: Chrysler was up 9.42 percent; Lincoln, 1.93 percent; Cadillac, 7.55 percent, and Oldsmobile, 31.62 percent.

Year-to-date sales were 2.15 percent below the 1985 level, slipping to 1,435,179, compared with 1,466,685.

Ford's subcompact Escort was the period's top-selling nameplate with 8,697 units delivered.

DOMESTIC SALES

	Mar. 1-10, 1986	Mar. 1-10, 1985
Renault		
Alliance-Encore	1,580†	2,250†
AMC	200†	400†
AMERICAN MOTORS	1,780†	2,650†
Chrysler	8,808	8,050
Plymouth	6,587	9,399
Dodge	9,796	11,034
CHRYSLER CORP.	25,191	28,483
Ford	32,276	36,103
Mercury	11,416	13,506
Lincoln	3,900	3,826
FORD MOTOR CO.	47,592	53,435
Buick	14,536	18,792
Cadillac	6,365	5,918
Chevrolet	33,538	35,728
Oldsmobile	32,028	24,337
Pontiac	18,485	18,829
GENERAL MOTORS	104,952	103,604
VOLKSWAGEN	809	929
HONDA	3,786	4,524
NISSAN	1,794	0
U.S. INDUSTRY TOTAL	185,904	193,625

†—Estimate

Canadian car sales jump

By Jenny L. King
Detroit Reporter

February new-car sales in Canada were up an impressive 13.61 percent, with North American-built products climbing to 58,615 units from 51,593 a year earlier.

Trucks were up 29.60 percent, to 26,270 from 20,270.

The car-sales increase was due to big gains for General Motors and Ford, the first and second-ranked auto makers. Chrysler, American Motors and Volvo all reported declines in February.

GM sales totaled 31,361, up 22.51 percent from 25,599. Ford scored a 21.47-percent increase, with sales up to 14,522 from 11,955.

Chrysler dipped to 11,080 from 11,661, a 4.98-percent difference. AMC was down 34.47 percent, to 1,194 from 1,822 (including 323 imported Renaults this year, versus 629 in 1985). Volvo reported sales of 458 new cars, down 17.63 percent from the year-ago month's 556.

GM's share of the February market was up almost four percentage points, growing to 53.50 percent from 49.62 percent in February, 1985. Ford's share was up to 24.78 percent from 23.17 percent. Chrysler's dropped to 18.90 percent from 22.60 percent. AMC's shrank to 2.04 percent from 3.53 percent, and Volvo's was 0.78 percent, down from 1.08 percent.

Car sales at the end of two months were up 5.73 percent, to 106,243 from 100,489 a year ago. January sales of 47,628 had been down 2.52 percent from 48,896.

February truck sales, which include captive imports, shot up 29.60 percent to 26,270 from 20,270 a year ago, with increases posted by the four major truck makers.

GM reported truck sales of 11,566 last month, up 46.18 percent from February, 1985. Ford was up 26.52 percent, to 9,322; Chrysler, 4.90 percent to 4,500; and AMC Jeep, 26.00 percent, to 882.

Year-to-date truck sales totaled 49,997, up 22.62 percent from the year-ago period's 40,773.

Production

Production slips from year's high

By Kathy Boyer
Detroit Reporter

Last week's estimated domestic auto production of 176,257 units was down 3.43 percent from the previous week's 182,516, which was the highest of any week this year.

Last week's scheduled output was 1.83 percent more than the year-ago week's 173,094.

So far this year, according to unadjusted figures, 1,812,163 cars have been assembled, down slightly (0.95 percent) from the 1,829,584 completed last year at this time.

Last week's estimated output was shared as follows: General Motors, 55.77 percent; Ford Motor Co., 21.78 percent; Chrysler Corp., 15.26 percent; Honda of America Mfg. Co., 1.95 percent; New United Motor Mfg., Inc., 1.84 percent; American Motors, 1.28 percent; Volkswagen of America, 1.13 percent, and Nissan Motor Mfg. Co., U.S.A., 0.99 percent.

In a move to adjust inventories, GM has announced production halts at three car-assembly plants and one body plant.

Production of the Oldsmobile Cutlass Supreme and Buick Regal will be suspended March 31 for one week.

Output of the Chevrolet Chevette, which is built at the Lakewood (Ga.) plant, will cease for one week beginning March 24, affecting 2,700 employes.

Beginning today (March 17), the Van Nuys (Calif.) plant, which produces the Chevrolet Camaro and Pontiac Firebird, will be closed for two weeks, affecting 4,100 workers.

The Pontiac Fiero plant resumed production today after being down last week for inventory adjustment.

GM slated overtime Saturday (March 15) at its Tarrytown (N.Y.) plant.

Chrysler scheduled Saturday overtime at its Belvidere (Ill.), St. Louis (No. 2) and Newark (Del.) plants.

Ford scheduled no Saturday overtime.

Ford trucks set a one-day record

Ford Motor Co. assembled more trucks last Wednesday (March 11) at its U.S. and Canadian plants than on any other day in the company's 83-year history.

The record total was 6,927. It surpassed the previous record of 6,903 built on April 18, 1979.

VW workers ratify contract with Big Three wage parity

By Mary Connelly
Detroit Reporter

UAW workers at Volkswagen of America's Westmoreland (Pa.) assembly plant have ratified a three-year contract bringing them to wage parity with the Big Three.

An estimated 95 percent of the Westmoreland workforce will receive immediate pay increases ranging from 3 cents to $1.69 an hour to achieve parity. An assembler will now earn $13.46 per hour, including cost of living allowances.

The contract, ratified by 87 percent of those voting, also provides cost-of-living allowances; a lump-sum bonus in April, 1987, based on earnings, and a provision that Volkswagen will implement in March, 1988, any first-year wage increase negotiated at General Motors in 1987 bargaining. The bonus will amount to $620 for an assembler and $725 for an electrician.

The 2,200 UAW workers at Westmoreland also gained expanded outsourcing and job-security protection, the right to strike over subcontracting, 45 paid holidays during the agreement and improved benefits, the UAW said.

Contract settlement was also reached with the 730 UAW employes at VW's metal stamping plant in South Charleston, W.Va. The plant is for sale and VW said last September that it would phase out the facility within two years.

The 15-month agreement at the stamping plant was approved by 81 percent of those voting. It includes economic and non-economic provisions designed to cushion the impact of the plant closing, the UAW said.

Included are a severance income program, separation payments, early retirement provisions, a six-month continuation of health insurance coverage and job search and training programs.

A third tentative agreement was reached between Volkswagen and the UAW covering 350 union members at the company's air conditioning and heater plant at Fort Worth. That pact was scheduled for a ratification vote by UAW Local 129 Saturday (March 15). For the first time, the agreement calls for a common expiration date with the pact covering Westmoreland workers.

The UAW said the Westmoreland agreement also provides that a UAW logo will be placed on all vehicles assembled at the plant. It is the first time that a UAW contract has included such a requirement.

Truck production passes 700,000

Running a little ahead of 1985, domestic truck production passed 700,000 last week.

Year-to-date, 746,974 trucks have been assembled, 4.94 percent more than the 711,790 completed last year at this time.

Last week's output of 73,355 trucks was down 1.41 percent from the previous week's 74,402 but was 8.05 percent more than the year-ago week's 67,669.

General Motors slated Saturday (March 15) overtime at the following plants: Janesville, Wis.; Flint (Nos. 1 and 2); St. Louis; Baltimore, and Detroit.

Ford scheduled overtime Saturday at its St. Louis plant.

Chrysler's Warren (Mich.) plant resumes production this week (March 17) after being idle since the beginning of the year for model changeover.

Auto production in Canada hits high for year

Canadian auto makers last week scheduled their highest production of any week this year.

The targeted output of 26,090 cars was 7.75 percent more than the previous week's 24,214 and 27.80 percent more than the year-ago week's 20,415.

So far this year, 226,579 units have been assembled, 7.76 percent more than the 210,254 completed last year at this time.

Canadian truck makers also estimated their highest week this year.

The scheduled build of 19,630 was 1.39 percent more than the previous week's 19,360 and 5.10 percent more than the year-ago week's 18,678.

Year-to-date, 197,425 trucks have been assembled, 3.73 percent more than the 190,319 built last year at this point.

American Motors' Brampton (Ont.) plant reported production of the new Jeep Wrangler last week for the first time.

CANADIAN CAR	Week Ended March 15, 1986	Week Ended March 16, 1985	Week Ended March 8, 1986	March to Date	Jan. 1, to March 16, 1985	Jan. 1, to March 15, 1986
AMERICAN MOTORS	98	0	48	146	2,143	1,346
FORD MOTOR	11,647	11,110	10,700	22,347	115,769	116,140
GENERAL MOTORS	14,120	9,080	13,242	27,362	90,002	106,528
VOLVO	225	225	224	449	2,340	2,266
Total Cars, Canada	26,090	20,415	24,214	50,304	210,254	226,579

U.S. TRUCK☆	Week Ended March 15, 1986	Week Ended March 16, 1985	Week Ended March 8, 1986	March to Date	Jan. 1, to March 16, 1985	Jan. 1, to March 15, 1986
CHEVROLET	23,956	22,089	25,598	49,554	241,999	258,792
DODGE	0	4,501	0	0	41,331	0
FORD	31,207	25,133	31,203	62,410	248,541	308,936
GMC	7,652	6,673	7,486	15,138	72,666	77,637
NAVISTAR	1,600	1,643	1,497	3,097	16,372	15,519
JEEP	4,250	3,925	4,134	8,384	43,037	47,506
NISSAN	2,240	2,155	2,035	4,275	26,574	14,262
AM GENERAL	50	50	50	100	530	522
MISCELLANEOUS	2,400	1,720	2,400	4,800	20,740	23,800
Total Trucks, U.S.	73,355	67,889	74,403	147,758	711,790	746,974

CANADIAN TRUCK	Week Ended March 15, 1986	Week Ended March 16, 1985	Week Ended March 8, 1986	March to Date	Jan. 1, to March 16, 1985	Jan. 1, to March 15, 1986
AMERICAN MOTORS	639	0	286	925	0	925
CHRYSLER	9,080	8,891	9,184	18,264	88,823	94,336
FORD	3,581	3,665	3,608	7,189	35,871	36,505
GENERAL MOTORS	6,120	5,955	6,071	12,191	63,273	63,734
NAVISTAR	210	267	211	421	2,352	1,925
Total Trucks, Canada	19,630	18,678	19,360	38,990	190,319	197,425
N. American Trucks	92,985	86,567	93,763	186,748	902,109	944,399

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended March 15, 1986	Week Ended March 16, 1985	Week Ended March 8, 1986	March to Date	Jan. 1, to March 16, 1985	Jan. 1, to March 15, 1986
AMERICAN MOTORS	2,250	0	1,830	4,080	18,522	10,711
Renault Total	2,250	0	1,830	4,080	18,522	10,711
Alliance	1,950	0	1,640	3,590	11,099	9,490
Encore	300	0	190	490	7,423	1,221
CHRYSLER CORP.	26,900	31,521	31,329	58,229	273,597	312,409
Plymouth Total	8,700	9,237	8,402	17,102	79,787	87,528
Horizon	3,600	2,985	3,026	6,626	27,255	32,655
Reliant	3,800	4,525	3,535	7,335	35,615	39,063
Caravelle	1,100	1,279	1,391	2,491	12,763	13,062
Gran Fury	200	448	450	650	4,154	2,748
Chrysler Total	7,700	10,867	10,877	18,577	93,185	112,236
LeBaron	2,400	2,957	2,193	4,593	25,349	27,632
LeBaron GTS	0	2,123	2,549	2,549	15,782	22,848
Laser	1,000	1,092	1,089	2,089	10,557	10,998
New Yorker/E-Class	1,200	1,825	1,808	3,008	15,657	15,910
Fifth Avenue	3,100	2,870	3,238	6,338	25,840	34,848
Dodge Total	10,500	11,417	12,050	22,550	100,625	112,645
Omni	3,500	3,207	3,170	6,670	28,919	33,251
Aries	3,500	3,309	3,067	6,567	27,627	28,291
Daytona	900	849	1,022	1,922	9,824	10,402
Dodge 600	1,700	1,515	2,027	3,727	16,043	17,531
Lancer	0	1,708	1,957	1,957	11,552	17,542
Diplomat	900	829	807	1,707	6,260	5,628
FORD MOTOR	38,381	31,178	40,823	79,204	389,349	375,111
Ford Division	26,699	20,839	28,222	54,921	256,084	255,669
Escort	8,275	2,063	8,960	17,235	66,424	84,618
Mustang	4,270	4,343	4,419	8,689	37,552	43,006
LTD	0	4,600	0	0	51,231	0
Taurus	6,274	0	6,235	12,509	0	45,326
Thunderbird	3,625	5,989	3,693	7,318	49,922	37,908
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,255	3,844	4,915	9,170	39,995	44,811
L-M Division	11,682	10,339	12,601	24,283	133,265	119,442
Mercury Total	7,998	6,896	8,337	16,335	96,275	79,666
Lynx	1,164	550	1,333	2,497	17,593	14,566
Capri	313	212	194	507	4,771	3,716
Marquis	0	2,706	0	0	23,790	0
Sable	2,915	0	2,944	5,859	0	21,934
Cougar	2,431	2,135	2,473	4,904	31,563	25,104
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,175	1,293	1,393	2,568	13,825	14,346
Lincoln Total	3,684	3,443	4,264	7,948	36,990	39,776
Continental	408	631	475	883	6,707	4,561
Lincoln	2,764	2,439	3,199	5,963	26,200	29,841
Mark VI/VII	512	373	590	1,102	4,083	5,374
GENERAL MOTORS	98,296	104,630	97,989	196,285	1,091,893	1,009,870
Buick Total	16,657	18,492	14,718	31,375	207,291	159,165
Skylark (X-car)	0	2,307	0	0	25,402	0
Skyhawk	1,830	2,234	1,723	3,553	22,880	18,779
Somerset/Skylark	2,030	2,691	1,799	3,829	27,766	20,273
Century	5,091	4,194	4,825	9,916	46,966	52,346
Regal	1,525	1,884	1,418	2,943	22,179	9,441
Estate Wagon (rwd)	365	1,939	364	729	29,697	2,769
LeSabre	3,330	0	2,709	6,039	0	21,273
Riviera	890	1,198	400	1,290	13,857	4,385
Electra	1,596	2,045	1,480	3,076	18,544	29,899
Cadillac Total	7,761	8,097	6,549	14,310	83,633	64,967
Cimarron	719	724	693	1,412	6,190	5,103
Seville	878	814	294	1,172	9,378	3,447
Eldorado	877	1,516	427	1,304	17,229	4,510
Cadillac (rwd)	2,040	1,062	1,993	4,033	11,965	16,756
DeVille (fwd)	3,247	3,981	3,142	6,389	38,871	35,171
Chevrolet Total	31,055	36,694	31,988	63,043	390,362	337,266
Chevette	2,315	3,681	2,913	5,228	35,735	26,610
Cavalier	8,814	9,488	8,919	17,733	104,694	97,153
Celebrity	7,592	6,792	7,641	15,233	64,146	67,748
Camaro	4,967	4,672	4,962	9,929	50,125	51,732
Citation	0	1,757	0	0	17,716	0
Monte Carlo	2,640	3,890	2,710	5,350	33,786	26,694
Chevrolet	3,927	5,408	4,054	7,981	75,245	62,525
Corvette	800	1,006	789	1,589	8,915	4,804
Oldsmobile Total	25,702	28,517	24,633	50,335	273,052	258,173
Firenza	1,340	2,071	1,193	2,533	16,368	11,218
Cutlass Supreme	4,195	4,580	4,236	8,431	42,045	47,170
Cutlass Ciera	5,120	9,289	5,098	10,218	85,847	67,000
88 (rwd)	468	4,014	350	818	53,329	5,445
88 (fwd)	8,484	0	7,603	16,087	0	60,883
Olds 98	2,700	3,348	2,564	5,264	31,029	30,370
Calais	2,770	4,307	3,302	6,072	34,142	32,968
Toronado	625	908	287	912	10,292	3,119
Pontiac Total	17,121	12,830	20,101	37,222	137,555	190,279
Acadian**	0	228	547	547	2,491	3,217
2000 Sunbird	3,160	2,521	3,174	6,334	30,410	31,033
1000	1,005	761	968	1,973	7,430	8,286
Firebird	2,656	2,538	2,646	5,302	27,238	28,203
6000	3,900	781	3,235	7,135	5,514	35,119
Parisienne	1,600	1,151	1,624	3,224	16,382	20,409
Fiero	0	2,345	3,343	3,343	23,320	17,168
Grand Am	4,800	2,505	4,564	9,364	24,770	46,844
HONDA	3,440	3,679	3,506	6,946	34,871	38,351
NISSAN	1,740	0	1,783	3,523	0	19,598
NUMMI*	3,250	60	3,250	6,500	265	27,730
VOLKSWAGEN	2,000	2,026	2,006	4,006	21,087	18,383
Total Cars, U.S.	176,257	173,094	182,516	358,773	1,829,584	1,812,163
Total Cars, Canada	26,090	20,214	24,500	50,304	210,254	226,579
N. American Cars	202,347	193,509	206,730	409,077	2,039,838	2,038,742
N. American Trucks	92,985	86,567	93,767	186,748	902,109	944,399
North American Cars and Trucks	295,332	280,076	300,493	595,825	2,941,947	2,982,842

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

March 24, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Acuras en route to dealerships

Acura, the luxury division of American Honda, launches its first shipment of cars from the Port of Long Beach. The cars will be transported to Acura dealers and go on sale Thursday.

Top Japanese cars show $1,028 boost

By John K. Teahen Jr.
Senior Editor

In the past six months, Japan's Big Four have raised the prices of the cars they sell in the U.S. an average of $1,028, or 10.70 percent, an Automotive News analysis discloses.

The increases have been applied to the 1986 models of Toyota, Nissan, Honda and Mazda which began appearing in dealer showrooms last fall. There were no hikes last spring and summer while the yen-dollar exchange rate was dashing merrily upward to a level of 240 to the dollar. The rate was 176 last Thursday.

The Japanese makers attribute their hefty boosts to the strengthening of the yen against the dollar.

Each of the four Japanese leaders has increased prices three times since last fall. Here are the average price hikes for those makers:

Toyota, $1,030, or 10.71 percent.

Nissan, $1,023, or 9.58 percent.

Honda, $849, or 10.34 percent.

Mazda, $1,225, or 13.59 percent.

Honda's dollar figure is below the average because it has no big-ticket sedans like the Toyota Cressida and Nissan Maxima and no expensive sports cars like the Toyota Supra, Nissan 300-ZX and Mazda RX-7. It's an axiom in auto pricing that the more-expensive cars get the biggest increases.

The RX-7 was a factor in Mazda's big boost. It's been redesigned for 1986, and the price structure has been redesigned, too.

While the Japanese prices have been heading skyward, the domestic makers have been rather silent. Domestic cars went up an average of about $400 at introduction time last fall, and the only action since then has been a boost in Ford Motor models with V-6 and V-8 engines.

Toyota and Nissan last week completed the current round of price hikes by Japan's Big Four. Mazda and Honda acted earlier in March.

"Current round" is a key term

Please turn to Page 69, Col. 1

Mazda's Familia Cabriolet

Japanese eye home market as yen rises

By Bob Berger
Special Correspondent

TOKYO.—Japan's auto makers, like most of the nation's manufacturers, have customarily directed most of their efforts toward development of overseas markets.

Domestic sales, though sizeable in many cases, have always been of secondary importance.

A marked change in strategy is now under way. Faced with such problems as the high-flying yen and threats of trade barriers, Japan's auto makers are introducing new models calculated to appeal to domestic buyers.

The introduction of these new cars heats up a domestic market that is already incredibly competitive.

Mazda Motor Corp. is pinning its hopes on its Familia line, and it recently added the sporty Familia Cabriolet. The company's do-

Please turn to Page 69, Col. 1

NEWSPAPER

Auto
Servi
Hand

ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE800
BETHESDA MD 20814

2 Japanese makers plan major assault on U.S.

Toyota will set up U.S. plant six months early

By Bob Berger
Special Correspondent

TOKYO.—Toyota Motor Corp. announced it will begin car production at its U.S. plant in early 1988—about six months sooner than originally planned.

A Toyota spokesman indicated his company expects much sharper competition in the U.S. in the near future and believes that it is vital to start production as soon as possible at its new plant in Georgetown, Ky.

Toyota's concern over increased competition is based on such considerations as the reduced competitiveness of its export cars because of the yen's greatly increased strength, the resurgence of U.S. auto makers and the new presence of Korean cars in the U.S. market.

The groundbreaking ceremony for Toyota's plant in Kentucky is slated for May 5. The plant is scheduled to be completed in less than two years, at an estimated cost of $800 million. The plant will be situated on a 1,483-acre tract.

Toyota's current plan is to make 200,000 units of a 2-liter car each year in the initial stages of production. The company is studying the merits of also producing larger, more profitable cars in the future at its Kentucky site.

The Georgetown plant will have a high-grade welding line, exactly like the one being installed at the Tsutsumi plant in Toyota City. Robots will be used for certain applications. Much of the equipment for the Georgetown facility will be shipped from Japan.

Mitsubishi seeks to boost Diamond-Star capacity

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Mitsubishi Motors Corp. apparently will seek to increase the annual output of the Mitsubishi-Chrysler joint-venture plant in the U.S. to 240,000 units annually from the 180,000 originally planned.

Mitsubishi President Toyoo Tate said he wants additional output at the Diamond-Star Motors plant because the increased value of the Japanese yen has made U.S. production more competitive, according to Japanese press reports.

The reports said Tate will soon meet with Chrysler Corp. Chairman Lee Iacocca to discuss expanding production to 240,000 units annually.

A Chrysler spokesman said the company could not confirm whether a meeting between the two executives will take place, but he said "meetings are going on all the time between the two companies." He added, "The plant is being designed to allow for expanded production. I'm sure it could handle 240,000 units."

In January, Chrysler Motors Chairman Gerald Greenwald hinted broadly of increased production plans for the Bloomington (Ill.) facility.

He said at that time, "As both Mitsubishi and Chrysler continue to research the car we have in mind, we're getting more and more bullish about its market potential.

The plant is slated to start production in 1988. Construction begins this spring. Initial plans called for 2,500 employes.

From Henry Ford Museum and Greenfield Village collections

Henry II at the helm of grandfather's ore carrier

Henry II reminisces

Henry Ford II had a happy, carefree boyhood even though it wasn't exactly typical. After all, he was a member of one of the wealthiest and most famous families in America.

Ford talked about his early years with David L. Lewis, University of Michigan professor of business history and Ford's official biographer.

The reminiscence is part of the Henry Ford II memoir that will be published posthumously. A portion exempted from the publishing agreement is included in the Spring, 1986, issue of the university's Michigan Quarterly Review, which is devoted to Detroit: An American City.

In the memoir, Henry Ford II tells how he learned to drive an automobile with one of the world's most distinguished instructors—his grandfather, automotive pioneer Henry Ford.

"My grandfather taught me how to drive," the younger Ford recalls. "He made me drive right through the city of Detroit at 12 years of age. I was frightened to death. Of course, I didn't have a driver's license. But he said, 'Oh, it will be good for you.' So he taught me how to hold my hands on the steering wheel and how to shift gears and how to drive a car."

Henry Ford II has fond memories of his grandfather:

"I remember him as a great guy. You know, it's a different relationship that you have with a grandparent than you have with a parent. My brother Benson and I spent weekends at Fair Lane (the grandparents' Dearborn estate) to the point where it irritated our parents.

"We loved it, and we were asked (to visit) continuously . . .

Please turn to Page 51, Col. 1

Cappy rises to president at AMC

By Richard Johnson
Detroit Reporter

Joseph E. Cappy was elevated to the top job at American Motors last week in line with the recent expansion of former President Jose Dedeurwaerder's duties at Renault.

The AMC board of directors named Cappy president and chief executive officer, replacing Dedeurwaerder. Cappy formerly was executive vice president and chief operating officer, but has essentially run day-to-day affairs since Dedeurwaerder was given a major position at Renault in early January.

Joseph E. Cappy

Dedeurwaerder will be AMC vice chairman and will continue as chairman of the Executive Committee.

AMC also announced last week that Jean-Marc Lepeu, vice chairman and chief financial officer, will be returning to Renault as Dedeurwaerder's chief of staff for automotive operations. John P. Tierney, AMC vice president of Finance Staff and controller, will succeed Lepeu as vice president and chief financial officer.

Cappy's promotion had been in the works for a considerable time,

Please turn to Page 69, Col. 3

Industry's TV ad buys climb 15 pct. in '85

By Edward Lapham
Marketing Editor

Spending for automobile television advertising increased 15 percent in 1985 to an estimated total of $1.69 billion, according to the Television Bureau of Advertising (TVB).

The total includes spending by manufacturers, dealer ad associations and individual dealers.

The corresponding 1984 total was $1.47 billion, TVB said.

TVB analyzes data supplied by Broadcast Advertising Reports, which monitors the top 75 U.S. markets.

According to the Broadcast Advertisers Reports data, total TV ad spending by the manufacturers last year increased 8 percent to $1.04 billion from $963.6 million in 1984.

TVB said network advertising, at $737.3 million, accounted for 44 percent of total automotive ad spending compared with 47 percent, $689.3 million, in 1984.

Spot TV spending by the manufacturers was $306.7 million last year, compared with $274.4 million in 1984.

Spending by dealer ad groups, according to the data, rose 35 percent to $337.4 million in 1985 from $249.3 million the preceding year.

However, BAR acknowledged that the factory spending figure for spot TV may be overstated and the dealer ad group spending figure may be understated.

TVB said the TV ad spending by individual dealers rose 21 percent to $311 million from $257 million in 1984.

According to the BAR data, Ford Motor Co. was the top TV advertiser in 1985, posting a 14-percent increase in TV spending to $228.5 million.

General Motors TV ad spending decreased 5 percent in 1985 to $227.9 million.

In 1984, GM led the pack with $240.4 million. Ford spent $200.7 million that year, according to BAR.

TV ADVERTISING EXPENDITURES BY LEADING UNITS

(includes passenger cars and trucks)

	1985 Network	1985 Spot TV	1985 Total TV	1984 Network	1984 Spot TV	1984 Total TV	Percent Change
Ford	191,373,200	37,176,400	228,549,600	161,332,700	39,323,500	200,656,200	+ 14
General Motors	181,135,600	46,751,300	227,886,900	202,934,100	37,456,900	240,391,000	– 5
Chrysler	96,194,300	32,227,500	128,421,800	93,637,400	27,446,500	121,083,900	+ 6
Toyota	27,793,200	70,939,900	98,733,100	18,544,100	58,337,100	76,881,200	+ 28
Nissan	34,859,600	44,973,900	79,833,500	50,665,800	41,022,400	91,688,200	– 13
American Motors	52,690,400	3,811,500	56,501,900	56,621,700	6,068,200	62,689,900	– 10
Volkswagen	34,892,300	15,583,100	50,475,400	22,023,900	15,656,600	37,680,500	+ 34
Mazda	38,775,600	5,369,000	44,144,600	26,381,900	4,186,600	30,568,500	+ 44
Honda	32,697,300	1,545,500	34,242,800	21,440,600	3,458,400	24,899,000	+ 38
Mercedes-Benz	17,421,500	4,390,100	21,811,600	13,818,000	422,400	14,240,000	+ 53
Subaru	10,523,700	7,061,500	17,585,200	12,615,000	5,247,400	17,862,400	– 2
BMW	10,736,800	4,998,900	15,735,500	2,983,300	6,541,800	9,525,100	+ 65
Mitsubishi	0	15,295,800	15,295,800	0	14,045,500	14,045,500	+ 9
Isuzu	5,377,600	4,624,500	10,002,100	3,199,700	1,775,000	4,974,700	+ 101
Volvo	435,800	7,648,000	8,083,800	331,700	6,969,100	7,300,800	+ 11
Porsche	2,574,600	1,083,400	3,658,000	0	575,900	575,900	+ 535
Jaguar	0	2,416,100	2,416,000	0	1,414,000	1,414,000	+ 71
Saab	0	1,583,700	1,583,700	0	1,207,400	1,207,400	+ 31
TOTAL	$737,258,100	$306,721,100	$1,043,979,200	$699,280,300	$274,353,100	$963,633,400	+ 8

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data. Includes cars, vans, trucks

LEADING TV AUTO DEALER ADVERTISERS

	1985	1984	Percent Change
Cal Worthington (Los Angeles)	4,153,400	2,867,700	+ 45
Potamkin Cadillac (New York)	2,551,500	2,603,200	– 2
Cal Worthington (Sacramento)	2,172,600	1,830,900	+ 19
Wilson Ford (Los Angeles)	2,123,400	1,443,500	+ 47
Cal Worthington (Seattle)	2,097,500	1,288,100	+ 63
Celozzi-Ettleson (Chicago)	2,006,800	1,815,500	+ 11
Pete Ellis Motors (Los Angeles)	1,894,300	1,508,200	+ 26
Jeff Legum Chevrolet/Datsun (Baltimore)	1,707,000	1,690,100	+ 1
Kelly Chevrolet (Miami)	1,714,800	956,600	+ 79
Suburban Ford (Sacramento)	1,570,300	928,400	+ 69
Long-Lewis Ford (Birmingham)	1,535,900	958,300	+ 60
Westminster Motors (Baltimore)	1,167,500	916,600	+ 27
Casey Chevrolet (Norfolk)	1,131,600	1,162,200	– 3
Piemonte & Arlington Heights Ford (Chicago)	1,123,000	448,600	+ 150
Tousley Ford/Subaru (Minneapolis)	1,015,400	526,100	+ 93
TOTAL	$311,211,700	$257,027,500	+ 21

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data in the top 75 markets.

TOP TV DEALER ASSOCIATION ADVERTISERS

	1985	1984	Percent Change
Nissan	45,840,800	33,515,100	+ 37
Chevrolet	35,273,700	23,755,600	+ 48
Oldsmobile	33,620,600	19,058,200	+ 76
Ford	29,812,300	28,026,400	+ 6
Pontiac	28,974,200	18,046,000	+ 61
Buick	17,651,100	13,709,900	+ 29
Dodge	16,053,100	10,585,100	+ 52
Subaru	13,084,400	9,715,700	+ 35
Mazda	12,739,400	10,255,700	+ 24
BMW	11,412,800	6,879,300	+ 66
Honda	10,732,400	7,236,300	+ 48
Cadillac	10,268,500	5,597,400	+ 83
Toyota	7,853,600	9,689,600	– 19
Chrysler-Plymouth	7,422,600	5,203,700	+ 43
Volkswagen	7,192,400	5,333,700	+ 35
TOTAL	$337,361,400	249,325,7000	+ 35

Source: Television Bureau of Advertising from Broadcast Advertiser Reports data in the top 75 markets.

Dealer associations television advertising only on spot television.

TV ad monitoring draws flak, competition

By Edward Lapham
Marketing Editor

The controversy surrounding the reporting of automotive television ad spending has come to a head. As a result, Broadcast Advertisers Reports, Inc., New York, which compiles the data, is changing its methodology.

Meanwhile, A.C. Nielsen Co. will introduce its own monitoring service, Monitor Plus, on Jan. 1, 1987. Nielsen claims its service will have a 97-percent level of accuracy.

Most of the current complaints—from dealer groups and their ad agencies—were that the Broadcast Advertisers' figures for ad associations were understated.

Those complaints surfaced after Automotive News published the BAR nine-month spending statistics on January 13.

As previously reported, some of the ad agencies believed BAR's method of monitoring understates dealer group spending because it can randomly miss major expenditures.

However, none of the agencies that complained were willing to provide "accurate" figures based on their own records.

BAR's description of its BARCUME monitoring service report says it is based on monitoring of 309 television stations in 75 top U.S. markets. "The New York, Los Angeles and Chicago markets are monitored off-the-air every day of the year via stop-motion video tape recordings," BAR said.

"The other 72 markets are monitored off-the-air for one random week during every calendar month via audio magnetic tape recordings. The BARCUME contains information concerning spot commercial activity only and does not include network announcements."

The lack of full-time monitoring in 72 markets "means some spot TV campaigns can be missed entirely," one critic told Automotive News.

Nielsen's Monitor Plus will monitor the same 75 markets as BAR, but will do so on a four-out-of-four week per month (full-time) basis, according to David Buckley, Monitor Plus marketing manager.

Buckley said the service will be "primarily video" but will include some audio.

He conceded the auto dealer ad association category is difficult because of the way taglines are added.

He said the longer the tag, the higher the level of confidence, up to close to 100 percent for a six- or seven-second tag.

"For example," he said, "If there is a Chrysler-Plymouth association ad with just a three-second tag, we may miss it."

BAR last week acknowledged that current BARCUME procedures tend to understate dealer ad group expenditures.

However, Pro Sherman, BAR executive vice president, denied the problem has anything to do with the amount of time monitored. "It is the methodology," he said.

Sherman said that because BAR has used only audio monitoring in 73 markets, it is difficult to identify a spot as an association ad if it does not use an audio tagline.

The problem, of course, has been exacerbated by the proliferation of regional association spots which are derived from national creative, or are variations on a factory theme produced for ad groups by the manufacturer's national agency.

Please turn to Page 69, Col. 3

Citroen plans to return to U.S., but hasn't set a date

By Richard Feast
European Editor

RENNES, France.—Citroen has decided to return to the U.S. market, according to Xavier Karcher, the company's director general.

He said the go-ahead was given about 18 months ago, but he added that the introduction date remains "some time in the future."

Citroen is attracted by the 600,000-unit luxury-car market in the U.S. Karcher said that successful retailers in that segment have one thing in common—they offer conventional three-box sedans rather than the fastback two-box styling, which is the hallmark of current Citroens.

Thus, to compete effectively in the U.S., Citroen's replacement for the present CX (introduced in 1975) is expected in either 1988 or 1989. It will have many design features in common with the new-generation large car from Peugeot, Citroen's sister company.

But while the Peugeot will feature rear-wheel-drive, the Citroen will favor the front-drive layout that the company pioneered in the 1930s.

It is not known whether the Peugeot or the Citroen will be introduced first. However, it will almost certainly be 12 to 18 months after the European introduction before either appears in the U.S. Thus it will be 1989 or 1990 before either crosses the Atlantic.

On a visit to the Citroen BX factory here, Karcher said that no decisions have been made on distribution methods in the U.S. If the company decides to use the facilities of Peugeot Motors of North America, it would take 12 months to establish an operation. If Citroen decides to go it alone, it will take two years.

Karcher said that although the mid-range BX model was engineered to meet U.S. regulations, Citroen never seriously considered a launch there because of the car's hatchback styling.

Citroen has been a member of the Peugeot group (PSA) since the end of the 1970s. Last year, Citroen produced 597,600 vehicles, compared with 551,500 in 1984.

Its sales in France increased 10.2 percent to 296,800 for a market share of around 14 percent. Exports to its 12 major European markets rose 13 percent to 277,000.

Citroen's main commercial successes were with the BX series and the C15 light van derived from the Visa model. This year, each will be under renewed attack from two new Renault products, the R21 sedan and Express light van.

Despite that, Karcher believes the company can maintain—and even improve—its market share.

It will be aided by the a new small car generally referred to as AX, which will be introduced at this fall's Paris auto show. It will not replace the venerable 2CV, Karcher said. The new model will go into production this summer at the Aulnay plant north of Paris.

The re-equipment of Aulnay and the introduction of the AX into the Spanish plant at Vigo later this year form a large part of Citroen's biggest-ever investment program. It amounts to $1.25 billion for 1985-86.

A great deal of money also has been invested in improving Citroen's production quality.

Financially, Citroen remains the weak link in PSA, though Karcher predicted that that the company will break even this year. Since 1980, it has piled up annual deficits totaling 3.95 billion francs, but a 1984 subvention of 1.4 billion francs from PSA reduced that to 2.55 billion francs ($370 million).

Paying the interest charges on that debt accounts for 4 percent of Citroen's annual turnover, a company executive revealed. Last year's sales were $4.7 billion, an increase of about 15 percent over the previous year.

Yugo sues Toyota, claims dealer threats

By John A. Russell
New York Staff Writer

Yugo America, Inc., filed suit against Toyota Motor Sales in federal court in Los Angeles last week, charging Toyota threatened and coerced two Yugo-Toyota dealers into terminating their relationships with Yugo.

Yugo is seeking monetary damages as well as permanent injunctions to halt the alleged practices of Toyota.

Toyota Motor Sales denied all the charges and said it will attempt to have the complaint dismissed.

Yugo also is charging Toyota Motor Sales and its senior vice president, Robert McCurry, and Toyota Motors Distributors, the Toyota-owned distribution operation, with violations under the federal Racketeering Influenced and Corrupt Organization (RICO) Act.

Its suit also charges the defendants with interfering with commerce and extortion; use of travel in interstate commerce in aid of racketeering activity, and multiple violations of California extortion laws.

William Prior, president of Yugo America, told Automotive News, "This action is necessary. Our claims allege what we believe to be substantail evidence that Toyota and its senior officials have been using coercion, intimidation, extortion and intentional interference to force Toyota dealers who are also Yugo dealers —and Yugo dealer candidates who are considering becoming Yugo dealers in the same facility with the Toyota brand—to surrender their interest in Yugo."

In a prepared statement, a Toyota Motor Sales spokesman said, "Toyota denies engaging in any of the alleged illegal activities stated in Yugo's complaint and considers these complaints totally without merit. We will take all appropriate legal action to have this complaint dismissed."

Toyota has until April 9 to respond to the suit. The spokesman said the company will seek immediate dismissal of the RICO allegations.

The suit centers on two California dealerships, Almaden Toyota, Inc., San Jose, and Irvine Toyota, Inc., Irvine.

Yugo alleges that in January, 1986, McCurry and other unnamed individuals threatened to take a number of actions against both dealerships.

The threats allegedly included: Canceling their Toyota franchises; failing to provide monthly allotments of Toyota cars to the dealerships; failing to pay warranty-work vouchers to the dealerships, and refusing to consider future applications for other Toyota franchises.

Both dealerships have the same owner, the Cerrito Management Co., San Jose, operated by Salvatore Cerrito, his two brothers and a brother-in-law. Neither the company nor the owners were named as parties in the suit.

Cerrito could not be reached for comment.

Yugo alleges in the complaint that McCurry and the others Toyota officials' "sole intent in taking or threatening" the actions was to coerce the two dealerships into severing business relationships with Yugo.

Yugo stated the two dealerships terminated their Yugo franchise agreements and requested they be reimbursed for money paid to Yugo. They also sought cancellation of the letters of credit that secured orders for Yugo cars. Yugo said it reimbursed the dealerships and cancelled the letters of credit.

A New York dealership, designated in the court papers only as "XYZ Toyota," was offered unexpected increases in its monthly allocations of Toyota cars if it would severe relationships with Yugo America, Yugo charges.

This dealership refused to drop its Yugo franchise. Yugo refused to name the dealership in court papers because of "fear of retribution" to the dealership.

Yugo claims the two California dealerships placed irrevocable orders for 100 Yugos, supported by irrevocable letters of credit amounting to $400,000 for each dealerships, and that there were 150 orders for the cars secured by a $600,000 line of credit.

They aso made payments of $42,650 each for promoting, selling and servicing the cars.

Yugo claims it lost the opportunity to sell substantial numbers of cars in the San Francisco and Los Angeles regions as a result of the alleged Toyota actions.

The company is asking for compensatory damages in "excess of $10,000" and punitive damages to be assessed by the jury.

Alfa Romeo
Milano
Alfa Romeo
Milano
Alfa Romeo
Milano

JANUARY TRUCK REGISTRATIONS

		6000 & LESS GVW GRP	6,001-10,000 GVW GRP	10,001-14,000 GVW GRP	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	23589	10418							34007	37503
	YR	23589	10418							34007	37503
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	19724	5433							25157	25617
	YR	19724	5433							25157	25617
PLYMOUTH VOYAGER	MO	9133								9133	7321
	YR	9133								9133	7321
TOTAL CHRYSLER CORP.	MO	32722	10418							43140	44824
	YR	32722	10418							43140	44824
FORD	MO	62158	38560				763	2567	895	104943	90641
	YR	62158	38560				763	2567	895	104943	90641
*VAN, BRONCO, RANGER & AEROSTAR	MO	45355	12396							57751	45194
	YR	45355	12396							57751	45194
FREIGHTLINER	MO								1265	1265	1423
	YR								1265	1265	1423
MERCEDES-BENZ	MO						186	139		325	498
	YR						186	139		325	498
TOTAL DAIMLER-BENZ CORP.	MO						186	139	1265	1590	1921
	YR						186	139	1265	1590	1921
CHEVROLET	MO	58350	37818	1508	43	31	624	952	42	99368	83170
	YR	58350	37818	1508	43	31	624	952	42	99368	83170
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	44244	12130							56374	44521
	YR	44244	12130							56374	44521
GMC	MO	13139	10554	219	31	16	457	2086	735	27237	24646
	YR	13139	10554	219	31	16	457	2086	735	27237	24646
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	9372	3095							12467	10094
	YR	9372	3095							12467	10094
TOTAL GM CORP.	MO	71489	48372	1727	74	47	1081	3038	777	126605	107816
	YR	71489	48372	1727	74	47	1081	3038	777	126605	107816
INTERNATIONAL	MO						1374	1590	2057	5021	5231
	YR						1374	1590	2057	5021	5231
JEEP TRUCK	MO	15170	1883							17053	13812
	YR	15170	1883							17053	13812
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	12557	1718							14275	13605
	YR	12557	1718							14275	13605
MACK	MO						146	149	1401	1696	2591
	YR						146	149	1401	1696	2591
KENWORTH	MO								785	785	826
	YR								785	785	826
PETERBILT	MO								699	699	946
	YR								699	699	946
TOTAL PACCAR CORP.	MO								1484	1484	1772
	YR								1484	1484	1772
AUTOCAR	MO								116	116	129
	YR								116	116	129
VOLVO	MO							93	81	174	231
	YR							93	81	174	231
WHITE	MO								499	499	846
	YR								499	499	846
TOTAL VOLVO WHITE CORP.	MO							93	696	789	1206
	YR							93	696	789	1206
WESTERN STAR	MO								117	117	100
	YR								117	117	100
MISCELLANEOUS DOMESTIC	MO		212					9	159	380	312
	YR		212					9	159	380	312
OTHER IMPORTS	MO	69469	1059	596	62	44	15	49	2	71296	64417
	YR	69469	1059	596	62	44	15	49	2	71296	64417
GRAND TOTAL	MO	251008	100504	2323	136	91	3565	7634	8853	374114	334643
	YR	251008	100504	2323	136	91	3565	7634	8853	374114	334643
1985 YR. TO DATE		211622	98422	2955	86	546	4584	5600	10828		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.

Ford reorganizes truck group

DEARBORN.—Ford Truck Operations reorganized its light-truck product development office to combine product planning and advanced engineering functions along product lines.

Daniel L. Rivard

Daniel Rivard, previously light-truck product development manager, became executive director of Ford Truck Operations' light-truck development office.

James Englehart was named director of business planning and vehicle engineering, reporting to Rivard. Englehart had been chief engineer for light truck engineering.

Reporting to Englehart are three program directors responsible for planning and developing Ford light-truck platforms.

They are **Raymond Pittman**, Ranger/Bronco; **Fred Parrill**, F-Series pickups/Bronco and **David Cooper**, vans.

Pittman previously was manager of the light-truck powertrain planning department; Parrill was executive engineer, light-truck body and chassis engineering, and Cooper was manager of the light-truck vehicle engineering and program control department.

Also, **Gerald J. Kuchera**, previously executive engineer, light-truck services engineering, was named engineer for service engineering.

David Guertin, formerly executive engineer, light-truck powertrain engineering, was appointed chief engineer, powertrain engineering.

Charles White, previously manager of light-truck transmission and clutch design and development department, became chief engineer, chassis engineering.

Kuchera, Guertin and White report to Rivard.

RETAIL AUTOMOTIVE CONSULTANTS

AUTOMOTIVE CONSULTANTS FOR THE 80's

WE DON'T *PROMISE* TO INCREASE YOUR PROFITS WE:

"GUARANTEE" IT!

NOBODY WORKS FOR NOTHING, BUT IF WE DON'T INCREASE YOUR PROFIT ON THE SALE OF NEW OR USED, CARS, AND TRUCKS,

YOU DON'T PAY

TEST OUR CONFIDENCE, PICK UP THE PHONE AND CALL THE SALES SPECIALISTS COLLECT!

R.A.C. INC. (203) 878-4488

The Case of
The Monroe Mendelsohn Doctrine

Clue:
One publication, according to Monroe Mendelsohn, reaches more than one of every five adults in $50,000+ households.

Clue:
That publication reaches more affluent consumers than two newsweeklies and only slightly less than a third.

Clue:
The same magazine reaches affluent households more efficiently than any newsweekly. By far.

Whodunnit?

People weekly
We're America's

© 1985 Time Inc.

Auctions mean big action in Britain

By Richard Feast

British Car Auctions' new $15.5 million operation opens next week at Blackbushe airfield, 30 miles southwest of London.

It's BCA's biggest undertaking in the United Kingdom in 40 years, since the time founder David Wickens rented a farmer's field to auction his own and a few other cars. Today the company claims to be the world leader in the auto auction business.

While its early growth was in the U.K., BCA traveled to the U.S. to expand in the early 1980s. Anglo American Auto Auctions (AAAA), owned by BCA through Sandgate Corp., now operates 12 sites.

BCA's biggest investment (artist's rendering, above) is due to open next week.

While the U.S. generates nearly 70 percent of BCA's annual revenues (1.5 billion pounds/ $2.15 billion in 1985), it's been suggested the American operation is too costly and provides too little in return. But AAAA president Mike Richardson says, "If we could have just one or two ounces of luck, I could demonstrate how profitable the U.S. could be."

Although company officials see BCA as an integral part of the automobile business, Tom Gibson, managing director of the British subsidiary, acknowledges that many car retailers perceive auctions as a competitive threat. That might be traced back to the cavalier business tactics of some early postwar auction operators.

Gibson admits, "The public perception of auctions is that they are the last resort to knock out the scrap that can't be got rid of any other way. That perception is totally wrong. It may have been accurate 30 years ago. It may be accurate to greater or lesser degrees at some smaller auctions today. But it is not indicative of the auction industry."

Chairman David Wickins and his brother John, a senior director, held their first auction in February 1946 in a field rented from a Farnborough farmer for one pound a week. They sold 14 cars and took in 8,250 pounds.

Last year some 500,000 vehicles were sold at 15 BCA auction sites in the U.K. Proceeds in the 12 months to Aug. 2, 1985 were 507 million pounds, equivalent today to about $750 million.

Next week's Blackbushe opening will be a major event. The former World War II airfield replaces a location six miles away where BCA was founded. BCA is developing a 45-acre parcel at Blackbushe, where private flying will continue. When fully operational it will include 185,000 sq.-ft. of covered space for auction halls, offices, catering and services. According to Richardson, it will mirror AAAA's facilities at Nashville.

At Blackbushe BCA will also run a thriving open-air Sunday market, the largest in the U.K. The space will be used for parking during the week.

BCA rejects notions that it will consolidate once Blackbushe is fully under way. Gibson asserts, "We don't build Blackbushe and stop. We go on expanding to meet the demands of the industry. The auction industry is still relatively small compared with the overall vehicle industry. There's a considerable number of dealers, particularly franchise holders, who don't use auctions. They haven't acquired the auction habit. But it's notable that successful dealers make use of auctions. There's a lesson to be learned for those who are not so successful."

Noting that European car-production overcapacity and a more regular flow of output from previously strike-torn U.K. factories have led to a major discounting war among new-car retailers, Gibson says, "The only two things the franchise dealer has left under his control is body and paint (work), and used vehicles. No one determines his mark-up on used vehicles, so they must become a bigger part of the overall operation. In that context, auctions play a very beneficial role in helping them acquire stock and keep abreast of what's going on in the market."

BCA estimates that less than 25 percent of those who buy at auctions are franchised new-car dealers, indicating their great potential as auction customers. That's the reason for creating super-sites like Blackbushe with proper valeting, reconditioning areas, customer facilities and great numbers of vehicles offered.

Among sellers at BCA auctions, around half are in the motor trade. The rest are split between fleet operators (25 percent), rental companies, finance-house repossessions, leasing firms and vehicle manufacturers.

Gibson says, "The manufacturers are making very clever strategic use of auctions to dispose of fleet and company-car programs." That began in 1981 when BCA persuaded Ford to let it resell by auction the company cars that previously were sold by tender to Ford dealers.

"That was a major breakthrough," says Richardson, who ran the U.K. business until he was dispatched to set up the U.S. operation. "That was an enormous step up for us, not only because we had access to that very lovely used product — the best on the U.K. market — but it gave auctions the prestige they deserved. We were then visible. And we improved prices Ford had been getting by other disposal means. Ford didn't believe that was possible, but we did it." The U.K.'s other major auto retailers, Vauxhall and Austin Rover, later followed suit.

Besides landing the manufacturers' business, BCA increased its action with local and other government institutions.

"The success rate with those was even greater," Richardson says. "We might have improved manufacturers' prices by 5 or 10 percent, but we improved on local authorities' rubbish by hundreds of percent. In a period of 18 months, in the late 1970s and early '80s, we converted something like 50 percent of the local authorities in this country to selling their surplus through auctions. Prior to that they hadn't done it at all."

BCA's customers today include police forces, the post office, the Ministry of Defense and other government departments.

Gibson estimates BCA's U.K. revenues could reach a billion pounds by the end of the decade — double today's level. Richardson is equally bullish about the potential for AAAA, whose sales were $1.04 billion in 1985 and are projected at $1.8 billion this year. ■

OVERSEAS PRODUCTION

FRANCE

Cars

	12 mos., 1985	12 mos., 1984
Peugeot SA	1,308,635	1,284,151
Citroen	478,541	473,846
Peugeot	804,179	736,648
Talbot	25,915	73,657
Renault	1,322,887	1,429,138
Total	2,631,522	2,713,289

Vans, trucks, buses

CBM	57	29
Iveco-Unic	99	3,650
Peugeot SA	170,323	129,489
Citroen	74,578	37,127
Peugeot	91,633	80,818
Talbot	4,112	11,544
Renault	214,017	215,605
Sovam	89	90
Total	384,585	348,863
Total vehicles	3,016,107	3,062,152

UNITED KINGDOM

Cars

	12 mos., 1985	12 mos., 1984
BL	465,104	383,324
Austin Rover	450,892	371,427
Range Rover	14,212	11,897
Carbodies	1,813	1,621
Ford	317,689	273,767
GM-Vauxhall	152,587	117,114
Jaguar	38,378	33,342
PSA-Talbot	67,066	95,122
Reliant	738	135
Rolls-Royce	2,588	2,280
Others	2,010	2,280
Total	1,047,973	908,906

Vans, trucks, buses

BL	90,444	72,518
Austin Rover	25,028	18,039
Freight Rover	18,879	16,843
Land Rover	31,046	25,604
Leyland Veh.	15,491	12,032
ERF	1,950	1,876
Foden	472	709
Ford	101,407	94,211
GM-Bedford	60,783	47,007
Hestair Dennis	870	978
Metro-Cammell-Weymann	435	494
Renault Truck Ind.	5,022	4,770
Seddon Atkinson	1,667	1,845
Others	233	417
Total	263,283	224,825
Total vehicles	1,311,256	1,133,731

SPAIN

Cars

	12 mos., 1985	12 mos., 1984
Ford	254,906	262,099
General Motors	277,101	259,971
Peugeot SA	169,217	184,713
Citroen	73,367	98,506
Talbot	95,850	86,207
Renault	224,094	214,786
Seat	304,753	255,324
Total	1,230,071	1,176,893

Vans, trucks, buses

Enasa	9,917	11,183
Ford	10,978	7,090
Land Rover	21,512	13,023
Mercedes-Benz	10,910	8,203
Motor Iberica	27,557	19,247
PSA-Citroen	66,794	22,096
Renault	24,394	27,295
Seat	15,262	23,531
Setra	209	208
Total	187,533	131,876
Total vehicles	1,417,604	1,308,769

JAPAN

Cars

	12 mos., 1985	12 mos., 1984
Daihatsu	161,559	162,405
Fuji	259,673	242,680
Honda	956,410	843,807
Isuzu	213,052	88,536
Mazda	815,074	764,309
Mitsubishi	570,865	547,838
Nissan	1,864,701	1,846,407
Suzuki	236,198	164,058
Toyota	2,569,284	2,413,133
Total	7,646,816	7,073,173

Vans, trucks, buses

Daihatsu	417,378	403,671
Fuji	324,711	308,735
Hino	69,051	60,844
Honda	163,901	145,229
Isuzu	373,963	343,721
Mazda	378,618	369,012
Mitsubishi	581,912	547,318
Nissan	635,387	635,279
Nissan Diesel	36,351	37,435
Suzuki	545,703	525,813
Toyota	1,096,388	1,016,116
Others	954	574
Total	4,624,267	4,391,747
Total vehicles	12,271,083	11,464,920

BRAZIL

Cars

	12 mos., 1985	12 mos., 1984
Farus	0	41
Fiat Auto	107,503	101,221
Ford	146,236	141,902
General Motors	190,767	172,732
Gurgel	41	33
Puma	0	101
Sta Matilde	81	63
Toyota	0	151
Volkswagen	309,700	290,250
Total	754,328	706,494

Vans, trucks, buses

Agrale	790	568
Fiat Auto	36,324	37,420
Fiat Cam.	112	419
Ford	42,944	37,741
General Motors	32,032	24,631
Gurgel	1,329	884
Mercedes-Benz	33,013	29,311
Puma	0	19
Scania	4,373	3,373
Toyota	2,585	3,138
Volkswagen	50,390	19,366
Volvo	3,555	1,984
Total	207,447	158,854
Total Vehicles	961,775	865,348

WEST GERMANY

Cars

	12 mos., 1985	12 mos., 1984
BMW	431,085	412,447
Daimler-Benz	537,909	469,385
Ford	505,231	539,779
Opel	903,150	776,486
Porsche	54,458	44,017
Volkswagen Group	1,734,853	1,548,050
Audi	358,612	344,733
Volkswagen	1,376,241	1,203,317
Total	4,166,686	3,790,164

Vans, trucks, buses

Auwarter	820	800
Daimler-Benz	131,279	131,606
Faun	253	384
Iveco-Magirus	10,581	9,034
Kassbohrer	1,954	1,635
MAN	18,395	15,334
Opel	34,921	18,986
Volkswagen	81,031	77,519
Total	279,234	255,298
Total vehicles	4,445,920	4,045,462

West German car production tops 4 million units

By Richard Feast

Plant investments in the West German auto industry this year will top 1985's "proud" total of 10 billion deutschemark, forecasts Hans-Erdmann Schoenbeck, chairman of VDA, West Germany's automobile industry association.

The 1985 figure, the equivalent today of nearly $4.5 billion, was one-fifth higher than 1984's and well above previous record year 1982 (DM 9.3 billion). "We are expecting an additional increase in investment for the current year," Schoenbeck says.

In reviewing 1985, he notes the country's auto industry achieved revenues of DM 147.5 billion ($65.9 billion), 15 percent above 1984.

"The major influences behind this growth came from abroad," reports Schoenbeck. "Turnover abroad went up 19 percent to DM 78.54 billion ($35.1 billion), compared with increased turnover of 12 percent in mechanical engineering, 12 percent in the electronics industry and 7 percent in the chemicals industry."

Last year was characterized by slow domestic demand for passenger cars in the first half of the year and a continuing slump in heavy commercial-vehicle sales. But with car exports climbing 15 percent, the industry was able to compensate for that and even managed a production increase.

West German passenger car production topped 4 million units for the first time in 1985, totaling just under 4.17 million, 9.9 percent more than in 1984. There was similar improvement in output of vans, trucks and buses (up 9.4 percent to just over 279,000), but it was mostly attributable to light-vehicle categories.

VDA cautions against too-close comparison between 1985 and 1984. In 1984 a six-week metal-workers strike cost the West German auto industry around 427,000 units. While about a third of that loss was later recovered through holiday work and extra shifts, 1984's total was 2.6 percent below 1983's. To some extent 1985's production improvement came from making up for ground lost in 1984.

About 20 percent (more than 839,000 units) of last year's West German passenger car and station wagon production was diesel-powered. That was 31 percent above 1984 and topped 1982's previous diesel mark by 110,000 units.

Car imports went up in West Germany last year. Led by the Japanese, the import market share climbed from 26.7 to 27.2 percent. Including the West German industry's captive imports — made in Spain by Ford, General Motors and VW/Seat — one-third of all new-car registrations in the country were imports in 1985.

The West German industry's exports in 1985 rose nearly 15 percent to more than 2.74 million units, or nearly 62 percent of total production. Exports to the U.S. increased by one-fifth to 440,000.

Western Europe accounted for 75 percent of West Germany's automotive exports, 19 percent went to North America and 6 percent to the rest of the world.

At the end of 1985 West Germany's motor vehicle industry employed 700,000 people, 20,000 more than a year earlier. ■

THE WEST GERMAN AUTO INDUSTRY, 1980-'85 (Production)

Category	1985	1984	1983	1982	1981	1980
Passenger Cars	4,166,686	3,790,164	3,877,641	3,761,436	3,577,807	3,520,934
Vans, Trucks	279,234	255,298	276,798	301,229	319,200	357,619
Over 16 tons	34,313	33,111	43,220	60,663	63,501	57,773
Buses	10,867	9,461	13,271	14,150	17,108	17,355
TOTAL	4,445,920	4,045,462	4,154,439	4,062,665	3,897,007	3,878,553
Exports	2,745,870	2,388,657	2,354,526	2,397,921	2,153,327	2,084,254
Percent	61.8	59.0	56.7	59.0	55.2	53.7

Source: VDA, Frankfurt

OVERSEAS REGISTRATIONS

JAPAN

Cars

	12 mos., 1985	12 mos., 1984
Daihatsu	97,431	107,279
Fuji	82,116	88,190
Honda	296,634	246,136
Isuzu	46,677	41,276
Mazda	189,792	215,205
Mitsubishi	168,292	198,448
Nissan	781,801	804,872
Suzuki	68,331	77,324
Toyota	1,322,828	1,274,842
Imports (all)	50,172	41,982
Total	3,104,074	3,095,554

Vans, trucks, buses

Daihatsu	339,439	308,673
Fuji	226,545	216,828
Hino	38,366	39,079
Honda	158,049	146,387
Isuzu	119,237	121,219
Mazda	156,036	155,855
Mitsubishi	352,528	333,306
Nissan	265,475	270,048
Nissan Diesel	20,684	21,259
Suzuki	415,625	379,322
Toyota	360,559	349,050
Imports (all)	179	177
Total	2,452,722	2,341,203
Total vehicles	5,556,796	5,436,757

THE NETHERLANDS

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	3,734	4,447
Austin Rover	5,774	6,214
BMW	12,995	12,909
Dacia	133	36
Daihatsu	4,433	4,148
Fiat Auto	31,180	33,691
Ford	56,435	56,234
FSO	279	159
GM-Opel	87,859	71,704
Honda	11,890	12,731
Hyundai	1,320	2,449
Jaguar	402	319
Lada	8,732	7,250
Mazda	16,782	16,854
Mercedes-Benz	11,909	9,280
Mitsubishi	12,692	13,553
Nissan	25,098	21,910
Peugeot SA	49,012	48,474
Citroen	24,855	22,145
Peugeot/Talbot	24,157	26,329
Porsche	225	166
Renault	28,904	26,075
Saab	2,462	3,075
Seat	7,213	6,832
Skoda	3,269	3,752
Subaru	2,963	2,835
Suzuki	12,262	10,851
Toyota	24,560	18,626
VW-Audi Group	44,954	42,298
Volvo	26,661	23,512
Zastava	827	1,074
Total	495,685	461,538

NORWAY

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	223	82
BMW	3,947	2,202
Daihatsu	1,443	803
Fiat Auto	6,278	5,313
Ford	23,300	15,797
GM-Opel	22,039	13,324
Honda	3,731	2,613
Lada	2,754	2,601
Mazda	14,046	12,166
Mercedes-Benz	2,911	1,854
Mitsubishi	5,158	4,032
Nissan	9,786	5,551
Peugeot SA	8,037	9,379
Citroen	2,688	2,125
Peugeot/Talbot	5,349	7,254
Renault	1,100	505
Saab	2,599	2,528
Skoda	605	522
Subaru	2,574	1,197
Toyota	17,059	9,610
VW-Audi Group	18,602	13,139
Audi	4,130	2,111
Volkswagen	14,472	11,028
Volvo	12,380	8,435
Others	507	506
Total	159,079	112,159

WEST GERMANY

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	7,926	12,378
Austin Rover	7,086	7,428
Bertone	390	758
BMW	144,262	159,374
Daihatsu	8,639	6,542
Fiat Auto	102,558	109,727
Ford	255,035	293,745
GM-Opel	367,838	389,683
Honda	37,332	37,613
Isuzu	4,219	3,029
Jaguar	2,350	1,938
Lada	8,306	8,620
Mazda	66,863	63,474
Mercedes-Benz	273,528	233,648
Mitsubishi	45,182	44,017
Nissan	63,253	58,018
Peugeot SA	97,949	95,847
Citroen	37,038	37,744
Peugeot/Talbot	60,911	58,103
Pininfarina	935	734
Porsche	11,394	11,133
Renault	76,737	85,169
Saab	3,240	3,659
Seat	4,362	5,064
Skoda	2,484	1,923
Subaru	11,278	7,632
Suzuki	18,429	14,701
Toyota	61,182	53,132
VW-Audi Group	679,978	667,987
Audi	130,242	143,924
Volkswagen	549,736	524,063
Volvo	14,226	15,335
Others	2,300	1,630
Total	2,379,261	2,393,939

AUSTRIA

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	2,089	2,673
Austin Rover	461	256
BMW	7,232	7,871
Daihatsu	789	704
Fiat Auto	13,596	14,887
Ford	24,088	21,903
GM-Opel	32,138	26,992
Honda	4,748	3,993
Lada	1,626	1,426
Mazda	20,746	20,769
Mercedes-Benz	8,864	6,882
Mitsubishi	4,890	4,579
Nissan	12,025	10,525
Peugeot SA	15,647	14,213
Citroen	6,619	6,105
Peugeot/Talbot	9,028	8,108
Porsche	451	450
Renault	10,168	9,890
Saab	342	423
Seat	1,201	748
Skoda	1,161	1,134
Subaru	3,435	2,652
Suzuki	1,278	1,357
Toyota	12,204	9,154
VW-Audi Group	51,066	40,478
Audi	9,962	7,698
Volkswagen	41,104	32,780
Volvo	3,433	3,379
Others	81	109
Total	233,759	207,447

DENMARK

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	458	252
Austin Rover	336	362
BMW	3,650	2,508
Dacia	745	882
Daihatsu	2,816	1,898
Fiat Auto	7,471	7,248
Ford	23,576	22,116
FSO	1,814	1,402
GM-Opel	26,272	19,026
Honda	1,863	1,429
Jaguar	34	30
Lada	3,617	4,091
Mazda	14,129	12,258
Mercedes-Benz	1,132	932
Mitsubishi	2,780	1,739
Nissan	7,926	7,022
Peugeot SA	9,814	9,216
Citroen	6,671	5,759
Peugeot/Talbot	3,143	3,457
Renault	1,255	627
Saab	1,774	1,790
Seat	682	0
Skoda	4,001	6,736
Subaru	307	158
Suzuki	509	153
Toyota	19,759	14,927
Trabant	26	94
VW-Audi Group	11,454	9,330
Audi	916	638
Volkswagen	10,538	8,692
Volvo	6,332	5,524
Wartburg	1,192	899
Zastava	1,740	855
Total	157,474	134,345

SWITZERLAND (sales)

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	6,025	8,072
Austin Rover	1,148	1,299
BMW	10,409	12,199
Daihatsu	1,221	1,351
Fiat Auto	21,481	23,464
Ford	21,143	22,993
GM-Opel	36,165	38,289
Honda	7,821	8,464
Isuzu	725	582
Jaguar	435	424
Land Rover	1,257	910
Mazda	7,733	8,670
Mercedes-Benz	6,841	5,679
Mitsubishi	8,046	8,387
Nissan	10,968	10,546
Peugeot SA	22,651	23,898
Citroen	8,750	10,155
Peugeot/Talbot	13,901	13,743
Porsche	1,447	1,336
Puch	162	152
Renault	17,003	15,387
Saab	1,343	1,322
Seat	2,142	0
Skoda	110	225
Subaru	10,642	8,002
Suzuki	3,934	3,828
Toyota	18,143	17,497
VW-Audi Group	45,012	43,199
Audi	14,211	11,180
Volkswagen	30,801	32,019
Volvo	5,164	6,304
Others	107	91
Total	269,278	272,570

IRELAND

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	167	327
Austin Rover	3,897	3,045
BMW	490	413
Daihatsu	508	7
Fiat Auto	2,886	4,444
Ford	11,005	12,144
GM-Opel	7,823	8,115
Honda	683	9
Isuzu	72	0
Lada	40	0
Mazda	1,374	1,178
Mercedes-Benz	376	304
Mitsubishi	847	0
Nissan	5,553	5,143
Peugeot SA	1,823	2,573
Renault	4,255	4,804
Saab	177	210
Seat	17	0
Skoda	129	1
Subaru	129	0
Suzuki	430	6
Toyota	10,543	9,078
VW-Audi Group	4,542	2,953
Volvo	1,066	941
Others	533	447
Total	59,365	56,142

SOUTH AFRICA (sales)

Cars

Source: MIND, South Africa	12 mos., 1985	12 mos., 1984
Alfa Romeo	6,435	9,709
Alfa Romeo	3,299	5,181
Daihatsu	3,136	4,528
BMW	12,928	15,967
General Motors	18,973	20,680
Mercedes-Benz	21,842	26,348
Honda	11,495	10,983
Mercedes	10,347	15,365
Nissan	13,870	23,634
Renault	9,719	13,858
Samcor-Ford	20,462	38,315
Samcor-MMI	21,726	31,948
Mazda	16,557	24,664
Mitsubishi	3,118	4,555
Peugeot	2,003	2,095
Toyota	48,852	58,889
Volkswagen	29,341	28,418
Others	174	985
Total	204,322	268,751

Consumer confidence dips; car-buying attitudes near peak

NEW YORK.—The Conference Board reported that consumer confidence throughout the U.S. fell slightly in the final month of 1985.

Nevertheless, favorable attitudes toward vehicle purchases were held by 65 percent of all families queried in the University of Michigan's fourth-quarter Survey of Consumer Attitudes.

That was just below the all-time peak of 67 percent recorded both one and two quarters earlier and was significantly above the year-earlier reading of 55 percent.

The Conference Board's monthly survey—which covers 5,000 U.S. families—is conducted for the board by National Family Opinion, Inc., based in Toledo.

The board's Confidence Index (1969-1970100) closed out 1985 at 86, down from 91.5 in November.

When consumers in the University of Michigan survey were asked to explain their views about vehicle buying, most replies focused on discounts on interest rates and prices, according to the U-M Institute for Social Research.

Generally speaking, fourth-quarter consumer spending in 1986 will be "good rather than expansive," the institute said.

The institute's director, Richard T. Curtin, said that the outlook for consumer spending during 1986 will remain favorable, but the rate of growth in spending will be reduced.

"Discounts on prices and interest rates became the expected norm by 1986," he said, "and any absence of discounts is now viewed as temporary, and therefore a cause for postponement of purchases.

"As a consequence, the evolving pace of sales will not only be slower, but also uneven, depending on the availability of discounts," Curtin said.

The U of M survey found that the financial situation of American families changed very little during 1985, when nearly 42 percent of families reported improvement in their financial situation, as compared with 45 percent in 1984.

About 34 percent said they expected to be better off financially in the year ahead, just below the 38 percent recorded a year earlier.

Similarly, according to The Conference Board, despite the December dip in the Confidence Index, overall confidence is holding at year-ago levels.

Consumers are, however, a bit less confident about current and future economic conditions. Fewer than 19 percent expected business conditions to improve during the next six months, down from over 21 percent in November.

The Conference Board said that the moderate decline in confidence in December did not carry over into buying plans. Some 9.6 percent of surveyed households planned to buy an automobile (new or used) during the next six months, up fractionally from 9.3 percent in November.

Some 3.7 percent planned to buy a house, compared with 3.9 percent in the previous survey.

Vacation plans, which are seasonally adjusted and compiled every other month, declined slightly to 44.5 percent, down from 49.2 percent in November.

Marine Midland courting dealers

NEW YORK.—Marine Midland Bank has opened a regional office in Pittsburgh to offer a full range of auto-related financial services to auto dealers in Western Pennsylvania and parts of Ohio.

Marine Midland will offer dealerships inventory financing, retail auto loans and other specialized dealer-oriented financial services. The Pittsburgh office is a subsidiary of Marine Midland Consumer Credit Corp., Marine Midland's auto-related financial services company.

Marine Midland claims to be the largest bank financer of autos in the Northeast, serving more than 1,500 dealers, mostly in New York, California and New England.

AUTO-MOBILITY

Missouri's Big Three auto plants—Chrysler, Ford and General Motors—produce more cars than anywhere outside Detroit. And in production growth, we lead the nation.

Our central location and outstanding transportation system are major reasons Missouri's auto industry is thriving. We're a natural crossroads for America, and shipping to and from Missouri is fast and efficient.

Add to that our ranking as the country's number one pro-business state, and you'll know why automobility is part of the Missouri Advantage™.

To find out how to make that advantage yours, just call us at (314) 751-4539. Call collect.

The Missouri Advantage™

State of Missouri
P.O. Box 118, Jefferson City, Missouri 65102

IMPORT REGISTRATION SHARES IN U.S.

	DECEMBER						TWELVE MONTHS				
	Regis., December, 1985	Percent Share of Market	Regis., December, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84		Regis., 12 mos., 1985	Percent Share of Market	Regis., 12 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	55,981	19.04	41,853	18.53	+0.51	Nissan	579,262	19.24	479,413	18.99	+0.25
Toyota	52,660	17.91	44,459	19.68	−1.77	Toyota	575,345	19.11	504,784	20.00	−0.89
Honda	49,570	16.86	44,395	19.65	−2.79	Honda	536,792	17.82	492,903	19.53	−1.71
Mazda	23,760	8.08	13,344	5.91	+2.17	Mazda	204,091	6.78	163,826	6.49	+0.29
VW	17,126	5.83	12,030	5.33	+0.50	VW	196,797	6.53	155,332	6.15	+0.38
Subaru	16,429	5.59	14,829	6.57	−0.98	Subaru	168,653	5.60	148,332	5.88	−0.28
Volvo	9,215	3.13	7,450	3.30	−0.17	Volvo	106,776	3.55	95,687	3.79	−0.24
Mercedes	8,722	2.97	8,935	3.96	−0.99	BMW	90,003	2.99	68,731	2.73	+0.26
BMW	8,002	2.72	6,444	2.85	−0.13	Mercedes	88,415	2.94	76,191	3.02	−0.08
Audi	7,132	2.43	5,864	2.60	−0.17	Audi	77,972	2.59	69,456	2.75	−0.16
Others	45,387	15.44	26,250	11.62	+3.82	Others	387,026	12.85	269,319	10.67	+2.18
TOTAL	293,984		225,853			TOTAL	3,011,132		2,523,974		
Share of U.S. Total		34.62		27.11	+7.51	Share of U.S. Total		27.65		24.92	+2.73

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

Import registrations top 3 million

By Jenny L. King
Detroit Reporter

Registrations of new imported cars soared to a record in 1985 and captured 27.65 percent of the total U.S. new-car market.

Japanese-built autos accounted for 71.13 percent of the import segment, down from 72.11 percent a year earlier.

The import penetration record was notched in 1982 when they claimed 29.26 percent of the total.

December import registrations did achieve record penetration, catapulting to 34.62 percent from 27.11 percent of the total a year earlier.

According to figures compiled by R.L. Polk & Co., import registrations totaled 3,011,132 in 1985, up 19.30 percent from 2,523,973 a year earlier. Penetration expanded to 27.65 percent from 24.92 percent.

Nissan improved its share of the market by only 0.25 percentage points but managed to climb over Honda and Toyota to become the top import in 1985. Nissan figures, however, include both imported and U.S.-built cars, as do Honda figures.

Toyota dropped 0.89 percentage points during the 1985 calendar year and slipped into second place. Honda, down 1.17 percentage points, was third.

Mazda, Volkswagen (domestics and imports), Subaru and Volvo remained ranked as they had been in 1984. BMW moved up into eighth place, pushing Mercedes-Benz into ninth and Audi into tenth among the top 10 imports. "Others" accounted for 12.85 percent of the year's total, up from 10.67 percent a year earlier.

The December import penetration record was due to a 30.17-percent increase in numbers from 1984 to 1985. Registrations rose to a record 293,984 from 225,853 and gained 7.51 percentage points in share of the overall import market. Nissan was on top of the heap, moving into first place from third and gaining 0.51 percentage points.

December import registrations were 71.89-percent Japanese-sourced. Another 12.95 percent were imported from West Germany, and 8.35 percent were what Polk calls U.S.-built imports (Nissan, Honda, Volkswagen). The numbers from each country of origin with comparable figures from 1984 follow:

	Dec., 1875	Dec., 1984
Japan	211,334	163,156
W. Germany	38,074	30,660
United States	24,559	16,047
Sweden	13,448	10,665
Great Britain	2,654	1,866
Yugoslavia	1,719	0
France	1,606	2,825
Italy	590	620
Ireland	0	14
TOTAL	293,984	225,853

In the 1985 calendar year, 71.13 percent of the new imports registered were Japanese, 13.62 percent were West German and 8.48 percent were assembled in the U.S. Totals from each country included:

	12 Mos., 1985	12 Mos., 1984
Japan	2,141,899	1,820,148
W. Germany	410,167	315,894
United States	255,458	201,487
Sweden	147,729	129,334
France	24,154	31,590
Great Britain	21,113	18,078
Italy	7,398	7,093
Yugoslavia	3,214	0
Ireland	0	350
TOTAL	3,011,132	2,523,974

Registrations of new imported light trucks were up 13.66 percent in December. Registrations climbed to 79,686 from 70,108 a year earlier. The breakout:

	Dec., 1985	Dec., 1984
Toyota	32,010	27,214
Nissan	16,689	17,852
Mazda	10,027	9,333
Isuzu	7,533	6,191
Others	13,427	9,518
TOTAL	79,686	70,108

Light-truck registrations for the calendar year, up 28.01 percent, numbered 952,926 compared with 744,404 in 1984. Totals from the major makers included:

	12 Mos., 1985	12 Mos., 1984
Toyota	366,205	288,995
Nissan	256,313	194,513
Mazda	114,585	115,303
Isuzu	76,522	42,664
Dodge Ram 50	—	49,855
Others	139,301	53,074
TOTAL	952,926	744,404

TOP CARS

U.S. registrations for Twelve Months, 1985 vs. 1984. Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position		Make	1984 Position
1—	1,577,349	Chevrolet	1,546,096— 1
2—	1,364,829	Ford	1,286,004— 2
3—	1,067,881	Oldsmobile	1,039,774— 3
4—	851,031	Buick	919,904— 4
5—	785,098	Pontiac	685,361— 5
6—	579,262	Nissan	479,413— 9
7—	575,346	Toyota	504,784— 7
8—	536,792	Honda	492,903— 8
9—	515,895	Mercury	520,868— 6
10—	425,755	Dodge	359,722—10
11—	371,292	Chrysler	321,303—11
12—	324,257	Plymouth	281,897—13
13—	301,228	Cadillac	310,257—12
14—	204,091	Mazda	163,826—15
15—	196,797	VW	155,332—16
16—	168,653	Subaru	148,332—17
17—	164,295	Lincoln	144,548—18
18—	128,318	AMC	188,752—14
19—	106,776	Volvo	95,687—19
20—	90,003	BMW	68,731—22
21—	88,415	Mercedes	76,191—20
22—	77,972	Audi	69,456—21
	387,026	Other imports	269,319
	248	Misc. Dom.	267
	10,888,608	TOTAL	10,128,729

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1986, Automotive News.

MARKET SHARES

TWELVE MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.48	15.26	−0.78
Ford	12.53	12.70	−0.17
Oldsmobile	9.81	10.27	−0.46
Buick	7.82	9.08	−1.26
Pontiac	7.21	6.77	+0.44
Nissan	5.32	4.73	+0.59
Toyota	5.28	4.98	+0.30
Honda	4.93	4.87	+0.06
Mercury	4.74	5.14	−0.40
Dodge	3.91	3.55	+0.36
Chrysler	3.41	3.17	+0.24
Plymouth	2.98	2.79	+0.19
Cadillac	2.77	3.06	−0.29
Mazda	1.87	1.62	+0.25
VW	1.81	1.54	+0.17
Subaru	1.55	1.46	+0.09
Lincoln	1.51	1.43	+0.08
AMC	1.18	1.86	−0.68
Volvo	0.98	0.94	+0.04
BMW	0.83	0.75	+0.08
Mercedes	0.81	0.69	+0.12
Audi	0.72	0.68	+0.04
Other Imports	3.55	2.66	+0.99
Misc. Dom.	0.00	0.00	−0.00
TOTAL	10,888,608	10,128,729	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

Sun Belt holds lion's share of multi-point deals

WESTLAKE VILLAGE, Calif.—The trend toward fewer new-car dealers owning more outlets appears to follow population-shift trends and seems to be occurring more frequently in the Sun Belt, according to The Power Report.

Dealers owning three or more retail locations represent 7 percent of the dealer body but account for more than 22 percent of all retail outlets nationally, according to data from the J.D. Power & Associates 1985 Dealer Attitude Survey.

Dealer principals owning three or more outlets are concentrated (65 percent) in eight states. The highest concentration is in the three largest Sun Belt states, where recent population growth has been most dramatic, Power said.

Leading states with dealer principals operating three or more locations, and each state's percentage share of the total, are: Texas, 13.6 percent; Florida, 10.2 percent; California, 9.5 percent; Pennsylvania, 9.1 percent; Illinois, 7.1 percent; Ohio, 5.6 percent; Michigan, 5.0 percent, and Tennessee, 4.7 percent.

Limousine operator buys by the truckload

ROCHESTER, Mich.—Carey/Ambassador Limousine Service recently took delivery of a truckload of new Lincoln stretched limousines.

Carey/Ambassador is the Michigan affiliate of Carey International, which maintains a fleet of limousines serving 200 cities in 55 countries on five continents.

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY

March 26—Spring Time Party Sale
March 27—Thurs., 5 PM Sharp, Fleet & Lease Sale. Complimentary Buffet, 4 PM
6 Lanes of Selling

Minneapolis Auto Auction
1125 Nathan lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957

Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Tuesday, March 25th
Starting 11:00 A.M.
Over 50 Telephone Company Vans & Cars
At Absolute Auction
Call for information:
215-822-1934

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436 Caledonia, Wisconsin.

PLANNING A BIG SALE . . .
PLACE YOUR AD IN THIS SECTION

MISSOURI

CORVETTE SALE

THURSDAY, APRIL 3RD, 12:00 NOON

HEART OF AMERICA AUTO AUCTION

Proudly Announces

OUR 3RD ANNUAL CORVETTE & SPECIAL INTEREST SALE

Over 350 Corvettes, Mercedes, Jaguars, Rolls Royce, etc. expected for Giant Sale-A-Thon

First 350 units registered for sale will be guaranteed a space inside our huge 130,000 square ft. arena. Call now for reserved numbers and be assured of an inside location for your car.

Make Your Plans Today To Attend The Biggest And Best Corvette Sale Ever

Call us for hotel reservations & free airport pickup

HEART OF AMERICA AUTO AUCTION
8601 East 40 Highway
Kansas City, Missouri 64129
816-921-3399

factories list auction dates

American Motors

March 25—D-A Auto Auction, New Stanton, Pa.

March 26—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

March 27—Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

Chrysler Corp.

March 25—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

March 26—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 27—Fredericksburg Auto Auction, Fredericksburg, Va., and Floyd Hauhe Auto Auction, Bridgeton, Mo. (day change, this sale only)

Ford Motor Co.

March 25—South Seattle Auto Auction, Kent, Wash.

March 26—Columbus Fair Auto Auction, Obetz, Ohio; Concord Auto Auction, Acton, Mass., and Clanton's Auto Auction, Darlington, S.C.

March 27—Big H Auto Auction, Houston, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 1—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

General Motors

March 26—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 27—Arena Auto Auction, Chicago

April 1—Dallas Auto Auction, Grand Prairie

April 2—Hatfield Auto Auction, Hatfield, Pa.

April 3—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Southwest Auto Auction, Phoenix

Used Car Sales
Auction Averages

March to date	$4,859
Month ago	$4,797
Year ago	$4,937

Model Breakdown
Auction Averages

	MAR., 1986	FEB., 1986	JAN., 1986
1986	$10,585	$10,059	$8,769
1985	$8,737	$8,655	$8,509
1984	$6,201	$6,158	$5,943
1983	$5,257	$5,232	$5,206
1982	$4,132	$4,089	$4,136
1981	$3,406	$3,302	$3,163
1980	$2,583	$2,478	$2,402
1979	$2,269	$2,348	$1,954
Overall Average	$4,859	$4,811	$4,651

More whistles and bells than ever

The St. Tropez, the new 60-inch extended-body Lincoln limousine from American Custom Coachworks, Ltd., Beverly Hills, Calif., is equipped with cellular telephone, wet bar, remote-controlled 10-inch color TV, hot and cold running water, intercom system and portable bidet. Approximately 500 will be built in the 1986 model run.

Dealer told to pay $2,000 for forging loan papers

BRIDGEPORT, Conn.—Branhaven Motors (Chrysler-Plymouth), Inc., East Haven, has been ordered by a federal judge here to pay an East Haven couple $2,000 for "emotional trauma and unnecessary aggravation" after finding that it had forged their signatures on loan papers.

In addition, U.S. District Court Judge T.F. Gilroy Daly ordered the dealership to pay Anthony J. Iuteri Jr. and his wife, Adrianne, $961.60 for violating the U.S. Truth in Lending Act and also to pay the couple's legal fees.

Daly's decision said that the forged documents had called for higher loan payments than agreed to by the couple.

The Iuteris brought suit against Branhaven Motors in 1981 following purchase of a used car.

Judge Daly said that the couple had signed a contract for 12 monthly payments of $86.70 to Chrysler Credit Corp., but was sent a payment booklet requiring 12 monthly payments of $186.70. He added that the Iuteris were shown a contract for the higher payments bearing their forged signatures.

Judge Daly rejected claims by Branhaven Motors to the effect that the dealership had not violated the Truth in Lending Act because it never signed the document calling for lower payments and because it later rescinded the purchase agreement.

Dealers set up scholarship plan in Pittsburgh

PITTSBURGH.—The Pittsburgh Automobile Trade Assn. is launching an annual college scholarship awards program.

Scholarship awards totaling $9,000 will be presented to three graduating high school seniors taking part in an essay contest sponsored through their local high school English classes.

Theme of the essay is, "Why an automobile dealer is important to our community."

In developing the essay, the students are asked to consider the auto dealer's impact on their community in terms of interaction with the community's civic and charitable activities, as well as the dealer's impact on the economy through employment and taxes.

Winners will be announced at PATA's annual dinner meeting on May 7.

Anglo American staging Detroit heavy-truck sales

BLOOMFIELD HILLS, Mich.—Anglo American Auto Auctions, Inc., has opened an auction in the Detroit area exclusively for the sale of heavy trucks, trailers and equipment.

Located on Eureka Road in Taylor, Detroit Heavy Commercial Vehicle Auction plans sales the second Wednesday of every month. A fixed sale fee is charged, and reserves may be set with an entry fee in the case of a no-sale, according to Anglo American.

Production

Auto output climbs to 178,455

By Kathy Boyer
Detroit Reporter

Domestic auto output was estimated at 178,455 last week, 3.54 percent more than the previous week's 172,348 and 3.68 percent better than the year-ago week's 172,116.

So far this year, according to unadjusted figures, 1,986,709 cars have been assembled, 0.45 percent below the 1,995,626 completed last year at this point.

Companies split last week's estimated production as follows: General Motors, 54.40 percent; Ford Motor Co., 22.78 percent; Chrysler Corp., 15.80 percent; Honda of America Mfg. Co., 1.89 percent; New United Motor Mfg., Inc., 1.82 percent; American Motors, 1.15 percent; Volkswagen of America, 1.12 percent, and Nissan Motor Mfg. Co., U.S.A., 1.04 percent.

As previously reported, production of the Chevrolet Chevette at GM's Lakewood (Ga.) plant has been suspended this week to adjust inventories. Assembly is expected to resume Monday (March 31).

GM scheduled no overtime Saturday (March 22).

Saturday overtime was slated at Ford's Wayne and Wixom (Mich.) plants.

Chrysler scheduled overtime Saturday its Jefferson Avenue (Detroit) plant.

Daily overtime is slated this week (March 24) for Chrysler's Newark, Del., and St. Louis (No. 2) plants.

Taurus/Sable line nears max; 140,000 orders backlogged

By Richard Johnson
Detroit Reporter

CHICAGO.—Taurus/Sable production at Ford Motor Co.'s Chicago assembly plant could reach full capacity this week, helping dealers keep up with a large sales backlog.

Supply continues to lag behind demand for the hot new intermediates, which Ford introduced in December. The company last week reported that the daily sales rate has increased from 352 in early January to 961 in early March.

Ford has 140,000 wholesale and retail orders for Taurus and Sable models that have not yet been built.

Late last week, the hourly line rate at Chicago had risen to 58. Plant manager Joe Bobnar said the scheduled production rate of 63 cars per hour could be achieved late this week, although no firm target date has been set.

Combined with output at Ford's Atlanta assembly plant, Chicago's contribution will bring production to an annual rate of 500,000. Atlanta began Taurus/Sable production last October and is also nearing the scheduled line rate of 63 per hour.

Louis Ross, executive vice president—Ford North American Automotive Operations, said allout production at Chicago will help the company meet "overwhelming demand" for the cars.

Ford executives expect demand to exceed supply for most of the year. As of March 1, the Taurus inventory was sufficient for 41 days, and the Sable inventory was 43 days. A 60-day supply of cars is considered optimum.

The scheduled hourly line rate is 18 percent higher than Ford maintained on its LTD line before the Chicago plant was modernized for Taurus/Sable late last year. Previous capacity at Chicago was 53 units per hour, or 209,000 vehicles annually. Since the plant was converted, employment at Chicago has increased from 2,750 to 3,000.

During brief remarks at the plant last week, Ross emphasized new high-tech manufacturing processes at the showcase Chicago plant and also cited new efficiencies in the car-development stages.

Since 1979, he said, Ford has cut its total engineering expenses by 28 percent and is aiming at improving "overall engineering productivity" by 8 percent a year through 1988.

He said engineering productivity gains are being achieved in large part through computerization. By 1988, he said, 60 percent of powertrain engineering, 65 percent of body engineering and 80 percent of chassis engineering will be handled by computer graphics.

Ford's car engineering offices are expected to be stocked with more than 5,000 microcomputers and word-processing work stations by the end of the decade.

AMC sets price of Jeep Wrangler

Prices of American Motors' new Jeep Wrangler will start at $9,899 for the base soft-top model. Also available are the Sport Decor at $10,620 and the Laredo hard top at $12,205.

Destination charges are $391, the same as for the Jeep Cherokee and Wagoneer series.

AMC is projecting that more than 50 percent of Wrangler buyers will choose the Sport Decor or Laredo models.

The Wrangler replaces the CJ-7 in the Jeep lineup. It goes on sale May 12.

Truck production near year's high

Last week's scheduled production of 75,750 trucks was just 0.41 percent—or 309 units—below the previous week's 76,059, which was the weekly high for the year.

The prior week's output was the highest since the week ended Dec. 14, when 83,892 units were assembled.

Last week's build was 9.35 percent more than the year-ago week's 69,270.

Year-to-date, 825,428 trucks have been assembled, 5.91 percent more than the 779,402 built last year at this time.

General Motors slated Saturday (March 22) overtime at the following plants: Janesville, Wis.; Flint (Nos. 1 and 2); and Moraine, Ohio, and Detroit.

Ford scheduled Saturday overtime at its Twin Cities and St. Louis plants.

Canadian output 8 pct. above '85

Canadian makers scheduled assembly of 25,672 cars last week, 6.01 percent more than the previous week's 24,217 and 23.63 percent more than the year-ago week's 20,766.

So far this year, 250,079 cars have been built, 8.08 percent ahead of the 231,393 completed last year at this time.

Truck makers pegged production at 19,641 units last week, down 1.70 percent from the previous week's 19,980, which was the highest build of any week so far this year.

Last week's output was 5.57 percent more than the year-ago week's 18,605.

So far this year, 217,416 trucks have been assembled, 4.21 percent more than the 208,637 built last year at this point.

CANADIAN CAR	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
AMERICAN MOTORS	120	609	74	242	2,753	1,442
FORD MOTOR	11,647	9,866	11,356	33,703	125,501	127,496
GENERAL MOTORS	13,680	10,072	12,562	39,484	100,574	118,650
VOLVO	225	219	225	674	2,565	2,491
Total Cars, Canada	25,672	20,766	24,217	74,103	231,393	250,079

U.S. TRUCK☆	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
CHEVROLET	25,103	23,242	26,990	77,699	264,453	286,937
DODGE	0	4,736	0	0	46,232	0
FORD	31,305	24,924	30,895	93,403	273,853	339,929
GMC	8,627	6,848	7,665	23,778	79,409	86,277
NAVISTAR	1,605	1,244	1,605	4,707	17,655	17,129
JEEP	4,250	4,400	4,314	12,698	47,062	51,820
NISSAN	2,410	2,106	2,132	6,577	27,698	16,564
AM GENERAL	50	50	50	150	580	572
MISCELLANEOUS	2,400	1,720	2,400	7,200	22,460	26,200
Total Trucks, U.S.	75,750	69,270	76,059	226,212	779,402	825,428

CANADIAN TRUCK	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
AMERICAN MOTORS	650	0	557	1,493	0	1,493
CHRYSLER	9,080	8,854	9,412	27,676	97,714	103,748
FORD	3,581	3,708	3,595	10,784	39,536	40,100
GENERAL MOTORS	6,120	5,780	6,204	18,395	68,768	69,938
NAVISTAR	210	263	212	633	2,619	2,137
Total Trucks, Canada	19,641	18,605	19,980	58,981	208,637	217,416
N. American Trucks	95,391	87,875	96,039	285,193	988,039	1,042,844

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
AMERICAN MOTORS	2,050	3,716	2,069	5,949	22,272	12,580
Renault Total	2,050	3,716	2,069	5,949	22,272	12,580
Alliance	1,700	2,041	1,791	5,131	13,049	11,031
Encore	350	1,675	278	818	9,223	1,549
CHRYSLER CORP.	28,200	30,201	28,119	87,648	302,418	341,828
Plymouth Total	7,800	6,502	8,915	25,117	88,124	95,543
Horizon	3,000	3,004	3,640	9,666	30,140	35,695
Reliant	3,500	4,019	3,758	10,793	39,940	42,521
Caravelle	1,100	1,028	1,160	3,651	13,642	14,222
Gran Fury	200	451	357	1,007	4,402	3,105
Chrysler Total	9,300	10,306	8,353	28,530	102,452	122,189
LeBaron	2,200	2,374	2,453	6,846	27,706	29,885
LeBaron GTS	2,200	2,476	0	4,749	18,105	25,048
Laser	900	1,105	1,125	3,114	11,549	12,023
New Yorker/E-Class	1,400	1,438	1,530	4,738	17,082	17,640
Fifth Avenue	2,600	2,913	3,245	9,083	28,010	37,593
Dodge Total	11,100	11,393	10,851	34,001	111,842	124,096
Omni	3,000	3,216	3,666	9,836	32,326	36,417
Aries	2,900	3,140	3,389	9,356	30,536	31,080
Daytona	900	854	1,033	2,955	10,673	11,435
Dodge 600	1,800	1,439	1,863	5,690	17,358	19,494
Lancer	1,800	1,843	0	3,757	13,860	19,342
Diplomat	700	901	900	2,407	7,089	6,328
FORD MOTOR	40,652	28,526	38,351	119,826	416,369	415,733
Ford Division	28,070	19,602	26,643	82,935	274,539	283,683
Escort	9,053	4,447	8,254	26,267	69,778	93,650
Mustang	4,279	3,795	4,115	12,813	41,374	47,130
LTD	0	3,512	0	0	54,681	0
Taurus	6,791	0	6,314	19,340	0	52,157
Thunderbird	3,620	3,961	3,699	11,012	53,886	41,602
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,327	3,887	4,261	13,503	43,860	49,144
L-M Division	12,582	8,924	11,708	36,891	141,830	132,050
Mercury Total	8,302	5,421	8,024	24,663	101,433	87,994
Lynx	1,361	672	1,182	3,876	18,266	15,945
Capri	314	172	293	801	4,959	4,010
Marquis	0	1,357	0	0	25,217	0
Sable	3,118	0	2,909	8,971	0	25,046
Cougar	2,406	1,984	2,471	7,350	33,161	27,550
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,103	1,236	1,169	3,665	15,097	15,443
Lincoln Total	4,280	3,503	3,684	12,228	40,397	44,056
Continental	479	626	408	1,362	7,326	5,040
Lincoln	3,211	2,481	2,763	9,173	26,614	33,051
Mark VI/VII	590	396	513	1,693	4,457	5,965
GENERAL MOTORS	97,063	103,739	93,333	288,385	1,192,501	1,101,970
Buick Total	16,718	18,832	15,238	46,674	224,879	174,464
Skylark (X-car)	0	2,262	0	0	27,713	0
Skyhawk	1,830	1,853	1,844	5,397	24,737	20,623
Somerset/Skylark	2,030	3,176	2,162	5,991	29,877	22,435
Century	4,878	3,739	4,982	14,685	50,680	57,115
Regal	1,525	2,038	1,455	4,398	24,308	10,896
Estate Wagon (rwd)	368	1,982	364	1,096	31,274	3,136
LeSabre	3,510	0	2,488	8,707	0	23,941
Riviera	991	1,470	453	1,844	15,297	4,939
Electra	1,586	2,312	1,490	4,556	20,993	31,379
Cadillac Total	7,799	7,977	6,812	21,160	92,317	71,837
Cimarron	719	725	729	2,141	7,034	5,832
Seville	878	978	342	1,514	10,360	3,789
Eldorado	877	1,841	480	1,784	19,044	4,990
Cadillac (rwd)	2,040	1,054	2,036	6,069	13,027	18,792
DeVille (fwd)	3,285	3,379	3,225	9,652	42,852	38,434
Chevrolet Total	28,193	35,648	30,836	91,017	425,287	365,240
Chevette	2,320	3,054	2,407	7,640	38,838	29,022
Cavalier	8,815	10,931	8,526	26,260	115,448	105,680
Celebrity	7,573	5,638	7,647	22,861	69,717	75,376
Camaro	2,130	4,866	4,888	11,980	54,806	53,783
Citation	0	1,814	0	0	19,469	0
Monte Carlo	2,640	3,308	2,664	8,014	37,158	29,358
Chevrolet	3,915	5,031	3,900	11,869	79,930	66,413
Corvette	800	1,006	804	2,393	9,921	5,608
Oldsmobile Total	25,872	26,712	23,279	73,784	299,401	281,622
Firenza	1,340	1,763	1,377	3,910	18,100	12,595
Cutlass Supreme	4,195	4,444	4,249	12,680	46,607	51,419
Cutlass Ciera	5,120	7,995	5,114	15,332	93,713	72,114
88 (rwd)	480	4,056	459	1,289	57,287	5,916
88 (fwd)	8,563	0	6,276	22,442	0	67,238
Olds 98	2,710	3,107	2,698	7,972	34,082	33,078
Calais	2,770	4,264	2,765	8,837	38,234	35,733
Toronado	694	1,083	341	1,322	11,378	3,529
Pontiac Total	18,481	14,570	17,168	55,750	150,617	208,807
Acadian**	0	216	385	932	2,719	3,602
2000 Sunbird	3,162	3,293	3,063	9,419	33,467	34,118
1000	1,000	666	945	2,913	6,064	9,226
Firebird	2,297	2,717	2,655	7,598	29,694	30,499
6000	3,222	780	3,717	10,174	6,299	38,158
Parisienne	1,600	1,146	0	3,224	17,159	20,409
Fiero	2,400	2,393	1,576	7,319	25,665	21,144
Grand Am	4,800	3,359	4,807	14,171	27,550	51,651
HONDA	3,380	3,764	3,505	10,391	38,628	41,796
NISSAN	1,860	0	1,741	5,384	0	21,459
NUMMI*	3,250	70	3,250	9,750	335	30,980
VOLKSWAGEN	2,000	2,100	1,980	5,986	23,113	20,363
Total Cars, U.S.	178,455	172,116	172,348	533,319	1,995,636	1,986,709
Total Cars, Canada	25,672	20,766	24,217	74,103	231,393	250,079
N. American Cars	204,127	192,882	196,565	607,422	2,227,029	2,236,788
N. American Trucks	95,391	87,875	96,039	285,193	988,039	1,042,844
North American Cars and Trucks	299,518	280,757	292,604	892,615	3,215,068	3,279,632

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

4/1/86 C2700-1

Automotive News

March 31, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

27.5-MPG rule could cost billions, FTC says

By Helen Kahn
Washington Bureau Chief

WASHINGTON—The 27.5 MPG passenger-car CAFE standard could cost consumers and producers $3 billion to $3.5 billion in the short run and result in the loss of 130,000 jobs, according to an FTC study.

But, the study added, over time, General Motors and Ford Motor Co. might devise less costly means to meet the more stringent standard.

They may find other ways than cutting production and raising prices of large cars and upping production and reducing prices of small cars.

In the long term, if the auto makers build cars to meet the more stringent standard, the costs to consumers and producers "may abate but may not disappear," the study said.

Because the short-term effects could be severe, the FTC staff and the Commerce Department separately told NHTSA that CAFE standards should be lowered to 26 MPG for the 1987 and 1988 model years. In expressing that view, FTC and Commerce joined GM, Ford and virtually every maker except Chrysler Corp.

The standard is 26 MPG for the 1986 model year, but it will go back to 27.5 MPG for 1987 unless NHTSA acts.

The study concluded that: "Overall, the deadweight loss to consumers and producers and the output losses caused by the temporary unemployment generated by the higher CAFE standard would range between a low of $3.0 billion and a high of $3.5 billion."

Dead-weight loss means the "consumer loss not captured by domestic producers in the form of higher profits." The dead-

Please turn to Page 49, Col. 1

GM calls in troops on CAFE

General Motors last week sent letters to 200,000 shareholders, employes and retirees, asking them to write their congressmen and DOT in support of an eased 1987-88 CAFE standard. The cost to GM was an estimated $200,000.

Each hand-stamped letter had an inside address and personal salutation and listed the name and address of the recipient's U.S. senators and representative.

In the letter, GM said that unless CAFE relief is granted, it may have to drop production of many of its larger cars, at a cost of U.S. jobs.

Dealerships for imports at peak level

By Edward Lapham
Marketing Editor

There were 17,966 dealerships selling imported cars at the end of 1985, the highest total ever, according to the annual Automotive News census.

The 17,966 imported outlets on Jan. 1 surpassed the old record of 17,700 on Jan. 1, 1978, when Volkswagen and Renault were still included in the import dealer outlet category.

On Jan. 1 1985, there were 12,427 dealerships selling imports, and on July 1, 1985 there were 15,576 import outlets.

The big jump last year came in the captive-import segment, as all 5,050 Chevrolet dealers got Sprint and Spectrum, compared with just 1,561 a year earlier. Also in 1985, some 783 Lincoln-Mercury dealers took on the German-built Merkur.

The import census figures do not reflect Acura or Hyundai dealers, since those cars were not on sale in the U.S. at the beginning of the year.

Ironically, the big jump in the number of import dealers comes at a time when both the Japanese yen and West German D-mark are strengthening against the dollar on world money mar-

Please turn to Page 45, Col. 1

IMPORT FRANCHISES

	Jan. 1, 1986	Jan. 1, 1985
JAPAN	15,962	12,863
Chevrolet	5,050	2,077
Plymouth Captives	3,009	2,980
Dodge Captives	2,927	2,893
Toyota	1,079	1,091
Nissan	1,101	1,106
Honda	879	850
Subaru	819	810
Mazda	767	760
Isuzu	242	215
Mitsubishi	89	81
WEST GERMANY	2,362	1,572
Merkur	783	0
Mercedes-Benz	421	417
BMW	433	419
Audi	408	408
Porsche	317	328
SWEDEN	752	738
Volvo	407	404
Saab	345	334
ITALY	365	382
Bertone/Pininfarina	125	141
Alfa Romeo	144	121
Ferrari	42	61
Maserati	44	48
Lamborghini	10	11
FRANCE	286	302
Peugeot	286	302
UNITED KINGDOM	327	319
Jaguar	167	172
Rolls-Royce	59	63
Lotus	47	40
Aston Martin	13	14
TVR	41	30
YUGOSLAVIA	156	0
Yugo	156	0
MISCELLANEOUS	15	15
TOTAL	20,225	16,191

Joe Wilsmore

AMC President Joseph E. Cappy

Next AMC model could be a Jeep

By Richard Johnson
Detroit Reporter

American Motors' Alliance and Encore, which are scheduled to be dropped after the 1989 model year, could be replaced by a new Jeep model rather than another passenger car.

AMC's new President and Chief Executive Officer Joseph E. Cappy made the statement in an interview with Automotive News, indicating the product decision would come before AMC decided where to build its new assembly plant.

Indeed, the location of a new plant to replace the outdated Kenosha facility that now turns out Alliance and Encore and the Toledo Jeep plant appears

Please turn to Page 48, Col. 1

Chrysler delays new tech center

By Mary Connelly
Detroit Reporter

Chrysler Corp.'s plan to build a $500 million technical center in the Detroit area and boost its developmental capabilities is being delayed until the company receives guarantees that $100 million in road improvements will be made in the area.

Groundbreaking, tentatively planned for this spring, has been postponed until the road issue is resolved by state, county and local governments.

"Groundbreaking may be later in the summer. It depends how long this takes," said Michael Glusac, Chrysler's government affairs director. Chrysler also has refused to hire a project contractor until receiving financing commitments for road improvements.

Chrysler plans to spend $500 million to build a technical center, wind tunnel and small test track on a 500-acre site in Oakland County, north of its headquarters in Highland Park, Mich.

When unveiled to local zoning officials, the project included three million square feet of office and laboratory space. However, Glusac said Chrysler is planning to build only 1.0 million to 1.5 million square feet in the initial construction phase and that no planning is under way for a second phase.

A related supplier park will require additional space, but the size of the project depends on the outcome of negotiations between Chrysler and a number of suppliers.

Chrysler will employ 2,000 at the tech center initially, with employment expected to reach 6,000 to 8,000, Glusac said. Employment at the Chrysler tech center and supplier park is expected to be 8,000-10,000, but could go higher, depending on the number of suppliers that locate in the park, he said.

The project, which will take 2½ to three years to complete, has fueled speculation that Chrysler will

Please turn to Page 49, Col. 1

Rear-drive big cars slipping

By Richard Johnson
Detroit Reporter

Despite a recent plunge in gasoline prices, the long-awaited, long-delayed decline of big American rear-wheel-drive models may finally be at hand.

The standard-sized segment of the U.S. market has shrunk more than 2½ percentage points during the past year and highly profitable, rear-drive stalwarts like the Ford Crown Victoria/Mercury Grand Marquis twins have begun to show signs of age.

The segment took on a new look last November with the addition of its first front-wheel-drive models. General Motors replaced its rear-drive Buick LeSabre and Oldsmobile Delta 88 models with fwd versions. But five of the six rear-drive models remaining in the standard-sized class are running below 1985 sales levels.

Stable gas prices have buoyed full-sized cars during the last 3½ years. Aging, rear-drive platforms have satisfied an appetite among older buyers for big-car ride, room and comfort.

The continuing enthusiasm for those cars has even made it difficult for domestic companies to meet CAFE standards. But recent sales trends suggest that the tide has turned.

Ford sales analyst Ray Windecker said the big rear-drive

Please turn to Page 47, Col. 3

Gilmour tells of myths' ending

By Richard Johnson
Detroit Reporter

Corporate culture is "the in thing to talk about," but a top Ford Motor Co. official insists the much-ballyhooed new culture at Ford is no hype.

"We started to change our corporate culture before it became the fashionable thing to do," said Allan Gilmour, Ford executive vice president and chief financial officer, in an address to the Global Blue-Detroit Michigan Business School Alumni.

With laudatory treatments in several major business publications, Ford has become a corporate culture showpiece at a time when the concept is something of a boardroom craze.

At Ford, "culture" has come to mean a more people-oriented, less authoritarian approach to management that emphasizes "quality" in everything from motor vehicle production to memo writing.

"We had to change the outdated rituals, myths and misunderstanding," said Gilmour, who some believe is a future contender for the chairman's position at Ford.

The concept of corporate culture has largely

Please turn to Page 40, Col. 2

COMPANY MISSION, VALUES, AND GUIDING PRINCIPLES

MISSION — Ford Motor Company is a worldwide leader in automotive and automotive-related products and services as well as in newer industries such as aerospace, communications, and financial services. Our mission is to improve continually our products and services to meet our customers' needs, allowing us to prosper as a business and to provide a reasonable return for our stakeholders, the owners of our business.

VALUES — How we accomplish our mission is as important as the mission itself. Fundamental to success for the Company are these basic values:

- People — Our people are the source of our strength. They provide our corporate intelligence and determine our reputation and vitality. Involvement and teamwork are our core human values.
- Products — Our products are the end result of our efforts, and they should be the best in serving customers worldwide. As our products are viewed, so are we viewed.
- Profits — Profits are the ultimate measure of how effectively we provide customers with the best products for their needs. Profits are required to survive and grow.

NEWSPAPER
BETHESDA MD 20814
4520 EAST-WEST HWY STE800
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
ACQ0EACQ0E AN 8613?9? 99 SNZ
**********5-DIGIT 20814

New trial denied in $5-million franchise-loss case

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES—Security Pacific Bank lost its bid for a new trial in a case that awarded nearly $5 million to a former San Diego auto dealer who charged that the bank caused him to lose two franchises in 1980.

In addition to denying the bank's request, the court awarded $200,000 in legal fees to the attorney representing Jim Williams, who owned Baron Buick, San Diego and Viking Dodge, North Hollywood.

The original ruling, which was handed down in early January by Judge Dennis Adams, awarded $4.77 million to Williams and found that the bank had "fraudulently induced" Williams to buy the ailing Viking Dodge store, which led to a chain of events that forced the eventual closing of his Baron Buick store.

The award included $2.5 million in punitive damages, nearly $1.7 million in lost income, $300,000 for emotional distress and $274,000 for a judgment granted Chrysler when Viking Dodge closed.

A spokesperson for Security Pacific said the bank intends to appeal.

In a statement issued with the original verdict, the bank maintained that the judgment "is wrong legally and factually. Security Pacific believes it owes nothing to the claimant. The claimant borrowed money from Security Pacific which was not repaid and is indebted to Security Pacific in an amount in excess of $1 million."

Patrick Frega, the attorney who represented Williams, hailed the decision as a landmark ruling for dealers and their relationship with lending institutions. He said that when banks put themselves in the position of advising dealers on their financial matters, "they have a responsibility, they become your partners."

Williams started in partnership with Mike Chesrown, Theo Lamb and Emanual Bugelli at Baron Buick in 1975 when he was 27. He eventually bought out his partners and was successful in his business.

According to the suit, Security Pacific asked him to help turn around Lamb Chevrolet, another San Diego dealership. While there, problems developed at Baron Buick and he returned to Baron in 1979 and restored the dealership to profitability.

Meanwhile, Bugelli, who owned three dealerships in Los Angeles—Universal Ford, Westchester Ford and Viking Dodge—was selling all three dealerships after Universal Ford was rocked by a local TV station's investigation of selling practices there.

According to Adams' decision, J. Robert Ross, a Security Pacific vice president, advised Williams not to buy either of the Ford stores, but steered him toward Viking Dodge. Adams wrote that Ross originally approved Bugelli's acquisition of the Dodge store because Bugelli needed a "dump" for Universal Ford's repossessions and that the bank hid Viking's last two monthly statements, which showed losses, from Williams prior to the sale.

"Viking Dodge was in serious trouble and the bank officials knew it," Adams said in his decision. "Ross knew that Williams was going into the business undercapitalized."

In addition, "the bank required Williams to sign a personal guarantee on the $225,000 capitalization loan assumed by Williams at Viking Dodge . . . Ross wanted Williams to purchase Viking Dodge so that Security Pacific Bank could be released from Viking Dodge's debt."

Viking Dodge closed in February, 1980, and Williams returned to Baron Buick on a fulltime basis.

By 1980, the entire auto industry was feeling the effects of the downturn caused by the increase in oil prices, and Baron Buick began to run into trouble.

Ross was called in to work out the situation with Williams, but the situation was deteriorating, Adams wrote, because of Williams' experience with Viking Dodge.

Williams deposited some money from a weekend sale in another bank and was holding a check from an investor for additional capital until he could get some assurances from Security Pacific that his dealership would not be shut down. Ross ordered Baron Buick closed for selling cars out of trust and the store was forced into involuntary bankruptcy.

Williams said he was blackballed by the industry, was unable to find work at any other dealership in Southern California and ended up tending bar in Sacramento. He eventually returned to the auto business as manager of a dealership in Denver. He returned to Southern California where he now is general manager of Rancho AMC-Jeep-Renault in San Diego.

NADA reports dealers split on factory relations

Many auto dealers are not satisfied with their experience in dealing with their factories, according to the latest NADA Dealer Attitude Survey.

Results of the survey, published in the April issue of NADA's Automotive Executive magazine, highlight "significant differences" in the way dealers view their factory relations. There were more than 7,000 respondents.

The magazine reported that of the various makes, only Cadillac, Alfa Romeo, Peugeot, AMC and Renault dealer-respondents reported that the value of their franchises did not increase during the past 12 months.

All dealer-respondents except Audi, Mazda, Saab, Mercedes-Benz, AMC, Renault and Jeep expressed dissatisfaction with vehicle distribution.

All respondents except Renault, Subaru, Jeep, Porsche and AMC were satisfied with parts distribution.

In the area of fair and even manufacturer application of policies and procedures, only dealer-respondents handling Subaru, AMC, Nissan, Jeep, Renault, Peugeot and Ford expressed doubt about even-handed treatment.

Only Mitsubishi, Saab, Honda, Mazda and Jaguar respondents believed the manufacturer considered dealer input.

NADA began the semi-annual attitude survey in 1984. The next survey, to be mailed in May, will serve as a point of departure for Project 2000, a NADA official said.

index

Auction reports	34-35
Classified advertising	36-43
Dealing with dealers	32
Editorial page	10
Obituaries	50
Production by makes	51
Truck highlights	12

60th year—No. 5120

AUTOMOTIVE NEWS (ISSN 0005-1561) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Mercedes-Benz disguises SL 4x4

Hidden Image

Disguised only by a fake plastic nose and taillamp obstructions is the 1987 Mercedes-Benz SL sports car, powered by a 5.5-liter aluminum V-8, driving all four wheels. A computer will switch from rear-drive to 4WD according to conditions. Compared to the current model, the new SL has more of a rake, aerodynamic headlights, a higher rear end and virtually no chrome.

NADA is overhauled at upper level

WASHINGTON—A general reorganization of NADA's upper management will be announced today (March 31) as the association gears up to address what it believes will be extremely competitive times in the retail auto and truck business.

Done under the aegis of the "Dealer 2000" project announced by President James Woulfe at this year's NADA convention, the reorganization is aimed at keeping the association at the cutting edge of developments in the retail business. The project is also designed to make NADA an active participant in any decisions or structural changes in the industry that might affect dealer business.

Named executive director for the association's new Convention & Member Services Division was Stephen R. Pitt, who previously headed the Convention and Exposition Division. He will now also be responsible for NADA and American Truck Dealers membership services and meeting planning.

Named executive director for the association's rapidly expanding 20 Group Consultant Programs was William C. Gourley Jr. Gourley, who has headed the 20 Group programs since fall, will now have the added responsibilities of industry statistics and statistical research.

Doris Werber, formerly director of management education, was promoted to executive director for dealership operations. She will have responsibility for training, management education, the Dealer Candidate Academy, regional consulting, consulting services, Automobile Trade Assn. Executives, Washington conference program and consumer affairs.

Bruce Kelleher, currently executive director of administration, takes on the added responsibilities of internal audits, the Dealer Election Action Council, the Human Resources Division, word processing and the administration of NADA's Charitable Foundation and Sanchez Memorial Fund.

Jake Kelderman, currently a Washington reporter for Automotive News, will join NADA April 7 as executive director of the newly created Industry Affairs Division. He will have responsibility for industry analysis, industry relations, ATD and publications. This group will also play a primary role in the association's Project 2000.

An internal communications task force also was established to look at ways NADA can better use its computers with dealers, other associations and data bases. Norman Raymond, executive director of NADA Services Corp., will head that project.

John Winston, NADA corporate secretary, will assume the additional responsibilities of Charitable Foundation development and long-term charities.

Fleet MPG rises to 27.0

By Jake Kelderman
Washington Reporter

WASHINGTON—Despite lower gasoline prices, Americans continued their quest for more-fuel-efficient automobiles in 1985.

The sales-weighted fuel-economy for the entire automobile fleet rose to 27.0 MPG for the 1985 model year, up from 26.3 MPG for the 1984 model-year.

The gain came from the domestic auto fleet, which boosted its sales-weighted average by 0.8 MPG. Imported cars, on the other hand, gave up 0.8 MPG in fuel economy.

The 1985-model-year figures were 26.0 MPG for domestics and 30.5 MPG for imports

Light trucks also boosted their sales-weighted fuel economy, but only by 0.3 MPG. For the 1985 model year, the level was just under 21 MPG. As in the case of the automobile fleet, the domestic truck makers provided all of the boost, raising their level from 18.9 MPG to 19.4 MPG. Imports, on the other hand, saw their sales-weighted average fall 1.8 MPG, to 26.4 MPG.

The Department of Energy, which keeps track of such things, said the average new car sold in the 1985 model-year was a compact with a 178.8-CID engine, a curb weight of 2,747 pounds, a 102.9-inch wheelbase and interior space of 107.8 cubic feet.

Looking at just the domestic fleet, the sales-weighted engine size has dropped to 196.8 cubic inches, continuing a decline that began in 1978 when engines averaged 297.9 cubic inches.

Average engine size in the import fleet, meanwhile, has continued to grow from the 107.1 cubic-inch average in 1978 to 120.6 cubic inches in the 1985 model year.

Sales-weighted curb weight for the domestic fleet in the 1985 model year dropped to 2,845 pounds, 60 pounds less than in the 1984 model year. In 1978, the domestics' sales- weighted average was 3,401 pounds.

But imports continue to fatten up, raising the sales-weighted average curb weight to 2,429 pounds in the 1985 model year. In the 1978 model year, the sales-weighted average was 2,168 pounds.

Seizing the day in the sports-sedan market

Alfa Milano arrives

By John A. Russell
New York Staff Writer

PHOENIX—Alfa Romeo introduced its Milano sports sedan here last week and made no bones about the fact that the new model is essential to the company's growth in the U.S.

Ernesto Vettore, president of Alfa Romeo, Inc., said the sports-sedan market in the U.S. totals 600,000 units a year. He said Alfa Romeo must "seize the opportunity" in that segment since the sports car market has become nearly saturated.

The Milano will be in dealer showrooms by May as a 1987 model.

Alfa expects to sell 6,000 Milanos by the end of this year. Combined with sales of 4,500 sports cars, that would put Alfa Romeo over 10,000 for the first time in the U.S. Vettore said the goal is 25,000 a year by 1990.

While the Milano is based on the Alfa 75 platform, Vettore and Joseph E. Cooley, director of sales and marketing, said this version is entirely different.

The Milano will be equipped with a 150-HP V-6 engine, and three models will be offered in the U.S. Automatic transmission will be available next February in addition to the standard 5-speed gearbox.

Heavy-duty systems for air conditioning, heating, ventilation and defrosting have been incorporated into the North American version, and there will be a full range of options including sunroof, leather interior, audio systems, power windows and power mirrors. An anti-skid braking system will be standard on the top-of-the-line model.

The three Milano models are the Silver Quadrifoglio, Gold Quadrifoglio and Platinum Quadrifoglio.

The Platinum has the complete range of options as standard equipment, including air conditioning, ABS braking system and sunroof.

Thomas Tooley, director of parts and service, said the new models will have a six-year/60,000-mile limited warranty on rust perforation, which is a first for the company.

An Alfa spokesman said a fourth model, with a 185 HP engine, will be introduced in 1987.

Alfa executives noted that this is the beginning of a concerted effort to reach new markets. The Milano will be followed by another, larger front-wheel-drive sedan called Project 164. That will give Alfa complete coverage in the under-$20,000 segment of the sports sedan market.

In addition, new sports-car platforms are being developed.

According to Vettore, Alfa will concentrate on a sub-segment of the sports sedan market —the under-$20,000 category. That class accounts for 400,000 of the 600,000 units sold annually in the U.S., he said.

Cooley said the direct competitors in that category are Audi, Saab, Peugeot and Volvo. He said the Japanese makes, particularly Nissan, Toyota and Honda, also should be included.

Alfa also is taking aim at BMW and Mercedes-Benz in the over-$20,000 range.

Alfa intends to attract customers for the Milano from three different sources. First, Cooley said, the market is expected to grow at a rate of one to 2 percent per year. Conquest sales are expected and, finally, there will be converts from those already owning Alfa sports cars.

Advertising begins in May with full-page ads in the Wall Street Journal. They will be followed by June advertising in enthusiast magazines and in other publications including Smithsonian, Newsweek and Business Week.

Direct mail also will be used. Another tactic being employed by Alfa is direct mail. Through May, a select group of 50,000 persons will receive three postcards inviting them to come in and see the cars.

Also, Cooley said, dioramas are being set up at airports in 10 major markets. They will be used as "teaser" material and should be completed by the end of this week.

Finally, Alfa's new agency, the Bloom Agency, is working on a new campaign. Cooley said Alfa will use 30-second and 45-second radio spots with the tagline "power in the hands of a few."

Trio seized in payroll heist

MEXICO CITY—Three suspects in the payroll robbery at the Chrysler de Mexico Laga Alberto plant here (Automotive News, Feb. 17) were arrested after a spectacular chase along city thoroughfares.

The film-thriller-type chase began after the suspects' car was stopped by police for a traffic violation and shots were exchanged.

A fourth occupant of the car, who is said to have masterminded the Chrysler robbery, escaped and fled down a crowded street.

The disgruntled suspects told police the gang has 15 members and was responsible for robberies in various Mexican states. Police are seeking the other members.

According to those arrested, the Chrysler haul came to more than $264,000.

The arrested gang members complained that the leader, who posed as a management counselor during the heist, gave them only a small fraction of the stolen money, the equivalent of around $1,500 each, and retained the lion's share for himself.

GM raises prices 2.9 pct.; estimated average is $400

By John K. Teahen Jr.
Senior Editor

General Motors made its expected entry into the price-hike derby last week. It announced that an increase of 2.9 percent will take effect with shipments on April 14.

On the import side, Subaru and Mitsubishi joined the Japanese price-hike procession. Automotive News estimated the average boosts at $519 for Subaru and $407 for Mitsubishi.

GM declined to place a dollar amount on its boost, but Automotive News estimated it at $400. Added to earlier hikes on 1986 models, it means that GM's cars are an average of $950 more than 1985 models.

Last August, GM hiked prices an estimated $400, but that figure did not include its late arrivals—Buick LeSabre and Riviera, Oldsmobile Delta 88 and Toronado and Cadillac Eldorado and Seville. Substantial increases on those models added another $150 to the boost for the overall fleet, according to Automotive News. Fold in the latest $400 and the total bump is $950.

Ford Motor Co. and Chrysler Corp. weren't saying anything about GM's action last week. Good Friday was a holiday in the auto industry, and spokespersons weren't at their phones.

GM listed no model-by-model increases. A spokesman said that information won't be available until shortly before April 14.

GM's action is the first full-fledged price hike by a domestic maker since last fall's introduction period. Ford upped the figures on V-6 and V-8 engines earlier this month, but that was penny-ante stuff, amounting to about $25 when applied to Ford's full range of cars.

In recent months, price increases have been the province of the imports, principally the Japanese.

A price analyst noted last week that by raising its prices, GM has thrown away a chance to regain some of the market share the Japanese have taken in recent years. The Japanese have given up much of their price advantage, but GM will be unable to capitalize fully on the higher Japanese stickers, he said.

GM's reason for the increase was the same as always—"partial recovery of higher labor and other manufacturing costs, as well as the impact of major capital spending and other programs."

GM's price increase will apply to selected options as well as base models. The boosts will not apply to retail sold orders placed with GM dealers through April 12.

Subaru last week announced the biggest hike in the current round of boosts on Japanese cars. Subaru said its increase averaged 4.9 percent. The company did not supply a dollar figure, but Automotive News computed it at $519 on a non-sales-weighted basis.

Mitsubishi checked in with a bump of 3.9 percent. Again, no dollar amount was given, but Automotive News estimated it at $407. It was Mitsubishi's fourth hike of the 1986 model year.

March boosts on other Japanese cars averaged $365 for Honda, $400-plus for Mazda, $455 for Nissan and $466 for Toyota.

Since last spring, Subaru prices have risen an average of $880, or 10.46 percent. But there's a "but."

A year ago, Subaru included dealer prep in its prices. Now, prep is not included. The suggested fee is $144 on the BRAT and $129 on other models. Toyota, Nissan, Honda, Mazda and Mitsubishi prices include dealer prep.

For Mitsubishi, the year-to-year hike averaged $692, or 8.62 percent.

Those increases compare with averages of $1,030, or 10.71 percent for Toyota; $1,023, or 9.58 percent for Nissan; $849, or 10.34 percent for Honda, and $1,225, or 13.59 percent for Mazda (Automotive News, March 24).

For Subaru, last week's hikes ranged from $141 on the BRAT to $627 on the XT Turbo coupe with four-wheel drive and automatic transmission.

Aside from the BRAT and a $212 bump on the base hatchback (now $5,379), Subaru's increases last week were $384 or more per model.

The DL four-door sedan climbed $488 to a new tag of $8,168 and there were bumps of $495 on the base models in the wagon, 3-Door and XT coupe lines. Starting prices now are $8,490 for the wagon, $8,455 for the 3-Door and $9,192 for the XT coupe. Most models went up more than $500.

Mitsubishi last week posted increases ranging from $80 on the Starion LE Turbo sport coupe to $680 on the Galant four-door luxury sedan. The Galant now is $13,899, up $1,670, or 13.66 percent, from a year ago. Galant accounts for about one-fourth of Mitsubishi's U.S. sales.

Mitsubishi Mirage hikes ranged from $210 to $370 last week, with the base two-door hatchback now pegged at $5,869. Tredia four-doors rose $260 to $410 and Cordia two-doors climbed $370 to $430. Starting prices are $7,749 for Tredia and $9,319 for Cordia.

Starion sport coupes advanced only $80-$90. They start at $15,209.

Mid-month car sales retreat from year ago

By Jenny L. King
Detroit Reporter

Domestic new-car sales for March 11-20 were down nearly 50,000 units from a strong year-ago period but were in keeping with those of other years. The mid-March total often has been just over 200,000 units.

The 226,712 deliveries were an improvement over the first 10 days of the month, when 185,904 retail sales were reported. But the mid-March figure was down 17.20 percent from last year's 273,822.

The record for the period is 326,093, set in the recession year of 1981 amid generous factory-to-customer rebate programs.

Year-to-date sales through March 20 numbered 1,661,891, down 4.53 percent from 1,740,801 in 1985.

The recent period's daily-selling rate of 25,190 was off 17.20 percent from 30,425 the preceding year. There were nine selling days in the period both years.

Honda was the only domestic company to report a year-to-year gain. The company increased its share of the market substantially, climbing to 2.22 percent from 1.45 percent. Honda sales were up 26.25 percent, to 5,031 from 3,985.

General Motors reported sales of 123,687, down 14.61 percent from 144,851 last year. Ford Motor Co. was off 22.04 percent, to 58,729 from 75,332. Chrysler Motors sales of 32,085 were down 27.13 percent from 44,030 a year earlier.

American Motors reported estimated sales of 2,100 new domestic Renault and AMC passenger cars. That was a 30.00-percent decline from 3,000 in 1985. Volkswagen sales were down 21.99 percent, to 2,047 from 2,624. Nissan reported sales of 3,033 U.S.-built Sentras.

Honda and GM increased their shares of the market, compared with 1985 levels, while the competition gave ground. Honda was up to 2.22 percent from 1.45 percent. GM advanced to 54.56 percent from 52.90 percent.

Ford slipped to 25.90 percent from 27.51 percent. Chrysler was down to 14.15 percent from 16.08 percent in 1985. AMC skidded to 0.93 percent from 1.10 percent. VW was off to 0.90 percent from 0.96 percent. Nissan, still in its first 12 months in the domestic market, had 1.34 percent for the period.

Sales by make were studded with minus signs. Plymouth was down 37.41 percent, Chrysler was down 15.71 percent and Dodge was down 27.45 percent. Ford was off 24.33 percent, Mercury was down 18.82 percent and Lincoln was off 10.65 percent.

At GM, only Pontiac, up 3.48 percent, pulled ahead of its year-ago total. Buick was down 17.42 percent, Cadillac was down 9.71 percent, Chevrolet was off 1.70 percent and Oldsmobile was down 39.61 percent.

AMC was down an estimated 16.67 percent, Renault was down 31.48 percent and VW was down 21.99 percent. Honda was up 26.25 percent.

Chevrolet Celebrity edged out Ford Escort to take the top-seller spot for the period. Celebrity sales numbered 11,870; the Escort total was 11,350. Chevrolet Cavalier was third at 9,677, followed by standard Chevrolet at 8,072 and Cadillac DeVille/Fleetwood at 6,854.

DOMESTIC SALES

	Mar. 11-20, 1986	Mar. 11-20, 1985
Renault		
Alliance-Encore	1,850†	2,700†
AMC	250†	300†
AMERICAN MOTORS	2,100†	3,000†
Chrysler	10,998	13,048
Plymouth	8,740	13,964
Dodge	12,347	17,018
CHRYSLER CORP.	32,085	44,030
Ford	39,394	52,058
Mercury	14,505	17,868
Lincoln	4,830	5,406
FORD MOTOR CO.	58,729	75,332
Buick	19,622	23,762
Cadillac	8,634	9,563
Chevrolet	47,160	48,020
Oldsmobile	24,445	40,481
Pontiac	23,826	23,025
GENERAL MOTORS	123,687	144,851
VOLKSWAGEN	2,047	2,624
HONDA	5,031	3,985
NISSAN	3,033	0
U.S. INDUSTRY TOTAL	226,712	273,822

†--Estimate

auction directory

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction
FORD MOTOR COMPANY ANNOUNCES A SPECTACULAR EXCLUSIVE SALE RESERVED FOR FORD & LINCOLN/MERCURY DEALERS ONLY
April 9, 1986
Wednesday, 11:00 AM
Over 200 Units
Lincoln Town Cars, Cougars, LTD's, Marquis & Thunderbirds
Call for information:
215-822-1935

PENNSYLVANIA

PADE — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
GM FACTORY SALE
April 2 - 16 - 30
11 A.M.
Brass Hat Vehicles
Special Off-Lease C Bodies
Special Off-Lease Cavaliers
Call for information:
215-822-1935

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 10:30 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1930
Jim Wheatley's
Harrisonburg Auto Auction
Exit 61 I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5981

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

For REALLY BIG RESULTS . . .
be sure and advertise in this section

8 theft-marking shifts turned down

By Geoff Sundstrom
Washington Reporter

WASHINGTON—NHTSA has turned down eight petitions asking for various changes in the new Vehicle Theft Prevention Standard.

In denying the requests, NHTSA made clear that it intends to stick by the final rule it issued last October.

NHTSA said the eight petitions were concerned primarily with three major portions of the rule: The methods manufacturers use to identify parts, the numbering system they must use and the ability of gray-market importers to comply with the standard.

Petitioners included the Automobile Importers of America, BMW, Toyota, Mercedes-Benz, Mazda, the FBI, the U.S. Justice Department and the International Assn. of Auto Theft Investigators.

The three law enforcement petitioners asked that NHTSA specifically require that the Vehicle Identification Number (VIN) be stamped into vehicle parts.

NHTSA denied the request, saying that the theft-prevention standard "is required by law to be a performance standard, which is broadly drafted." NHTSA said it must allow vehicle manufacturers a choice of technology, as long as the technology meets the standard.

Toyota and BMW asked that manufacturers be allowed to use random numbers currently stamped on engines and transmissions as VIN replacements.

NHTSA said it refused the request because use of random numbers does not comply with the statutory requirement "that original equipment parts be identified with the full 17-character Vehicle Identification Number."

When told the use of random numbers would not be permitted, BMW said NHTSA seemed to "bend over backwards" for the domestic manufacturers because it approved the current domestic practice of stamping VIN derivatives on engines and transmissions, yet denied importers the use of random numbers.

NHTSA denied the charge. It said the use of VIN derivatives complies with cost-saving provisions of the law and that reconstruction of a full VIN can be made "within several hours with VIN derivatives, while such reconstructions can take several days with random numbers."

AIA asked the agency to clarify whether manufacturers that currently label engines and transmissions with random numbers may continue to do so, in addition to marking the parts with the VIN. NHTSA said the standard does not prohibit the use of both random numbers and the VIN on engines and transmissions.

AIA also asked that NHTSA rescind a provision allowing gray-market importers to comply with the theft-prevention standard. NHTSA said, "This request was denied because NHTSA believes that the specified procedures are consistent with the underlying law and needs of law-enforcement officers, while imposing the least burden on direct importers and purchasers of cars from direct importers."

Mazda asked for clarification on where certain parts should be marked, but NHTSA said it specified only general target areas for vehicle markings to provide "maximum flexibility to avoid unnecessary production burdens and/or costs."

Mercedes-Benz questioned whether current labeling technology would meet NHTSA's requirement that removal of identification labels "discernibly alters the appearance of the area of the part where it was affixed."

NHTSA assured Mercedes-Benz that 3M Corp. has stated that its labels will meet NHTSA's performance requirements used "over any paint used anywhere in the world."

Great Western Systems awards Dallas franchise

PHOENIX—Great Western Systems, Inc., has awarded a franchise for Dallas to Randy G. Shelton, a Dallas auto parts retailer.

Stnaley F. Gordon, Great Western president, said the Dallas franchisee plans to establish a minimum four-acre auction site in the Dallas area.

EDS planning three additions in Detroit area

AUBURN HILLS, Mich.—Electronic Data Systems Corp. plans to build three new facilities near its information processing center in this Detroit suburb.

Planned are two more 75,000-square-foot IPCs and a three-story, 228,000-square-foot command center, which a company spokeswoman called "a very new concept." The center will be part of a new worldwide telecommunications-related system that EDS is building, the spokeswoman said.

She said the command center "will handle a worldwide digital network for integrated image and voice data." Although EDS did not specify, an industry source said that digital services are telecommunications in which numbers transmitted over telephone lines are translated by computer into images.

Presumably, the command center will provide a network of voice and picture communications.

Construction of the second IPC will begin this spring; it is targeted for completion this fall. Timing of construction of the third IPC will be based on business demands, the spokeswoman said.

factories list auction dates

American Motors

April 1—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

April 2—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

April 3—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 4—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 8—D-A Auto Auction, New Stanton, Pa.

April 9—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

Chrysler Corp.

April 1—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

April 2—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Southwest Auto Auction, Phoenix

April 3—Northway Exchange Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

April 8—Hatfield Auto Auction, Hatfield, Pa.

April 9—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

April 10—Fredericksburg Auto Auction, Fredericksburg, Va.

Ford Motor Co.

April 1—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

April 2—Northway Exchange Inc., Clifton Park, N.Y.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

April 3—Nashville Auto Auction, Nashville

April 9—Concord Auto Auction, Acton, Mass., and Columbus Fair Auto Auction, Obetz, Ohio

General Motors

April 1—Dallas Auto Auction, Grand Prairie, Tex.

April 2—Hatfield Auto Auction, Hatfield, Pa.

April 3—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Southwest Auto Auction, Phoenix

April 8—166 Auto Auction, Springfield, Mo.; Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando

April 9—Brasher's Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nissan

April 17—Nashville Auto Auction, Nashville

Used Car Sales
Auction Averages

March to date	$4,899
Month ago	$4,811
Year ago	$4,937

Model Breakdown
Auction Averages

	MAR., 1986	FEB., 1986	JAN., 1986
1986	$10,126	$10,059	$8,789
1985	$8,737	$8,655	$8,509
1984	$6,250	$6,158	$5,943
1983	$5,301	$5,232	$5,206
1982	$4,179	$4,089	$4,136
1981	$3,393	$3,302	$3,163
1980	$2,493	$2,478	$2,482
1979	$2,243	$2,348	$1,954
Overall Average	$4,899	$4,811	$4,651

Import dealerships soar to record level

Continued from Page 1

kets, making imports more expensive in the U.S..

The overall number of imported-make franchises rose to 20,225 on Jan. 1, 1986 compared with 16,191 one year earlier and 19,897 on July 1.

Naturally, the Japanese-make franchise total showed the largest gain, up 24.3 percent to 15,962 from 12,863 a year earlier.

The addition of the Chevrolet captives once again accounted for most of the increase. All of the other Japanese makes except Toyota and Nissan showed slight increases. The number of Toyota franchises declined from 1,091 to 1,079, while the number of Nissan franchises fell from 1,106 to 1,101. Neither the Nissan or Toyota figures include Hawaiian franchises.

The number of German-make franchises increased 50.3 percent to 2,362 from 1,572, with the new Merkur franchises accounting for 783 of the net gain of 790. Mercedes-Benz and BMW franchises were up slightly, while Audi had the same number of franchises year-to-year and Porsche franchise fell from 328 to 317.

Both Volvo and Saab increased their franchise totals, boosting the Swedish-make figure by less than 2 percent.

An increase in the number of Lotus franchises from 40 to 47 and a gain in the number of TVR franchises from 30 to 41 kept the total number of British-make franchises, 327, slightly above the year-earlier tally of 319, despite lower franchise totals at Rolls-Royce, Jaguar and Aston-Martin.

The 156 Yugo dealers on Jan. 1, created a new-nation category this year.

The Italian and French totals both receded in 1985. Alfa Romeo, up 23, was the only Italian make to report an increase, while Peugeot, the sole French make lost 16 franchises.

The number of dealers able to survive with a single import franchise totaled 2,971 on Jan. 1, 1986, up 4.9 percent from 2,833 a year earlier.

It also was the highest number of import exclusives since the 3,261 reported a decade earlier on Jan. 1, 1976, when VW was still counted among the imports.

Only Mitsubishi reported an entirely exclusive dealer body. However, Honda reported that more than 70 percent of its dealers were exclusives.

Toyota, with 639, had the most exclusives, followed by Honda with 628, Nissan with 593 and Subaru with 313.

The number of import franchised dualed only with other imports also increased last year, to 1,457 from 989 a year earlier, a rise of 47.3 percent.

Another increase came in the number of domestic dealers dualed with non-captive imports, up 45.6 percent to 3,699 from 2,540.

The total number of deals featuring domestic-import duals was up 57.3 percent to 13,535 from 8,605 one year earlier.

The Top Ten in import franchises on Jan. 1, 1986 were Chevrolet captives, 5,050; Plymouth captives, 3,009; Dodge captives, 2,927; Nissan, 1,101; Toyota, 1,079; Honda, 879; Subaru, 819; Merkur, 783; Mazda, 767, and BMW, 433.

Dealership total up 380 for year

The number of dealerships in the U.S. rose slightly in 1985.

At the beginning of this year, the total was 25,104, up 380, or 1.5 percent, over the 24,724 counted on Jan. 1, 1985.

The latest total includes 20,673 dealers carrying domestic lines (Automotive News, Feb. 17)—most dualed with imports—and another 4,431 import-only dealerships.

NEW-CAR OUTLETS
U.S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%
Jan. 1, 1985	24,724	+0.0%
Jan. 1, 1986	25,104	+1.5%

Copyright, 1986, Automotive News

IMPORT OUTLETS
1957 to 1986

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1978	17,700
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096
Jan. 1, 1985	12,427
Jan. 1, 1986	17,966*

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

Copyright, 1986, Automotive News

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1986		Jan. 1, 1985	
Imported cars only:				
Exclusives	2,974		2,833	
Duals	1,457		989	
		4,431		3,822
Import-domestic duals:				
Domestics with captive imports	9,836		6,065	
Domestics with other imports	3,699		2,540	
		13,535		8,605
Total imported-car dealers		17,966		12,427

Notes: Renault and Volkswagen are counted as domestics. Captive imports are Chevrolet Sprint and Spectrum; Dodge Colt, Conquest and Vista; Plymouth Colt, Conquest and Vista; Merkur.

Copyright, 1986, Automotive News

Ford forms 5 car groups

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES—Ford Motor Co. has restructured its car engineering and planning activities around the program-management concept and has named program managers to oversee the five new car line groupings, Stuart Frey, vice president of car product development announced here.

Frey said the change was made to improve efficiency, quality and coordination of new-car programs. Previously, Ford's product programs had been split into two segments, small and specialty cars and large and luxury cars.

"These five groups will improve operating efficiencies, further cultivate team effort and enhance the concept-to-customer product development process," Frey said. "Each program manager will lead a product-program team that will provide coordination and direction over planning, design, engineering, purchasing, manufacturing, product assurance, sales, marketing and service."

The program managers will report to Louis Veraldi, who recently assumed the newly created position of vice president—car programs management.

The five managers and groups are: Kenneth Dabrowski, small-car and specialty-vehicle programs; John Jay, large-car (rear-wheel-drive) programs; Anthony Kuchta, mid-size specialty-car programs; Roger Maugh, import programs, and John Risk, median and large car (front-wheel-drive) programs.

Frey said the program management approach was first used by Ford in the development of the Taurus and Sable. The program management group, which became known as "Team Taurus," coordinated all elements of the product development process from design through public introduction involving all areas of the company, as well as suppliers and dealers.

"We decided to broaden the concept to embrace all car lines based on the success of Team Taurus," Frey concluded.

$15-million Sentra launch

Nissan will launch its 1987 Sentra with a $15-million campaign that will include both print and broadcast media.

The company said this is its largest-ever model-introduction budget.

In addition to the corporate "The Name is Nissan" tagline, the Sentra TV spots and print ads also will carry a "Bye Bye Basics" position line.

The introductory 30-second spot will debut today (March 31) on the CBS telecast of the NCAA basketball championship and the ABC series, McCormick and Hardcastle.

"The strategy behind this advertising is to point out the many luxury features which are standard in the Sentra," said Robert B. Kent, Nissan marketing vice president.

Additional spots have been scheduled for all three major networks beginning April 1.

The 1987 Sentra print campaign breaks April 7 with a four-color, two-page spread in consumer books like Newsweek, Time, People and Sports Illustrated. It will include monthlies like Cosmopolitan, Esquire, Reader's Digest and Smithsonian, the company said.

MAKES WINDSHIELD SIGNS THAT SELL!
THOUSANDS OF SATISFIED DEALERS NATIONWIDE
Fluorescent Red, Yellow, Orange, Green, makes every car and message look different for dramatic results!
IF NOT LOCALLY AVAILABLE...
CALL OR WRITE FOR ACTION MFG & MKT CO.
Mini Kit (4 Jars) 29.00* Dept. AN – Box 1586
Standard Kit (12 Jars) 69.00* Oak Lawn, Illinois 60455
Free Full Color Brochure 1-800-621-0660
*Comes with free poly applicator and equally assorted colors. To save shipping and C.O.D. charges send payment with order. Illinois add 7% tax.

Winners

Automotive News congratulates the following World Congress "FREE" registration winners:

Anthony M. Narkun
Manager Technical Programs
American Motors Corporation
14250 Plymouth Road
Detroit, MI 48232

John W. Young, Manager
ARMCO Research & Technology
Middletown, OH 45043

Hirotoshi Haga
Assistant Manager
Toyo Soda Manufacturing Co.
Toso Bldg. (3F)
Minatuo-Ku, Tokyo

W.H. Hagenmeyer
Manager Export Products
Chrysler Corporation
39111 Van Dyke
Sterling Heights, MI 48077

Roy H. Sjoberg
Chief Engineer
Chrysler Corporation
P.O. Box 1118
Detroit, MI 48288

William F. Powers
Manager Control Systems
Ford Motor Company
P.O. Box 2053
Dearborn, MI 48121

D.G. Lebut, Advanced Vehicle Development Manager
General Motors Corp.
General Motors Proving Ground
Milford, MI 48042

John Rumel, Chief Engineer
The Goodyear Tire & Rubber Co.
1144 East Market Street
Akron, OH 44316

Chuck Mazurie
Product Sales Manager
GTE Products Corporation
10800 Ford Road
Dearborn, MI 48126

Paul Hasson
Mechanical Engineer
FMC Corporation
1105 Coleman Ave., Box 1201
San Jose, CA 95108

Winning names were selected from a random drawing at the Automotive News Booth #810 at the Society of Automotive Engineers Convention, Feb. 24-28, 1986.

As winners, they will join hundreds of other industry influentials as they chart the future of the car business at the World Congress, July 27-30, 1986.

In its 11th year, the World Congress is an intensive four day program featuring 34 recognized experts from the industry who will discuss a wide range of topics of interest to car dealers, automakers and suppliers.

To find out more about how you can participate in this important industry event, call Sandy de Peyster at Automotive News (313) 446-6000.

Automotive News World Congress
July 27-30, 1986
Hyatt Regency Dearborn

Automotive News · World Congress ·

Production

U.S. CAR	Week Ended March 29, 1986	Week Ended March 30, 1985	Week Ended March 22, 1986	March Est.	Jan. 1, to March 30, 1985	Jan. 1, to March 29, 1986
AMERICAN MOTORS	0	3,719	2,023	5,922	25,988	12,553
Renault Total	0	3,719	2,023	5,922	25,988	12,553
Alliance	0	2,055	1,680	5,111	15,090	11,011
Encore	0	1,664	343	811	10,898	1,542
CHRYSLER CORP.	20,250	31,530	30,695	110,393	334,619	364,573
Plymouth Total	4,850	9,148	8,352	30,519	97,426	100,945
Horizon	1,900	3,538	3,148	11,714	33,644	37,743
Reliant	2,000	3,969	3,657	12,950	44,059	44,678
Caravelle	850	1,288	1,322	4,723	14,970	15,294
Gran Fury	100	323	225	1,132	4,753	3,230
Chrysler Total	7,300	10,134	10,424	36,954	112,958	130,613
LeBaron	1,500	2,370	2,292	8,438	29,980	31,477
LeBaron GTS	1,900	2,447	2,502	6,951	20,781	27,250
Laser	800	1,118	1,108	4,122	12,654	13,031
New Yorker/E-Class	1,200	1,763	1,835	6,373	18,520	19,275
Fifth Avenue	1,900	2,436	2,687	11,070	31,023	39,580
Dodge Total	8,100	12,248	11,919	42,920	124,235	133,015
Omni	2,000	3,788	3,148	11,984	36,042	38,565
Aries	2,000	3,280	2,825	11,281	33,876	33,005
Daytona	800	879	1,027	3,882	11,527	12,362
Dodge 600	1,500	1,653	2,131	7,521	19,097	21,325
Lancer	1,200	1,788	1,922	5,079	15,603	20,664
Diplomat	600	860	866	3,173	8,090	7,094
FORD MOTOR	31,504	34,253	40,090	150,708	450,771	446,675
Ford Division	21,368	21,676	27,574	103,807	296,543	304,555
Escort	6,583	4,386	9,003	32,800	74,332	100,183
Mustang	3,382	4,502	4,162	16,078	45,813	50,395
LTD	0	4,895	0	0	59,727	0
Taurus	5,510	0	6,497	24,556	0	57,373
Thunderbird	2,538	4,012	3,661	13,591	57,893	44,181
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	3,355	3,881	4,251	16,782	47,818	52,423
L-M Division	10,136	12,577	12,516	46,961	154,228	142,120
Mercury Total	7,184	9,053	8,236	31,781	110,305	95,112
Lynx	977	533	1,337	4,829	18,756	16,898
Capri	311	201	305	1,103	5,151	4,312
Marquis	0	4,038	0	0	29,265	0
Sable	2,581	0	2,975	11,409	0	27,484
Cougar	2,314	3,029	2,452	9,710	36,138	29,910
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,001	1,252	1,167	4,730	16,262	16,508
Lincoln Total	2,952	3,524	4,280	15,180	43,923	47,008
Continental	329	642	477	1,689	7,962	5,367
Lincoln	2,216	2,496	3,209	11,387	31,110	35,265
Mark VI/VII	407	386	594	2,104	4,851	6,376
GENERAL MOTORS	71,844	109,893	93,614	356,780	1,301,844	1,170,365
Buick Total	13,296	21,107	14,844	58,096	245,270	185,886
Skylark (X-car)	0	2,277	0	0	29,976	0
Skyhawk	1,463	2,373	1,843	6,873	26,859	22,099
Somerset/Skylark	1,630	2,734	1,929	7,520	33,053	23,964
Century	3,891	4,115	4,590	18,288	54,775	60,718
Regal	912	2,886	1,525	5,310	26,195	11,808
Wagon/LeSabre (rwd)	296	2,970	368	1,392	34,362	3,432
LeSabre	2,960	0	2,597	10,754	0	25,988
Riviera	880	1,422	540	2,273	16,743	5,368
Electra	1,264	2,330	1,452	5,686	23,307	32,509
Cadillac Total	5,547	8,385	6,946	25,854	100,312	76,531
Cimarron	543	736	715	2,680	7,759	6,371
Seville	370	959	416	1,422	11,322	3,697
Eldorado	530	1,788	574	2,011	20,847	5,217
Cadillac (rwd)	1,632	1,096	2,005	7,666	14,081	20,389
DeVille (fwd)	2,472	3,806	3,236	12,075	46,303	40,857
Chevrolet Total	20,017	37,942	27,507	110,348	463,102	384,571
Chevette	0	3,603	2,178	7,498	42,468	28,880
Cavalier	6,956	11,337	8,568	32,969	126,563	112,389
Celebrity	5,482	6,565	7,286	28,056	76,388	80,571
Camaro	1,704	4,725	2,162	13,716	59,668	55,519
Citation	0	1,797	0	0	21,282	0
Monte Carlo	2,104	3,873	2,623	10,101	40,992	31,445
Chevrolet	3,131	5,040	3,882	14,967	84,814	69,511
Corvette	640	1,002	808	3,041	10,927	6,256
Oldsmobile Total	20,025	28,637	26,643	94,580	328,611	302,418
Firenza	1,077	1,754	1,401	5,048	20,113	13,733
Cutlass Supreme	2,838	6,096	4,108	15,431	51,477	54,170
Cutlass Ciera	3,920	8,612	4,904	19,036	103,140	75,818
88 (rwd)	384	4,124	470	1,663	61,580	6,290
88 (fwd)	6,918	0	9,910	30,707	0	75,503
Olds 98	2,060	3,505	2,679	10,001	37,758	35,107
Calais	2,210	3,491	2,788	11,065	41,999	37,961
Toronado	618	1,055	383	1,629	12,444	3,836
Pontiac Total	12,959	13,822	17,674	67,902	164,549	220,959
Acadian**	0	238	413	1,345	2,935	4,015
2000 Sunbird	2,520	3,127	3,136	11,913	36,760	36,612
1000	0	812	1,193	3,106	8,859	9,419
Firebird	920	2,539	1,114	7,335	32,415	30,236
6000	2,488	779	3,108	12,548	7,047	40,532
Parisienne	1,277	1,080	1,596	4,497	18,159	21,682
Fiero	1,914	2,400	2,225	9,058	28,058	22,883
Grand Am	3,840	2,847	4,889	18,100	30,316	55,580
HONDA	2,720	3,699	3,535	13,266	42,314	44,671
NISSAN	1,160	396	1,758	6,442	336	22,517
NUMMI*	3,250	250	3,250	13,000	405	34,230
VOLKSWAGEN	1,800	2,048	2,030	7,616	25,213	21,993
Total Cars, U.S.	132,326	185,788	176,995	664,187	2,181,490	2,117,577
Total Cars, Canada	20,940	16,982	24,605	93,976	245,551	269,952
N. American Cars	153,268	202,770	201,600	758,163	2,427,041	2,387,529
N. American Trucks	74,134	88,094	94,485	358,421	1,074,673	1,116,072
North American Cars and Trucks	227,402	290,864	296,085	1,116,584	3,501,714	3,503,601

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto production passes 2 million

By Kathy Boyer
Detroit Reporter

U.S. auto makers built their two-millionth car of the year last Monday (March 24). Last year, the two-millionth car was assembled on March 25, also a Monday.

With assembly plants closed on Good Friday (March 28), scheduled production of 132,328 units last week was 25.24 percent below the previous week's 176,995.

Last week's targeted output was also 28.77 percent below the year-ago week's 185,788.

Last week's scheduled production was shared as follows: General Motors, 54.28 percent; Ford Motor Co., 23.81 percent; Chrysler Corp., 15.30 percent; New United Motor Mfg., Inc., 2.46 percent; Honda of America Mfg. Co., 2.06 percent; Volkswagen of America, 1.21 percent, and Nissan Motor Mfg. Co., U.S.A., 0.88 percent.

AMC's Kenosha plant was down last week for inventory adjustment.

All assembly plants are closed today (March 31). The holiday is being taken in observance of Martin Luther King Day, which occurred in January.

As previously reported, production of the Oldsmobile Cutlass Supreme and Buick Regal is suspended this week to adjust inventories.

The shutdown on those models affects 1,600 workers, bringing GM's temporary layoffs to 10,300.

Daily overtime is slated this week at all Ford plants except Chicago.

Saturday (April 5) overtime is scheduled at Ford's Wayne (Mich.) and Chicago plants.

Chrysler's St. Louis (No. 2) plant is slated for daily overtime this week.

Production begins April 1 for Omni/Horizon America

Production of the 1987 Plymouth Horizon America and Dodge Omni America models will start tomorrow (April 1) in the Belvidere (Ill.) assembly plant, Chrysler Motors announced.

The company said Belvidere's straight-time production rate will increase to 1,106 units per day from 1,085 units.

Richard E. Dauch, executive vice president—manufacturing, said, "The America models will reduce the permutations of scheduling complexity. There were about 8 million ways an Omni/Horizon could be ordered in the past and we've reduced that to 14 basic product decisions for the customer and to less than 700 total variables for the plant to control.

"We expect to have a dramatic improvement in process capability and repeatability and to improve our quality and productivity while reducing our cost."

The company reduced the number of versions of Omni/Horizon from five to two, monotone and two-tone exterior paint combinations from 14 to six, engine options from four to one and options from 30 to five.

Standard equipment includes 2.2-liter engine, 5-speed manual transaxle, power brakes, electric rear-window defroster, rear-window washer/wiper, cloth and vinyl low-back bucket seats, tinted glass, 13-inch rally wheels, wheel trim rings, glove-box lock, vanity mirror, sport steering wheel, steel-belted radial tires and rally instrument cluster with tachometer, voltmeter, oil pressure and temperature gauges and trip odometer.

The America models will have a Manufacturer's Suggested Retail Price of $5,499. Two discount equipment packages will be available. The $500 Manual Transmission Discount Package includes power steering, console, AM/FM stereo radio, high-back cloth seats and cargo compartment dressup.

The $850 Automatic Transmission Discount Package includes all of the above, plus automatic transmission.

Two additional options are available with either of the discount packages. They are air conditioning and AM/FM stereo cassette radio.

Public introduction is set for May.

CANADIAN CAR	Week Ended March 29, 1986	Week Ended March 30, 1985	Week Ended March 22, 1986	March Est.	Jan. 1, to March 30, 1985	Jan. 1, to March 29, 1986
AMERICAN MOTORS	120	0	115	357	2,752	1,557
FORD MOTOR	9,696	5,453	11,025	42,777	130,934	136,570
GENERAL MOTORS	10,944	11,304	13,240	49,988	109,081	129,154
VOLVO	180	225	225	854	2,784	2,671
Total Cars, Canada	20,940	16,982	24,605	93,976	245,551	269,952

U.S. TRUCK☆	Week Ended March 29, 1986	Week Ended March 30, 1985	Week Ended March 22, 1986	March Est.	Jan. 1, to March 30, 1985	Jan. 1, to March 29, 1986
CHEVROLET	18,435	22,298	25,990	97,021	285,641	306,259
DODGE	6	4,656	2	8	51,068	8
FORD	24,260	26,089	30,178	116,536	299,732	363,062
GMC	7,895	6,799	8,566	31,612	85,859	94,111
NAVISTAR	1,288	1,650	1,605	5,995	19,279	18,417
JEEP	3,400	4,060	3,915	15,763	51,362	54,865
NISSAN	1,898	1,993	2,203	8,268	29,680	18,255
AM GENERAL	50	50	50	200	630	622
MISCELLANEOUS	2,400	1,720	2,400	9,600	24,180	28,600
Total Trucks, U.S.	59,632	69,335	74,909	285,003	847,431	884,219

CANADIAN TRUCK	Week Ended March 29, 1986	Week Ended March 30, 1985	Week Ended March 22, 1986	March Est.	Jan. 1, to March 30, 1985	Jan. 1, to March 29, 1986
AMERICAN MOTORS	650	0	640	2,133	0	2,133
CHRYSLER	6,080	8,916	9,265	33,941	106,568	110,013
FORD	2,984	3,667	3,303	13,490	43,244	42,906
GENERAL MOTORS	4,608	5,922	6,146	23,029	74,548	74,572
NAVISTAR	180	254	222	825	2,882	2,329
Total Trucks, Canada	14,502	18,759	19,576	73,418	227,242	231,853
N. American Trucks	74,134	88,094	94,485	358,421	1,074,673	1,116,072

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Holiday slows Canadian output

Plant closings on Good Friday cut production in Canada last week.

The auto makers scheduled 20,940 units, 14.90 percent below the previous week's 24,605.

However, last week's production was 23.31 percent better than the year-ago week's 16,982, which reflected downtime at American Motors and Ford Motor Co. plants.

So far this year, 269,952 cars have been assembled, 9.94 percent more than the 245,551 built last year at this time.

Truck makers pegged production at 14,502 units last week, 25.92 percent fewer than the previous week's 19,576 and 22.69 percent below the year-ago week's 18,759.

Year-to-date, 231,853 trucks have been built, 2.03 percent more than the 227,242 completed last year at this time.

Truck production slips to 59,632

Because of the Good Friday holiday, last week's truck production fell to 59,632. It was 20.39 percent below the previous week's 74,909 and 13.99 percent below the year-ago week's 69,335.

Year-to-date, 884,219 trucks have been assembled, 4.34 percent more than the 847,431 completed last year at this time.

All Ford plants except Norfolk are scheduled for daily overtime this week, beginning April 1.

Saturday (April 5) overtime is slated for Ford's Twin Cities plant.

Chrysler hires Italian firm to re-do glass plant

Chrysler Corp. and Societa Italiana Vetro have signed a $44-million contract for the Italian company to modernize the McGraw glass manufacturing plant in Detroit.

The contract is the major part of a $54-million modernization project at the plant.

Societa Italiana Vetro, based in San Salvo, Italy, is a designer, producer and supplier of automotive glass fabricating equipment.

"Over the next three years, SIV will replace virtually all the existing machinery and equipment with advanced systems and processes for glass cutting, grinding, printing, bending, laminating and tempering," said Lee H. Runk, vice president of Chrysler's Component Business Operations.

The plant, built in 1936, has been used for glass fabrication for Chrysler vehicles since 1960.

Runk said the modernization will allow McGraw glass to compete in a world market and sell its products to other auto manufacturers as well as Chrysler.

Production will be uninterrupted because the project will be carried out in three phases at the 423,000-square-foot plant.

CD 700-1

Automotive News

April 7, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

GM and Hughes: Perfect mates

By Michelle Krebs
Financial Editor

EL SEGUNDO, Calif.—Donald Atwood, president of the new General Motors Hughes Electronics Corp. (GMHE), describes the GM-Hughes marriage as the total truly being greater than the sum of its parts.

Hughes Aircraft Co. offers GM technology that the auto maker can use in its products and factories of the future. Hughes also is a good business investment on its own.

GM, on the other hand, provides Hughes with expertise in high-volume manufacturing.

Together, the two companies can take advantage of business opportunities that otherwise would not be available to them individually.

Three months after the consummation of the largest non-oil hookup, the potential for the two companies individually and combined is becoming clearer.

GM won a bidding contest for the highly sought after Hughes last summer. In December, 1985, GM paid the Howard Hughes Medical Institute $2.7 billion in cash and 50 million shares of stock in GM Hughes Electronics, a subsidiary made up of Hughes, GM's Delco Electronics and portions of other GM electronic divisions.

Computer gives instructions for assembly

"GMHE is the embodiment of the word synergy," Atwood said in an interview with Automotive News, "because if I take two independent companies, Hughes and Delco, both strong, both headed in one direction—Delco in its automotive business, Hughes in its defense and space business—and put them together, they are both individually stronger than they would be without the other."

At the top of the list of jobs to be done is the transfer of Hughes' technology to GM.

"It is the mission of GMHE to effect the transfer

Please turn to Page 53, Col. 1

Japanese makes head the list in sales per dealer

By Jenny L. King
Detroit Reporter

The sales-per-franchise story is import dealers, especially those with Japanese franchises, are selling cars in record numbers.

In 1985, they were numbers that stunned even lively imaginations.

Honda dealers averaged 640 new-car sales per outlet. Mitsubishi dealers tallied 598 new cars per outlet. Toyota averaged 572, and Nissan weighed in at 520.

Compare those numbers with those of the domestic leaders: Oldsmobile at 334 sales per franchise, Chevrolet at 331 per outlet and Ford at 295 per dealer.

New-car sales, up just over 6 percent in 1985 compared with 1984, included a modest 3-percent climb for domestics and a 16-percent increase for imports. Import sales set a record.

The import dealer population swelled to an alltime high with an influx of import franchises, largely Chevrolet Sprint/Spectrum and Lincoln-Mercury Merkur captives. The domestic dealer total was down slightly for the year.

The overall average number of new-car sales per outlet for calendar year 1985 was 445, up from 420 in 1984. Two years ago, as the sales recession was turning around, the overall average was 374.

Domestic dealers averaged 393 sales per dealership in 1985, up from 380 a year earlier. The 1983 domestic average was 330 in 1983.

The 1985 average of 192 for import dealerships was down from 222 in 1984 due to the swelled dealer population. In 1983, import dealers had an average of 235.

When total truck sales, which also hit a record high in 1985, were folded in, the sales per outlet for some franchise holders rose tremendously. Mitsubishi figured to 920 cars-truck sales per dealer. Toyota was at 874, Nissan at 751,

Please turn to Page 57, Col. 1

CAR-TRUCK SALES PER OUTLET

FULL YEAR

Make	1985	Position
Mitsubishi	920	— 1
Toyota	874	— 2
Nissan	751	— 3
Honda	640	— 4
Chevrolet	586	— 5
Ford	565	— 6
Mazda	429	— 7
Oldsmobile	334	— 8
Dodge	297	— 9
Buick	285	— 10
Pontiac	265	— 11
Volvo	257	— 12
Volkswagen	246	— 13
Subaru	219	— 14
Mercedes	207	— 15
BMW	204	— 16
Isuzu	199	— 17
Mercury	186	— 18
Cadillac	185	— 19
Audi	182	— 20
Plymouth	146	— 21
AMC	133	— 22
GMC	128	— 23
Chrysler	124	— 24
Jaguar	120	— 25
Saab	115	— 26
Lincoln	104	— 27
Renault	87	— 28
Porsche	78	— 29
Peugeot	53	— 30
Dodge Imports	43	— 31
Alfa Romeo	33	— 32
Maserati	24	— 33
Chevrolet Imports	21	— 34
Plymouth Imports	17	— 35
Merkur	12	— 36

$1 billion order due for Grumman

By Geoff Sundstrom
WashingtonReporter

WASHINGTON—Grumman Allied Industries is expected to receive a contract from the U.S. Postal Service this week for 99,150 vehicles valued at $1.1 billion.

General Motors will supply Grumman with the vehicle chassis, engine and transmission. GM said the vehicle is based on a GM S-10 Blazer platform.

A Grumman spokesman said the vehicle will be assembled at the Grumman Allied Industries truck plant in Montgomery, Pa. The company employs 230 workers at its Montgomery plant and expects to hire "upwards of 200" more once the contract is awarded.

Grumman currently assembles Olson truck bodies at the central

Pennsylvania facility. The contract will roughly double Grumman's truck business.

The contract calls for 1,100 vehicles per month to be delivered during an eight-year period, with an option for 59,000 additional vehicles.

A competing vehicle built by LTV Co.'s AM General Division and a vehicle designed by a consortium headed by Fruehauf Corp. are also in the running. They are considered weak contenders, however, because prototypes supplied by those companies failed 24,000-mile tests conducted last year at Uniroyal's test track in Laredo, Tex.

The Postal Service's board of governors will award the contract at tomorrow's (April 10) meeting in Atlanta. Only the Grumman prototype has met USPS requirements, Postal Service officials said.

The Grumman vehicle is intended to do double-duty, replacing both the well-known quarter-ton postal Jeep and the Postal Service's fleet of half-ton trucks. It is designed for right-hand drive to facilitate mail pickup and delivery and can be converted from

Please turn to Page 57, Col. 1

Japanese language studies are essence of Saturday School

NEWSPAPER

Honda wives tackle a strange new land

By Jenny L. King
Detroit Reporter

WORTHINGTON, Ohio—There they were, in a very small room, sitting around a rectangular table, exchanging embarrassed glances and smiles with their guests.

The "guests" had little cups of strong, black coffee before them; the students had books—workbooks and dictionaries.

The guests wanted to know how the students, all young Japanese matrons, liked living in Ohio. The setting was the classrooms of Honda of America's Family Room program for the acculturation of the wives of men transferred to Honda's manufacturing plant in Marysville, Ohio. It's part of a program, which includes Japanese language lessons for children on Saturdays, to help Honda families adapt.

As the wives and their guests visited, questions grew longer and longer as the visitors tried to simplify them. Would the women understand? Most of them had been in this country less than a year. Their English lessons were not easy.

Using books from an existing curriculum, they were struggling with a conversation about, "Are you going to the game?" when the visitors interrupted.

A second student responded, "No," followed by one of several reasons:

For example, "No, I am going to build a bookshelf," or "No, I

Please turn to Page 34, Col. 1

GM's Smith is keynoter

Roger B. Smith, General Motors chairman and chief executive officer, will deliver the keynote address at the 11th annual Automotive News World Congress. He will speak Sunday, July 27, and his topic will be The State of the Industry.

International automotive industry leaders and top-level executives in related fields will address the World Congress, which will be held July 27-30 at the Hyatt Regency Dearborn.

Following Smith's keynote address, Edward L. Hennessy Jr., chairman and chief executive officer of Allied-Signal Corp., will speak on The Supplier Perspective.

Speakers at the general sessions on Monday, July 28, will include Robert Crandall; senior fellow, Brookings Institute, whose topic will be Real Manufacturing Costs

Please turn to Page 57, Col. 2

AMC facing decisions for survival

By Richard Johnson
Detroit Reporter

American Motors has entered an unprecedented period of transformation that should determine whether the company survives into the 1990s.

With a new president and chief executive officer, AMC is on the verge of a top-to-bottom makeover of its product line and manufacturing installations, and the changes could even extend to relocation of corporate headquarters.

News Analysis

During the next 60-90 days, Joseph Cappy, the new president and CEO, will face a series of crossroads decisions, all inextricably bound together.

If, when and where AMC decides to build a new assembly plant depends on what product the company will put in the plant. And that, in turn, will hinge largely on whether AMC forms a joint marketing or manufacturing agreement with an Asian auto maker.

AMC could replace both its outdated Kenosha and Toledo assembly plants with one or two plants, or it could decide to build nothing, leaving all or part of the Toledo Jeep facility operating and ceasing production in Kenosha.

Cappy acknowledges a cornucopia of options, but the company is expected to decide something very soon. A decision on a new assembly plant has already been pushed back several weeks.

AMC officials had expected to conclude the issue by early spring in order to set product plans for the 1990 model year. But Cappy now talks about a decision in June and hints that it might be put off even longer since, he said, the Kenosha-built Alliance/Encore, scheduled to be terminated after the 1989 model year, could be extended a year.

"There is a whole realm of things in terms of which direction do we move and what's the timing for those directions," Cappy said in a interview with Automotive News. "It's very fluid. If I knew for sure, I could make the decision today. But without knowing where we are, what we can do and who we can do it with, you have to remain flexible."

Among the decisions he faces is whether to focus on bringing out new Jeeps or passenger cars after three new Renault products are launched next year. And that could play a significant role in where AMC decides to build a new plant.

"It takes three years to bring out a car, so there comes a time when you finally have to make a decision as to which one you're finally going to be putting all your resources on," he said. "We may decide, for example, to pull ahead a Jeep program and back up a car program because we see a greater profit opportunity.

"Look at what we did from 1981 to 1985," Cappy added. "We spent $1.3 billion and we put the bulk of that into Jeep. Now, we've got the Jeep behind us and its providing a strong prop and support for the company and so we move into the passenger car. Well, how fast do you start redoing the Jeep line?

"You know, the problem with this corporation in the past is it

Please turn to Page 55, Col. 3

Joe Wilssens

From left: Harvard's Michael Porter, NUMMI's Tatsuro Toyoda and UAW's Owen Bieber

Beware of 'myths,' industry told

By Matt DeLorenzo
Los Angeles Reporter

ANN ARBOR, Mich.—Although the U.S. auto industry has rebounded dramatically, a Harvard business professor told the Sixth Annual U.S.-Japan Automotive Industry Conference here that the domestic industry has yet to attain a strategic comeback and faces even more serious challenges ahead.

"Something is changing in the competitive environment," Michael Porter said, adding that he feels there is "a collection of myths of what the challenge represents."

Related story on Page 12

One of those myths is that the profits of the past few years mean the domestic industry has made a comeback. Porter said he finds that "more disturbing than comforting" when viewed in context.

"Import penetration is now more than double what it was 10 years ago and it's growing in wider and wider ranges," he said.

The Japanese have a competitive advantage in offering low-priced, entry-level cars. Now that they are moving up, the Japanese are challenging the domestic makers in the larger-car market where the U.S. companies had the advantage.

The U.S. makers "lack a competitive advantage," Porter said, "They are not low-cost, there is no differentiation and they are chasing a rapidly moving target (the Japanese)."

Porter said these changes open the low-cost, entry-level segment to new companies from other countries, such as Korea.

"I think Hyundai represents a serious threat," he said.

Two other myths, according to Porter, hold that the high volume of U.S. makers is one of their competitive strengths and that the major Japanese advantage is their low-cost position.

On the high-volume issue, Porter said that advantage is being eroded because the market is becoming increasingly segmented.

"The ability to make and sell a complex product line will be an important source of competitive advantage of the future," he said. As for the Japanese relying on low cost as a source of competitive advantage, Porter said it's true that they do have a significant cost advantage, however, the repositioning of their product lines into broader ranges means that

Please turn to Page 56, Col. 4

Ephlin slaps GM increase

By Mary Connelly
Detroit Reporter

The head of the UAW's General Motors department said he can see no strategic justification for GM's planned price hike and will protest the action to the company's management.

UAW Vice President Donald Ephlin said the 2.9-percent increase that is slated to take effect April 14 could lead to loss of market share and result in loss of jobs for union members.

NADA didn't like the price hike either. The dealer group said it members are "dumbfounded and perplexed" by GM's action.

Ephlin said that instead of raising prices, GM should have taken advantage of the strengthening value of the Japanese yen in relation to the U.S. dollar which has forced Japanese manufacturers to raise their prices in this country.

"I don't know what their justification is," Ephlin said, adding that he was not notified of the impending hike. "I'm disappointed because it hurts the effort to capitalize on the situation. Japanese price are going up, and it seems like it would have been a good opportunity to regain lost ground."

GM's action was the first full-fledged price hike by a domestic maker since last fall's introduction period. GM has listed no model-by-model increases yet.

In announcing the increase, GM blamed "partial recovery of higher labor and other manufacturing costs, as well as the impact of major capital spending and other programs."

Ephlin dismissed the labor-cost justification as "a cliche of the public relations department."

"It's never due to the fact they have too much burden or overhead," he added.

Ephlin was interviewed while attending the Sixth U.S.-Japan Automotive Industry Conference in Ann Arbor, Mich., last week.

Conference speakers also questioned the wisdom of GM's pricing move.

Noting the changing dollar/yen relationship, Maryann Keller, director of Vilas-Fischer Associates, said, "This was and is a unique opportunity for the American automobile industry to increase market share. To be able to advertise superior value was an advantage."

Saying she was "disappointed" by GM's move, Keller said that if price increases become industry-wide, they will "play into the hands" of the Japanese manufacturers.

Michael E. Porter, professor of business administration at Harvard University and a conference speaker, said GM was exploiting the yen/dollar relationship to gain profitability.

He said a price hike is counterproductive to what should be GM's aim of strategic repositioning in the market.

Porsche drops plans to import $150,000 model

Porsche Cars North America will not offer the high-performance 959 for sale in the U.S. as planned, the importer announced last week.

However, many of the high-tech features of the $150,000 car will be adapted to other U.S.-bound models as quickly as possible, Porsche's U.S. sales arm said.

Porsche said it dropped plans to import up to 200 959s beginning in late 1987 or early 1988 because the car does not meet U.S. standards for minimum bumper height.

The 959 is equipped with a variable road profile adjustment which lets the driver select bumper heights ranging from less than five inches to just under eight inches. Federal requirements mandate a bumper height of at least 12 inches.

Modifying the 959 to meet federal bumper standards would have "destroyed" the car and could have doubled its price, said John A. Cook, president of Porsche Cars North America.

In addition, Porsche engineers in Weissach, West Germany, have not succeeded in refining the 959's 2.8-liter, twin turbo, 6-cylinder engine to meet U.S. emissions regulations, he said.

Porsche AG will build about 200 of the 959s for sale in Europe. About 25 of the 185-MPH cars still are expected to be brought into the U.S. for racing, a Porsche spokeswoman said.

—Dave Zoia

Austin Rover shooting for 25,000 sales

By John A. Russell
New York Staff Writer

NEW YORK—Austin Rover Cars of North America now is predicting 25,000 first-year sales of its Sterling four-door sedan, which will be introduced in the U.S. next January.

The new sales projection is an upward revision of the 20,000 figure the company has been using and apparently is based on strong dealer acceptance of the British-built car.

Ray Ketchledge, president of the Miami-based importer, said last week that everything is moving along as scheduled to meet the January introduction date. He expects to have the entire dealer network in place soon, and another wave of appointments will be announced next month.

When the dealer appointments are completed, the company will have 135 outlets.

He said production is scheduled to start in the fourth quarter of this year. He also said the Sterling will be offered in two trim levels and will be priced in the $18,000-to-$24,000 range.

Ketchledge said the company has about 900 dealer applications. He described those who have been appointed as "heavy hitters." They are drawn from both the import and domestic-dealer ranks, and all have strong reputations in their local markets, he said.

Austin Rover Cars of North America now has 30 employes at its Miami headquarters and expects to have 80 to 100 by December. Many of them will be in service, parts and warranty administration.

Ketchledge said he is trying to keep the "head count down" through the use of computers. He said a smaller staff eliminates layers of management and enables the company to stay close to dealers and consumers.

Ports of entry for the Sterling will be Newark, N.J., and Long Beach.

The company recently selected Kermish-Geylin, New York, to handle public relations.

In addition, Ketchledge said, Charles Conklin has joined the company's advertising agency, Bieber-Silverstein, as senior vice president and will be in charge of the Austin Rover account.

Ketchledge said he does not believe Honda's Acura Legend will have an impact on the Sterling because the cars are different even though both are products of a joint venture between Honda and Britain's Austin Rover.

index

Auction reports	42-43
Classified advertising	44-51
Dealing with dealers	18
Editorial page	10
Obituaries	57
Production by makes	59
Truck highlights	14

60th year—No. 5121

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Ford panel to study prospects in China

By Richard Johnson
Detroit Reporter

Ford Motor Co. has formed a special committee within its corporate staff to study business prospects in the People's Republic of China.

The special panel is part of a more general reshaping of the company's management structure in the Northern Pacific region which has taken place in recent weeks.

Ford's China Study Team, headed by Carl G. Roth, "is working to establish relations with officials in China to determine whether and how we can do business with them," a Ford spokesman said.

As part of the restructuring, the office of John Devine, Ford's executive director for Northern Pacific Business Development, has been spun off from Ford's operational management in the Asia-Pacific region. Devine now reports to Ford's Corporate Strategy Staff. His duties are "development as opposed to operational," according to the company spokesman.

"This gives John a clearer direct line of responsibility back to Dearborn," said the Ford representative.

Devine's office previously functioned under Mervyn Manning, president—Ford Asia-Pacific, based in Australia. Manning no longer has a direct role in Japan or Korea. Ford will import a minicar from Korea's Kia Motor Co. later in the decade. Asia-Pacific operations now consist of Ford affiliates in Australia, New Zealand and Taiwan.

According to the Ford spokesman, Devine "interfaces with Mazda and Ford of Japan, has a hand in getting our ducks in order in Korea for the Kia operation and has a role in Ford's negotiations with China."

At a recent meeting of the Detroit Auto Writers Group, Philip E. Benton Jr., Ford's new executive vice president for International Automotive Operations, said China will not fall under his direct control.

"China in our organization is the subject of a special committee that is still held within the corporation as to what do we do in China," he said. "I will participate in it as a member of Ford Motor Co. management, but it will not be unique to international."

Last August, Ford Vice President Lindsay Halstead conducted exploratory talks with Chinese Vice Premier Wan Li at the invitation of China National Automotive Industry Corp. Discussions centered upon a possible joint venture involving production of light trucks.

The Ford spokesman last week said he was not aware of additional meetings between China officials and corporate vice president-level Ford executives since the Halstead visit.

After his 1985 trip, Halstead indicated no Chinese deal was imminent because Ford executives were not convinced China could achieve its ambitious industrialization objectives.

AMC may not build Comanche in China

By Richard Johnson
Detroit Reporter

American Motors and its Chinese partner, Beijing Jeep Corp., may scrap plans to begin assembling Jeep Comanche pickup trucks in Beijing this fall.

AMC President Joseph Cappy said AMC is rethinking its Comanche production program because of a shortage of foreign exchange currency in the People's Republic of China.

Beijing Jeep plans to build the new part-time four-wheel-drive pickup for sale in China initially and later for export in the Asia-Pacific rim. But the fall production startup is now uncertain.

"It might not happen," said Cappy in an interview with Automotive News. "The plans are to still consider that, and once I know how much foreign exchange is going to be available we'll make that decision."

A lack of foreign exchange capital has already caused AMC to cut back Cherokee production for 1986. Originally, Beijing Jeep targeted assembly of 6,000 units, but plans have been scaled back to 2,000-4,000 units this year, according to Cappy.

Beijing Jeep began building Cherokees last fall and also assembles an upgraded version of the 4WD BJ212, a 30-year-old Russian-designed vehicle based on the Jeep CJ.

Cappy said the company recently obtained an import license for 1,000 Cherokee kits from the Chinese Government.

"I think the wheels have started to roll again," he said.

But the fate of Comanche production this fall is still up in the air.

Parts to cost more from Third World

WASHINGTON—U.S. auto makers sourcing automotive parts and accessories from Third World countries can expect to pay more for them this year in the wake of the Reagan Administration's decision to lift the tax-exempt status for some of these countries.

Hit most immediately by the decision are Mexico, Taiwan, Brazil and South Korea. In some cases, these countries enjoy near-monopolies in providing certain parts to U.S. auto makers.

U.S. Trade Representative Clayton Yeutter, in announcing the decision, said the countries involved had become sufficiently competitive in particular products to compete in the U.S. market without the tariff exemptions.

In 1985, a total of $13.3 billion in tariff-free imports came to the U.S. The Reagan Administration decision will chop at least $3.2 billion from that in 1986.

Among the hardest his is Mexico which, among other items, sold nearly $472 million worth of wiring harnesses, some $407 million in auto parts and nearly $94 million worth of auto seats and interior trim to U.S. auto makers in 1985.

With the decision to lift tariff exemptions for these items, exporters will pay tariffs of 5 percent on wiring harnesses and 3.2 percent on parts and seats, according to the U.S. Customs Service.

Taiwan, another that will be hard hit by loss of tariff exemptions, shipped some $71 million worth of wiring harnesses to the U.S. in 1985, as well as $117 million in automotive parts.

Under the new rules, Brazil will lose its tariff-free status for approximately $164 million in auto parts exports as well as $97 million in auto tire exports.

South Korea would lose its tariff exemption for $181 million of auto tire exports.

The tariff on tires is 4 percent.

Special finance rate pulls in prospects

Joe Wilssens

Dealer's 5.75 incentive ignites sales action

By Edward Lapham
Marketing Editor

Finance-rate incentives still sell cars.

While the factories were licking their March sales wounds last week and wondering what to try next, Glassman Oldsmobile-Saab, Southfield, Mich., used a three-day, 5.75 APR program to clear out a "record level of inventory."

During the promotion, the dealership wrote orders for 237 cars, 12 of which were Saabs.

"We did in three days what we normally would have done in a very good month," said George Glassman, vice president and general manager of the suburban Detroit dealership.

"People are waiting for a reason to buy," Glassman said. "There is no question that people are motivated by the interest rates. They are motivated to buy cars and they are motivated to buy homes."

Glassman said it took "four or five weeks" to put the program together with two local banks. He said there was no pre-established cap, but the banks seemed to be approving non-recourse loans of 48 months or less for amounts under $10,000.

Glassman said he also is participating in the current General Motors Acceptance Corp. program.

"We had people coming in from as far away as Muskegon and Sault Ste. Marie," Glassman said.

Muskegon, on the west coast of Michigan, is 175 miles from the suburban Detroit store. Sault Ste. Marie is some 300 miles away.

Meanwhile, Ford, Chrysler and General Motors were contemplating the market. The current factory APR programs, mostly 9.9 percent with a smattering of lower rates on selected models, will expire by the end of the month. That has left a very pregnant expectation about what the factories will do next.

There are many choices facing the factories as dealers look with anticipation to the spring selling season. Insiders say the marketing people at Chrysler and GM are devising new programs, designed to "juice" the post-APR spring market.

Glassman believes APRs can still work if the numbers are right. His dealership's program was a success, but it did get a boost from three days of sunny, unseasonably warm weather as well as an inordinate amount of publicity.

"It was unbelievable," he said. "People were taking numbers and waiting for up to an hour and a half to buy a car."

Domestic sales plunge 15 pct.

By Jenny L. King
Detroit Reporter

New-car sales in March came in like a toothless lion and wandered out like the smallest of lambs. Domestic sales were down in each of the three reporting periods and brought to four the number of consecutive periods of decline.

Import sales were more Leo-like, up 22.95 percent March to March and capturing 27.60 percent of the month's market. It was their largest share so far this calendar year and represented a gain of nearly seven percentage points over the 20.75 percent earned in March, 1985.

Total new-car sales in March were off 7.56 percent, to 896,838 from 970,221 last year. Industry sales for the first quarter reached 2,603,058, off 1.56 percent from 2,644,331.

Sales of domestic new cars plunged 15.55 percent, to 649,351 —their lowest level in three years —from 768,927 in March, 1985. First-quarter domestic sales were down 7.03 percent, to 1,898,626 from 2,042,164.

March import sales totaled 247,487, up 22.95 percent from 201,294. Import sales for three months were 704,432, up 16.98 percent from 602,167.

There was bad news galore for the domestics in March; all of them except Honda were down from year-ago sales levels.

General Motors lost the least on a percentage basis, but GM still fell 14.29 percent, to 355,880 from 415,218. Ford Motor Co. was down 18.02 percent, to 167,490 from 204,315. Chrysler Motors was down 21.42 percent, to 90,945 from 115,729.

Honda reported sales of 15,175 new Accords, up 0.90 percent from 15,039 a year ago. Volkswagen dropped 14.31 percent, to 6,198 from 7,233. American Motors' sales of 6,300 domestic units were 44.70 percent below 11,393 in 1985. Nissan Sentra sales numbered 7,363.

GM earned 54.80 percent of the domestic market in March, up from 54.00 percent a year earlier. Ford dropped to 25.79 percent from 26.57 percent. Chrysler cornered 14.01 percent this year

Please turn to Page 58, Col. 3

Toyota defies NHTSA plea for recall

WASHINGTON—Toyota Motor Co. said it is not going to recall approximately 74,000 Cressida cars from the early 1980s even though NHTSA would like it to do so to correct an alleged "sudden acceleration" problem.

A Toyota spokesman said the company was aware of some reports of sudden acceleration in 1982 and 1983 Cressidas, but he said Toyota "hasn't been able to determine the cause of these alleged incidents."

NHTSA, which has reports of 40 incidents of sudden acceleration in 1982-1983 Cressidas, attributed the alleged problem to a defect in the Cressida cruise control system, but Toyota said it had not been able to confirm that.

In a letter dated Feb. 28, the safety agency asked the company to recall 1981 through 1983 models. Under guidelines established earlier this year, NHTSA did not disclose that request to the public.

The Center for Auto Safety, which had been urging the agency to look into the alleged problem since 1983, chided NHTSA for not pressing for a mandatory recall of the cars and for refusing to expand the scope of its investigation to post-1983 Cressidas.

At the same time, the consumer group asked that NHTSA also look into alleged sudden acceleration problems in 1983-1984 Toyota Camry models.

Firm offers leasing franchises

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES—National Dealer Consultants, a firm that provides marketing and advertising services to auto dealers, has formed a franchise leasing company called Incentive Leasing, Inc.

The San Diego-based firm has sold 23 franchises to date and hopes to have 2,000 franchises within 13 months, according to Ron Carpenter, Incentive's director of franchise sales.

"It's a new concept in merchandising," Carpenter said of the program, which is seeking to establish leasing franchises similar to car rental or real estate setups such as Hertz or Century 21.

An added twist is that Incentive is also hoping to use a multi-level marketing organization similar to Mary K cosmetics or Amway as a bird-dog network to drum up additional business for the franchises.

The firm's first-year sales projections call for 500 franchises by year-end writing about 40 leases per month and generating $300 million in gross sales per month.

Carpenter said that auto dealers mainly have been putting up the $18,500 it takes to obtain a franchise. However, one of the stipulations of Incentive Leasing is that the outlet be a free-standing location and not part of a dealership. Carpenter said some franchises will be in shopping centers while others will be separate facilities along auto rows.

While the parent company will provide the national advertising and marketing effort, the individual franchisees will be responsible for obtaining their own vehicles.

Leases will be closed-end, nonrecourse contracts, and Incentive is providing access to 29 lending institutions nationally that will carry the paper. Carpenter said NDC eventually will buy leases through a subsidiary called NDC Discount, Inc.

Advertising will be funded by a $110 charge per lease which will go into a co-op fund. In addition, Incentive charges a 1.25-percent franchise fee on the cap cost of each lease.

Asked if the company will be looked upon as competition to other auto dealers, Carpenter said it would not. "The dealers are aggressively after the business; they're looking at that guy (a franchisee) as a customer that can buy a car," he said.

In addition to the leases that the franchisee writes, Incentive is also looking at multi-level marketing groups as a means of bringing in additional business.

According to Carpenter, the system would use several layers of representatives who would refer business back to a franchisee with each level participating in the profit from the lease. On those leases, Carpenter said, 50 percent of the profit would be returned in commissions to the multi-level participants.

On the scene at Dallas Auto Show

Thomas J. Wagner, left, Lincoln-Mercury general manager, and Michael H. Savod, Dallas district sales manager, examine a Merkur Scorpio at the Dallas Auto Show. The Scorpio goes on sale in the U.S. this fall. Wagner was the keynote speaker at the luncheon to kick off the show.

Special center to service limousines in Atlantic City

ATLANTIC CITY—Atlantic City will be the location of a totally new concept in limousine operations, according to Anthony Merlino, president of Limo-Land, Inc.

"The limousine industry is becoming one of Atlantic City's fastest growing businesses," said Merlino.

"Yet, the city has lacked an integrated facility (for) the more than 500 limousines that bring visitors here every week. In addition, hotels in Atlantic City operate their own fleets of limousines, and they now have to drive at least 60 miles for factory-authorized service on their cars."

Every serviceman at Limo-Land is a factory-trained specialist from Cadillac and Lincoln, as well as Moloney Mfg. Corp., the Chicago-based firm that produces stretch limousines.

Merlino said the mechanics will provide a complete line of services, including lube and oil, wheel alignment, cleaning and polishing, electrical and gadget component parts service, reupholstery, VCR and stereo service and engine diagnostic evaluation and mechanical service.

The Limo-Land operation will also provide a recreational area for limo drivers who often have to wait several hours for return trips.

While their vehicles are being serviced, drivers may browse through a showroom with Moloney limousines on display. Limo-Land will also be a sales outlet for customers seeking to update their limousine business.

Merlino has also taken care of drivers' return trips to hotels and casinos by providing a computerized hookup that identifies prospective customers needing rides.

"This computerized service is revolutionary in the industry," said Merlino. "It will help reduce or, if successful, eliminate the return trip being a nonprofit trip for the livery services that affiliate themselves with Limo-Land."

Special K.C. auction

KANSAS CITY—Kansas City Auto Auction will stage a Corvette and Special Interest Sale April 15 and is expecting the event to feature some 300 Corvettes and specialty cars and trucks.

auction directory

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
GM FACTORY
SALE
April 16 - 30
11 A.M.
Brass Hat Vehicles
Special Off-Lease C Bodies
Special Off-Lease Cavaliers
Call for information:
215-822-1935

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

PENNSYLVANIA

Hatfield Auto Auction
FORD MOTOR COMPANY ANNOUNCES A SPECTACULAR EXCLUSIVE SALE RESERVED FOR FORD & LINCOLN/MERCURY DEALERS ONLY
April 9, 1986
Wednesday, 11:00 AM
Over 200 Units
Lincoln Town Cars, Cougars, LTD's, Marquis & Thunderbirds
Call for information:
215-822-1935

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

MISSOURI

METRO AUTO AUCTION OF KANSAS CITY INC.
9th ANNUAL ORIGINAL
CORVETTE SALE
ALSO
Classic and Special Interest Cars
WEDNESDAY, MAY 7th 11:00 AM
"World's Largest Corvette Sale"
CLOSED SALE — TO DEALERS ONLY
Buyers and Sellers From Coast to Coast
(Over 400 units in '85)
Information: 816-525-1100
Jack Hadley — Cliff Pool — Dick Miller
ANGLO AMERICAN AUTO AUCTIONS INC.
METRO KANSAS CITY
Metro Auto Auction of Kansas City, Inc.
"A subsidiary of Anglo American Auto Auctions Inc."
101 W. Oldham Parkway
Lee's Summit, Missouri 64063

factories list auction dates

American Motors

April 8—D-A Auto Auction, New Stanton, Pa.

April 9—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

April 10—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Northway Exchange, Inc., Clifton Park, N.Y., and Fredericksburg Auto Auction, Fredericksburg, Va.

April 15—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

April 16—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

April 17—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 18—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

April 8—Hatfield Auto Auction, Hatfield, Pa.

April 9—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

April 10—Fredericksburg Auto Auction, Fredericksburg, Va.

April 11—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 9—Concord Auto Auction, Acton, Mass., and Columbus Fair Auto Auction, Obetz, Ohio

April 10—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix

April 16—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 17—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

General Motors

April 8—166 Auto Auction, Springfield, Mo.; Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando

April 9—Brasher's Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 10—Nashville Auto Auction, Nashville

April 15—South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, East Windsor, Conn.

April 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Nissan

April 17—Nashville Auto Auction, Nashville

Used Car Sales
Auction Averages

March 1986	$4,932
Month ago	$4,821
Year ago	$4,368

Model Breakdown
Auction Averages

	MAR., 1986	FEB., 1986	JAN., 1986
1986	$10,173	$10,059	$8,769
1985	$8,774	$8,655	$8,509
1984	$6,248	$6,158	$5,943
1983	$5,370	$5,232	$5,206
1982	$4,213	$4,089	$4,136
1981	$3,382	$3,302	$3,163
1980	$2,477	$2,478	$2,402
1979	$2,246	$2,348	$1,954
Overall Average	$4,932	$4,811	$4,651

Any Ford-Fiat talks would be limited

By Richard Johnson
Detroit Reporter

If negotiations between Ford of Europe and Fiat are revived in the wake of an expected joint venture involving Ford and Fiat's Iveco truck subsidiary, they will probably be on a much smaller scale.

Philip E. Benton Jr., who became executive vice president for International Automotive Operations on April 1, said a reawakening of interest in the collapsed talks would likely be concentrated on one or two specialty-car models.

Ford of Europe and Fiat broke off joint-venture discussions last fall, but the Ford subsidiary is said to be nearing an agreement with Iveco on a joint venture for marketing and developing new trucks in Europe (Automotive News, March 10).

"I don't think we have put that completely to bed, but nevertheless we have been holding very serious talks with Iveco and may be close to some form of arrangement," Benton said at a recent meeting of the Detroit Auto Writers Group.

As for a rebirth of Ford-Fiat talks on car operations, Benton said, "I think it less likely that we would leap to a re-examination of the whole car business than it is that we would look for other smaller pieces, like a specialty model or something like that."

Benton said he is not aware that any such discussions with Fiat are in progress. But he said a new round of talks with Fiat would probably focus on a relatively low-volume model, such as a sports car.

"I think it much more likely that if something were to follow the truck arrangement it would be more that (sports car) than it would be a full car," he said.

The earlier Ford-Fiat discussions aimed at a broad merger in the intensely competitive European automobile market. They ended because each company wanted to be in control of the joint venture. Fiat's Iveco will reportedly control the expected truck venture because the Italian company's share of the European truck market far outstrips that of Ford.

Benton said the logic behind the Ford-Iveco deal "is as simple as putting two separate truck companies together, and instead of making two investments for the next generation of new trucks, you make one."

"It's just more efficient utilization of very limited capital in a business which is very unprofitable at the present time in general, the heavy-truck business in Europe," he said.

Saab sales set record for 48th month in a row

ORANGE, Conn.—Saab dealers in the U.S. chalked up their 48th consecutive monthly sales record in March.

"It takes real teamwork to maintain that performance level every month for four years without a break," said Robert J. Sinclair, president, Saab-Scania of America. "As far as I can tell, no other auto maker has ever matched this."

In April, 1982, Saab dealers delivered 1,513 cars, then a record for April. Every month since then has been an alltime high for that month.

Saab sales in March, 1986, totaled 3,703, up 14 percent from 3,245 in March, 1985. First-quarter sales climbed to 10,063 this year, up 16 percent from 8,684 last year.

Saab's 1986 sales goal in the U.S. is 45,000 cars. In 1982, the year the string of records began, Saab sales totaled 18,179.

Veraldi to address meeting on quality

DEARBORN—Lewis C. Veraldi, Ford Motor Co. vice president, luxury and large car engineering and planning, will be the chief speaker during the two-day National Automotive Division Conference of the American Society for Quality Control opening here tomorrow (April 8).

The annual meeting, the 29th of its type, will focus not on statistical process control (SPC) methods, as has been common recently, but on what purchasing and engineering functions can do in enhancement of quality,

Domestic sales plummet 15 pct.

Continued from Page 3

compared with 15.05 percent in 1985.

American Motors had 0.97 percent, down from 1.48 percent. Honda's 2.34 percent was up from 1.96 percent and VW inched up to 0.95 percent from 0.94 percent. Nissan earned 1.14 percent of the March domestic market.

Aside from Honda's 0.90-percent increase, sales were down across the board for domestic makes.

Imports welcomed Honda's Acura Division aboard, and freshman Hyundai reported sales of 10,432 Excels its first full month on the market.

March 21-31 domestic sales plunged 21.48 percent, to 235,735 from 301,496. Even Honda was down this time, 2.63 percent. GM dropped 23.70 percent, Ford was off 19.03 percent, Chrysler was down 22.09 percent, AMC plunged 57.86 percent and VW was off 9.58 percent.

Where auto market was, March, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	122,778	13.69%
COMPACT	136,167	15.18%
INTERMEDIATE	232,767	25.95%
STANDARD	83,586	9.32%
LUXURY	74,053	8.26%
IMPORT	247,487	27.60%
TOTAL	896,838	100.00%

U.S. CAR SALES BY MARKETING UNITS

	March, 1986	March, 1985	3 Mos., 1986	3 Mos., 1985
Chevrolet	140,701	148,152	411,291	404,925
Ford	112,412	138,315	313,352	347,987
Oldsmobile	82,693	95,223	258,826	262,491
Pontiac	67,084	75,153	200,871	184,091
Buick	55,957	76,721	176,830	219,159
Honda	46,433	45,267	145,157	137,523
Mercury	42,284	51,650	117,133	132,325
Dodge	41,543	48,453	111,124	129,161
Nissan	40,720	38,985	121,614	117,908
Toyota	39,008	32,906	124,291	119,019
Chrysler	31,371	34,324	79,215	85,916
Plymouth	30,419	39,961	94,613	109,415
VWoA	25,294	23,712	68,038	63,647
Cadillac	23,955	25,186	70,691	68,076
Mazda	23,561	18,034	62,002	44,276
Subaru	17,499	11,876	49,130	35,795
Lincoln	14,157	14,759	37,009	42,428
Hyundai	10,432	0	11,020	0
Volvo	10,336	9,808	31,459	28,524
BMW	8,030	7,467	20,576	19,044
Mercedes	7,510	7,740	22,577	19,886
AMC-Renault	6,642	12,305	20,160	33,910
Mitsubishi	4,089	3,195	12,937	8,857
Saab	3,752	3,294	10,200	8,839
Isuzu	2,791	1,980	9,804	6,242
Porsche	2,545	2,179	6,407	6,011
Jaguar	1,968	1,984	4,652	4,252
Yugo	1,819	0	6,431	0
Peugeot	1,292	1,073	3,405	3,242
Alfa Romeo	390	376	1,091	1,013
Maserati	151	143	413	369
TOTAL	896,838	970,221	2,603,058	2,644,331

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	March, 1986	March, 1985	3 Mos., 1986	3 Mos., 1985
Acura	704	0	704	0
Alfa Romeo	390	376	1,091	1,013
Audi	6,088	5,722	15,865	15,808
BMW	8,030	7,467	20,576	19,044
Chevrolet Spectrum	9,149	3,984	19,016	10,023
Chevrolet Sprint	5,361	1,233	15,673	4,055
Dodge Colt	4,686	2,700	13,682	8,270
Dodge Conquest	278	207	739	633
Dodge Vista	1,602	712	4,159	2,023
Honda	30,554	30,228	101,378	95,776
Hyundai	10,432	0	11,020	0
Isuzu	2,791	1,980	9,804	6,242
Jaguar	1,968	1,984	4,652	4,252
Maserati Biturbo	151	143	413	369
Mazda	23,561	18,034	62,002	44,276
Mercedes-Benz	7,510	7,740	22,577	19,886
Merkur	1,363	409	3,726	801
Mitsubishi	4,089	3,195	12,937	8,857
Nissan	33,357	38,985	101,405	117,908
Peugeot	1,292	1,073	3,405	3,242
Plymouth Colt	4,140	2,467	12,439	7,795
Plymouth Conquest	248	211	682	607
Plymouth Vista	1,434	712	3,789	2,013
Porsche	2,545	2,179	6,407	6,011
Renault	342	912	999	2,431
Saab	3,752	3,294	10,200	8,839
Subaru	17,499	11,876	49,130	35,795
Toyota	39,008	32,906	124,291	119,019
Volkswagen	13,008	10,757	33,781	28,605
Volvo	10,336	9,808	31,459	28,524
Yugo	1,819	0	6,431	0
TOTAL	247,487	201,294	704,432	602,167

DOMESTIC CAR SALES

	March 21 to March 31, 1986	Same Period, 1985	March, 1986	Same Month, 1985	Jan. 1 to March 31, 1986	Same Period, 1985
Alliance	0	0	4,373	6,178	13,764	17,428
Encore	0	0	1,236	4,393	33,829	10,680
Total Renault	0	0	5,609	10,571	17,593	28,108
Eagle	0	0	691	822	2,307	3,371
Total AMC	0	0	691	822	2,307	3,371
AMERICAN MOTORS	2,420	5,743	6,300	11,393	19,900	31,479
Horizon	2,653	3,385	6,827	10,432	19,608	30,133
Turismo	1,588	2,393	3,798	6,679	10,731	17,812
Reliant	3,261	5,420	8,896	13,898	34,933	36,408
Caravelle	1,291	1,250	3,730	3,430	8,956	9,449
Plymouth	477	760	1,346	2,132	3,475	5,198
Total Plymouth	9,270	13,208	24,597	36,571	77,703	99,000
Laser	1,169	2,427	2,768	7,459	6,336	15,780
LeBaron K	3,258	3,339	8,110	8,568	24,023	22,391
LeBaron GTS	2,212	1,920	6,094	4,455	16,551	10,702
Cordoba	0	0	0	0	0	0
Fifth Avenue	3,024	3,268	9,340	8,628	20,018	22,911
E-Class	0	1,975	0	5,214	0	13,835
New Yorker	1,902	0	5,059	0	12,287	0
Total Chrysler	11,565	12,929	31,371	34,324	79,215	85,619
Omni	2,407	3,074	6,499	8,746	17,782	24,399
Charger	1,647	2,732	3,890	7,080	11,303	18,942
Daytona	1,463	2,411	3,552	6,613	8,074	14,470
Aries	2,685	3,931	7,702	10,035	24,389	28,805
Lancer	1,452	1,270	5,104	3,212	12,100	8,110
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	987	1,339	2,427	3,504	5,808	8,938
Mirada	0	0	0	0	0	0
Dodge 600	2,193	2,025	5,803	5,644	13,088	11,559
Total Dodge	12,834	16,782	34,977	44,834	92,544	118,235
CHRYSLER CORP.	33,669	42,919	90,945	115,729	249,462	302,854
EXP	0	987	0	2,837	0	8,678
Escort	12,185	9,190	32,232	26,484	91,843	85,024
Mustang	5,948	5,400	16,643	14,390	39,352	40,083
Tempo	6,566	16,370	18,129	46,546	65,462	92,281
Taurus	5,928	0	18,011	0	36,580	0
Thunderbird	4,093	5,830	11,102	14,211	36,986	36,024
LTD	1,385	7,078	3,966	18,987	13,119	47,531
Crown Victoria	4,637	5,299	12,329	14,860	30,010	38,366
Total Ford Division	40,742	50,154	112,412	138,315	313,352	347,987
Lynx	2,006	2,176	5,491	5,525	17,155	17,414
Topaz	1,681	4,320	4,859	11,809	16,126	24,548
Sable	3,117	0	8,688	0	17,108	0
Cougar XR-7	3,212	4,224	8,207	10,510	28,641	22,597
Capri	442	543	1,188	1,499	2,975	4,140
Marquis	642	3,298	1,773	8,686	5,855	23,497
Grand Marquis	3,900	5,306	10,715	13,212	25,547	33,508
Total Mercury	15,000	19,867	40,921	51,241	113,407	131,524
Continental	555	1,182	1,817	3,098	4,680	9,428
Lincoln	4,083	3,733	10,415	9,891	27,662	27,330
Mark VII	689	612	1,925	1,770	4,667	5,670
Total Lincoln	5,427	5,527	14,157	14,759	37,009	42,428
Total L-M Division	20,427	25,394	55,078	66,000	150,416	173,952
FORD MOTOR COMPANY	61,169	75,548	167,490	204,315	463,768	521,939
Skyhawk	2,640	5,026	6,738	9,021	15,044	22,600
Skylark	0	4,677	0	10,145	0	28,847
Somerset Regal	2,418	3,624	6,328	8,379	28,280	22,901
Century	6,637	7,327	16,635	17,193	57,833	51,331
Regal	2,364	3,562	6,224	8,443	21,813	26,120
LeSabre	3,433	5,059	8,562	12,407	18,363	37,650
Electra	3,708	2,950	9,935	6,701	31,256	16,405
Riviera	599	1,942	1,535	4,432	4,241	13,305
Total Buick	21,799	34,167	55,957	76,721	176,830	219,159
Cimarron	726	1,233	1,895	2,508	4,617	4,974
Seville	537	1,001	1,357	2,575	3,606	7,045
Cadillac	6,969	5,355	18,822	14,768	57,227	41,015
Eldorado	724	2,116	1,881	5,335	5,241	15,042
Total Cadillac	8,956	9,705	23,955	25,186	70,691	68,076
Chevette	3,140	3,889	9,195	10,744	19,470	34,618
Nova	2,958	0	7,311	0	34,682	0
Cavalier	9,528	20,959	25,848	41,501	100,079	103,393
Citation	60	2,509	187	7,077	599	19,578
Camaro	6,086	5,855	16,996	18,484	37,346	51,196
Celebrity	10,640	10,869	31,127	28,560	99,230	80,687
Malibu	0	0	0	0	0	0
Monte Carlo	3,483	4,238	10,086	10,874	23,782	27,877
Chevrolet	8,315	8,325	21,954	21,775	54,069	63,880
Corvette	1,283	1,543	3,487	3,920	7,345	9,568
Total Chevrolet	45,493	59,187	126,191	142,935	376,602	390,797
Firenza	1,170	2,400	3,374	5,490	8,338	14,929
Omega	0	0	0	0	0	0
Calais	3,458	3,182	11,706	10,463	27,180	27,048
Cutlass Ciera	7,206	8,972	22,117	29,593	82,441	79,332
Cutlass Supreme	4,633	6,059	14,433	19,312	57,432	53,449
Olds 88	6,222	5,762	17,524	17,852	41,189	52,328
Olds 98	3,129	3,034	12,320	9,619	38,785	26,256
Toronado	402	985	1,219	2,894	3,461	9,138
Total Oldsmobile	26,220	30,394	82,693	95,223	258,826	262,480
Fiero	1,932	6,971	4,827	12,385	16,131	24,231
1000	756	691	2,043	1,934	5,373	5,760
Sunbird	2,520	5,318	6,322	10,958	26,168	26,960
Phoenix	0	0	0	0	0	896
Firebird	3,349	4,127	8,776	9,922	21,394	24,187
Grand Am	6,552	4,824	18,169	11,127	46,697	26,049
6000	4,358	5,101	12,595	12,761	41,606	33,371
Bonneville	1,011	2,021	2,761	5,112	11,609	13,277
Grand Prix	1,105	2,109	2,862	5,361	11,411	13,995
Parisienne	3,190	2,137	8,729	5,593	20,482	15,365
Total Pontiac	24,773	33,299	67,084	75,153	200,871	184,091
GENERAL MOTORS	127,241	166,752	355,880	415,218	1,083,820	1,124,603
VOLKSWAGEN	3,342	3,696	6,198	7,233	18,392	19,367
HONDA	6,358	6,530	15,175	15,039	43,075	41,747
NISSAN	2,536	0	7,363	0	20,209	0
DOMESTIC TOTAL	236,735	251,335	649,351	768,927	1,898,626	2,041,989
IMPORT TOTAL			247,487	201,341	704,432	602,167
INDUSTRY TOTAL			896,838	970,268	2,603,058	2,644,156

Production

U.S. CAR	Week Ended April 5, 1986	Week Ended April 6, 1985	Week Ended March 29, 1986	March Total	Jan. 1, to April 6, 1985	Jan. 1, to April 5, 1986
AMERICAN MOTORS	0	0	0	5,922	25,488	12,553
Renault Total	0	0	0	5,922	25,488	12,553
Alliance	0	0	0	5,111	15,167	11,011
Encore	0	0	0	811	10,321	1,542
CHRYSLER CORP.	19,700	23,297	23,200	115,540	358,179	387,223
Plymouth Total	4,600	6,682	5,977	32,646	103,722	106,672
Horizon	1,700	2,423	2,169	12,549	36,020	39,712
Reliant	2,000	3,003	2,680	14,064	46,757	47,358
Caravelle	700	898	867	4,740	15,946	16,011
Gran Fury	200	358	261	1,293	4,999	3,591
Chrysler Total	7,400	7,345	8,207	38,134	121,126	138,920
LeBaron	1,600	1,711	1,733	8,944	31,820	33,310
LeBaron GTS	1,900	1,899	2,131	7,182	22,475	29,381
Laser	800	819	906	4,228	13,690	13,937
New Yorker/E-Class	1,100	1,117	1,306	6,479	20,246	20,461
Fifth Avenue	2,000	1,799	2,131	11,301	32,895	41,811
Dodge Total	7,700	9,270	9,016	44,760	133,331	141,631
Omni	1,700	2,529	2,208	12,732	38,618	40,473
Aries	1,900	2,650	2,214	11,879	36,436	35,119
Daytona	800	755	835	3,917	12,185	13,197
Dodge 600	1,500	1,170	1,555	7,576	20,303	22,880
Lancer	1,300	1,506	1,554	5,433	17,079	22,318
Diplomat	500	660	650	3,223	8,710	7,644
FORD MOTOR	33,320	26,426	31,257	150,520	481,635	479,748
Ford Division	22,645	19,482	21,164	103,602	318,031	326,996
Escort	7,556	5,578	6,591	32,808	80,936	107,747
Mustang	3,362	3,094	3,325	16,021	49,581	53,700
LTD	0	4,793	0	0	64,553	0
Taurus	6,038	0	5,292	24,337	0	63,193
Thunderbird	2,409	2,748	2,541	13,594	61,010	46,593
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	3,280	3,269	3,415	16,842	50,991	55,763
L-M Division	10,675	8,944	10,093	46,918	163,604	152,752
Mercury Total	7,733	6,185	7,141	31,738	116,980	102,802
Lynx	1,059	617	967	4,819	19,392	17,947
Capri	307	159	380	1,172	5,465	4,688
Marquis	0	2,408	0	0	31,753	0
Sable	2,909	0	2,551	11,379	0	30,363
Cougar	2,397	2,166	2,302	9,698	38,504	32,295
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,061	835	941	4,670	17,133	17,509
Lincoln Total	2,942	2,759	2,952	15,180	46,624	49,950
Continental	327	499	330	1,690	8,448	5,695
Lincoln	2,208	1,957	2,215	11,386	33,025	37,472
Mark VII	407	303	407	2,104	5,151	6,783
GENERAL MOTORS	74,134	80,571	69,029	351,810	1,381,049	1,241,684
Buick Total	12,753	16,577	11,497	56,724	263,162	196,840
Skylark (X-car)	0	1,947	0	0	31,942	0
Skyhawk	1,492	1,546	1,456	6,868	28,799	23,586
Somerset/Skylark	2,004	2,117	1,574	7,464	35,057	25,912
Century	4,544	3,982	3,697	18,093	58,764	65,068
Regal	0	1,843	843	5,241	29,681	11,739
Wagon/LeSabre (rwd)	252	2,551	297	1,393	36,430	3,685
LeSabre	2,584	0	2,039	10,261	0	27,651
Riviera	616	959	396	1,789	17,683	5,500
Electra	1,261	1,632	1,193	5,615	24,806	33,699
Cadillac Total	5,666	5,801	5,309	25,615	105,710	81,959
Cimarron	560	456	542	2,679	8,114	6,930
Seville	501	646	342	1,394	12,057	4,170
Eldorado	501	1,206	398	1,879	22,047	5,586
Cadillac (rwd)	1,632	847	1,582	7,616	14,991	21,971
DeVille (fwd)	2,472	2,646	2,445	12,047	48,501	43,302
Chevrolet Total	22,817	25,786	19,872	110,023	489,022	407,243
Chevette	1,930	2,427	0	6,978	43,941	30,810
Cavalier	6,416	7,253	6,950	32,963	134,615	118,799
Celebrity	4,847	4,471	5,444	28,355	80,712	85,380
Camaro	3,972	3,881	1,639	13,654	63,488	59,426
Citation	0	1,293	0	0	22,731	0
Monte Carlo	1,784	2,606	2,086	10,083	43,616	33,211
Chevrolet	3,228	3,056	3,107	14,943	88,188	72,715
Corvette	640	799	646	3,047	11,731	6,902
Oldsmobile Total	17,886	20,124	19,453	94,008	347,670	319,732
Firenza	1,068	1,312	1,149	5,120	20,849	14,873
Cutlass Supreme	1,688	3,964	2,755	15,348	57,399	55,775
Cutlass Ciera	3,641	5,572	4,220	19,336	107,332	79,759
88 (rwd)	288	3,809	370	1,649	63,660	6,564
88 (fwd)	6,913	0	6,465	30,254	0	81,963
Olds 98	2,060	2,349	2,090	10,031	40,969	37,197
Calais	1,836	2,411	2,124	10,979	44,471	39,711
Toronado	392	707	280	1,291	12,990	3,890
Pontiac Total	15,012	12,283	12,898	65,440	175,485	235,910
Acadian**	0	200	0	1,275	4,347	4,015
2000 Sunbird	2,592	2,622	2,514	11,907	37,932	39,198
1000	726	394	0	1,831	9,424	10,145
Firebird	2,124	2,399	893	7,311	34,253	32,333
6000	2,496	671	2,417	12,476	7,802	42,957
Parisienne	1,320	1,077	1,291	6,087	19,115	23,016
Fiero	1,914	2,640	1,822	6,390	30,152	24,705
Grand Am	3,840	2,280	3,961	18,163	32,460	59,541
HONDA	3,400	3,260	2,794	14,039	45,620	48,145
NISSAN	0	198	1,160	6,442	681	22,517
NUMMI*	3,070	250	3,070	15,346	1,630	37,120
VOLKSWAGEN	1,600	1,668	1,628	7,643	26,909	23,621
Total Cars, U.S.	135,224	137,670	132,138	667,262	2,321,191	2,252,611
Total Cars, Canada	25,670	16,207	20,405	98,492	262,150	295,087
N. American Cars	160,894	153,877	152,543	765,754	2,583,341	2,547,698
N. American Trucks	78,288	68,389	76,078	368,420	1,152,89*	1,196,304
North American Cars and Trucks	239,182	222,266	228,621	1,134,174	3,736,232	3,744,002

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

March car output lowest since '83

By Kathy Boyer
Detroit Reporter

Production of domestic autos in March dropped to a three-year low for that month because of cutbacks and the Easter holiday.

The total output of 667,262 cars was the lowest for March since the 589,394 assembled in 1983. It was also the lowest for any month since last December.

The March build was 5.04 percent below February's 702,698 and 10.73 percent below the year-ago month's 747,433.

Last week's targeted production of 135,224 cars was 2.34 percent more than the previous week's 132,138. The past two weeks were four-day work weeks.

Last week's total was 1.78 percent below the year-ago week's 137,670.

The manufacturers shared last week's scheduled production as follows: General Motors, 54.83 percent; Ford Motor Co., 24.64 percent; Chrysler Corp., 14.57 percent; Honda of America Mfg. Co., 2.51 percent; New United Motor Mfg., Inc., 2.27 percent, and Volkswagen of America, 1.18 percent.

Nissan Motor Mfg. Co., U.S.A., shut down its car-assembly line in Smyrna, Tenn., last week.

The production halt, which will last about four months, is to retool in preparation for the Sentra four-door sedan.

American Motors' Kenosha plant remained idle last week for inventory adjustment.

GM announced that it will drop one of the two shifts at its Arlington (Tex.) plant, which assembles the Chevrolet Monte Carlo and Oldsmobile Cutlass Supreme. The cutback is effective April 14.

Production of the Chevrolet Camaro and the Pontiac Firebird at GM's Van Nuys (Calif.) plant will also be reduced from two shifts to one, effective June 9.

GM also said it will reduce output of the Chevrolet Corvette at Bowling Green, Ky., effective April 14.

One shift will be dropped at that plant, and six units an hour will be added to the remaining shift.

GM's Fiero plant in Pontiac will cut production of that model by eight units per hour on each of its two shifts, effective April 28.

The cutbacks at GM, to adjust inventories, will result in 4,700 indefinite layoffs, the company said.

Overtime was slated at Ford's Wayne (Mich.) plant Saturday (April 5).

Ford scheduled overtime Saturday (April 12) at its Wixom (Mich.) and Atlanta plants.

Chrysler slated Saturday (April 5) overtime at its St. Louis (No. 2) plant.

The same plant is scheduled for daily overtime this week (April 7).

MAP factory ready to roll

General Motors' much-bugled factory of the future will start up in 1987 in Saginaw, Mich.

However, the first application of manufacturing automation protocol (MAP), a machine-to-machine communications system GM calls absolutely essential to the success of such a plant, will be up and running next month some 500 miles to the south at the Corvette plant in Bowling Green, Ky.

Automation still is the biggest thing in manufacturing today and, in automation, the big thing is MAP, which first appeared as a GM cause in 1982.

By mid-1985, it had been picked up by the other auto makers and their suppliers. They say that without MAP, which is still being developed, automated machines in a factory would create islands of automation with a resulting loss of effectiveness.

At Bowling Green, 62 robots are being installed to build chassis, work that previously was done manually. Fifty of those robots will do spot welding, six will do arc welding—an unusual job for robots because it is hard to automate—and six will do wire brushing of the arc welds.

Asea Robotics, Inc., based in New Berlin, Wis., and part of the Swedish Asea Group, is the supplier of the robots and a product called MAP network interface adapter.

"The plant will become the first to use a MAP network in production," said Charles Tur, vice president, robotic systems.

GM has told machinery suppliers that if they plan to keep doing business with GM, their products must be compatible with MAP.

CANADIAN CAR	Week Ended April 5, 1986	Week Ended April 6, 1985	Week Ended March 29, 1986	March Total	Jan. 1, to April 6, 1985	Jan. 1, to April 5, 1986
AMERICAN MOTORS	120	0	94	354	2,752	1,651
FORD MOTOR	11,645	6,866	9,603	45,083	133,657	148,122
GENERAL MOTORS	13,680	9,161	10,528	52,201	122,777	142,418
VOLVO	225	180	180	854	2,964	2,896
Total Cars, Canada	25,670	16,207	20,405	98,492	262,150	295,087

U.S. TRUCK☆	Week Ended April 5, 1986	Week Ended April 6, 1985	Week Ended March 29, 1986	March Total	Jan. 1, to April 6, 1985	Jan. 1, to April 5, 1986
CHEVROLET	20,213	17,792	20,682	101,131	310,065	328,719
DODGE	300	3,664	132	134	54,780	434
FORD	24,676	20,505	24,451	116,727	320,037	387,929
GMC	7,361	5,670	5,972	30,499	91,075	99,549
NAVISTAR	1,600	1,318	1,290	6,019	21,609	20,019
JEEP	0	3,138	3,132	16,215	55,026	54,617
NISSAN	2,260	1,248	1,692	8,476	32,194	20,309
AM GENERAL	50	40	50	200	670	672
MISCELLANEOUS	2,400	1,376	2,400	9,600	25,556	31,000
Total Trucks, U.S.	58,860	54,751	59,801	289,001	911,012	943,248

CANADIAN TRUCK	Week Ended April 5, 1986	Week Ended April 6, 1985	Week Ended March 29, 1986	March Total	Jan. 1, to April 6, 1985	Jan. 1, to April 5, 1986
AMERICAN MOTORS	816	0	616	2,264	0	2,915
CHRYSLER	8,624	5,976	7,818	37,247	112,744	120,375
FORD	3,648	2,947	3,042	14,308	46,708	46,512
GENERAL MOTORS	6,120	4,522	4,621	24,774	79,215	80,705
NAVISTAR	220	193	180	826	3,212	2,549
Total Trucks, Canada	19,428	13,638	16,277	79,419	241,879	253,056
N. American Trucks	78,288	68,389	76,078	368,420	1,152,891	1,196,304

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production slips in March to 3-year low

U.S. truck production for March—289,001 units—was 2.18 percent below February's 295,452 and 1.86 percent less than the year-ago month's 294,486.

Last month's build was the lowest for March since 1983, when 217,957 trucks were assembled.

Last week's scheduled production of 58,860 trucks was 1.57 percent below the previous week's 59,801.

The past two weeks were four-day work weeks, due to the Easter holiday.

Last week's build was 7.50 percent more than the year-ago week's 54,751 (also a holiday week).

So far this year, 943,248 trucks have been assembled, 3.54 percent more than the 911,012 completed last year at this point.

General Motors announced it will increase production of heavy-duty trucks at its Pontiac plant from five to six units per hour, effective May 5.

Beginning April 1, production of special commercial and recreational-vehicle chassis at GM's Detroit plant was increased by two units per hour.

Saturday (April 5) overtime was slated at the following GM plants: Janesville, Wis.; St. Louis; Baltimore; Flint, and Detroit.

Ford's Twin Cities plant was also scheduled for Saturday overtime.

Ford has scheduled Saturday (April 12) overtime at that plant and at Norfolk.

Canada notches gains in March vehicle output

Canadian vehicle makers reported production gains last month.

Auto production in March was the highest of any month since last November.

Last month's output of 98,492 cars was 10.95 percent more than February's 88,772 and 22.21 percent better than the year-ago month's 80,595.

Truck makers built 79,419 vehicles in March, 4.39 percent more than February's 76,081 and 1.62 percent above the year-ago month's 78,154.

Last week's estimated output of 25,670 cars was 25.80 percent more than the previous week's 20,405 (a holiday week).

Last week's build was 58.39 percent more than the year-ago week's 16,207 (also a holiday week).

Scheduled output of 19,428 trucks last week was 19.36 percent more than the previous week's 16,277.

Last week's targeted production was 42.45 percent more than the year-ago week's 13,638.

C2700-1

Automotive News

April 14, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Key concern at TRX-86 is survival

By Joseph Bohn
Truck Editor

ANAHEIM, Calif.—TRX-86, the American Truck Dealers' 23rd annual convention, is in session here, and survival has become a paramount concern for many participants.

The convention began last Saturday. It ends tomorrow.

This year's issues are complex and vital. But the industry's resiliency is expected to carry it through to a strong, solid future.

Dealers and manufacturers are wrestling with declining demand, escalating competition and cross-currents of legislative, technological and economic changes.

Class 8 heavy-truck sales are expected to decline 5 to 15 percent this year from 1985's 133,500 level, and some downturn in Class 6-7's 145,300 sales is also anticipated.

The decline comes at a time when six new foreign competitors have entered the market, exacerbating the oversupply of product and manufacturing capacity.

The customer base also has been shrinking and shifting, as Peter E. Rupp, president and chief executive officer of Freightliner Corp., pointed out.

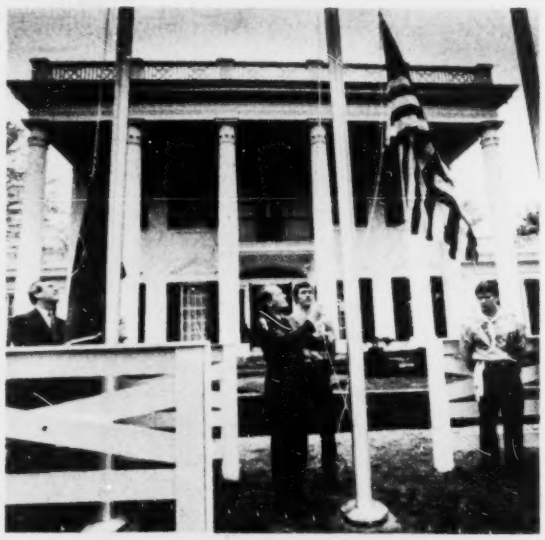
The emergence of larger fleets and leasing companies has stiffened competition in the user end. Since 1980, carriers accounting for 25 percent of general U.S. freight revenues have gone out of business.

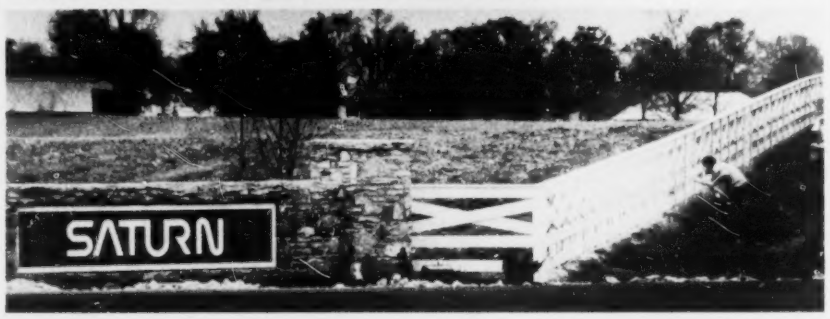
Product liability costs are skyrocketing. The economy's shift from manufacturing goods to providing services has led to lower fleet activity and equipment utilization. And significantly extended truck replacement cycles are dampening demand.

The growth of intermodal transportation and new legislative proposals also pose constant threats to the industry.

For example, Senator Bob Packwood, Oregon Republican, recently proposed a bill that

Please turn to Page 34, Col. 4





Saturn dedication

Tennessee Gov. Lamar Alexander raises the U.S. flag in front of the Haynes Haven farmhouse in Spring Hill, Tenn., as Saturn President Richard LeFauve and two Eagle Scouts look on. Below, a work crew finishes the last bit of fence painting before last week's Saturn site dedication. General Motors has promised to nestle the complex behind hills and trees to preserve the beauty of the rolling farmlands. Stories on Page 6.

Joe Wilssens photos

AMC plant is opposed by Renault

By Richard Johnson
Detroit Reporter

Renault officials in France are strongly resisting American Motors' plan to build a new assembly plant in North America, sources say.

As a result, AMC executives are reportedly trying to package a deal more attractive to Renault's board of directors and top officials —essentially by focusing on a new Jeep plant rather than on a car plant.

There are also signs that AMC may be reconsidering its decision to close the Kenosha plant after Alliance and Encore are phased out in 1989.

According to sources with ties to the Renault board of directors, AMC has been unable to convince the French auto maker to back plans for a new assembly plant in the U.S. At the Renault board meeting in March, President Georges Besse reportedly vowed that there would be no new North American plant once the Bramalea (Ont.) plant is completed in 1987.

The State of Wisconsin's proposal to attract a highly-automated new assembly facility to replace Kenosha and possibly also the Toledo Jeep works, hinges on a financial commitment from Renault, which owns 46.1 percent of the

Please turn to Page 64, Col. 1

Sales slowdown inflates car inventory

By Kathy Boyer
Detroit Reporter

The March sales slowdown boosted the number of new domestic cars in dealer and factory inventories to 1,906,998 on April 1, the highest total since Aug. 1, 1979, when the count was 2,026,-294.

Production dropped in March, but sales declined even more, resulting in a larger stockpile. Unless the spring sales pickup materializes, more production cuts could be in the offing.

That April figure represented a 76-day supply of cars—the highest since Dec. 1, when a 78-day supply was reported.

The April 1 inventory was up from 1,867,265 a month earlier. It was in sharp contrast to the situation a year ago, when the April 1 number was 1,572,998.

The 76-day supply compared with 73 a month earlier and 53 on April 1, 1985.

General Motors, American Motors and Volkswagen experienced increases in days' supply during March. All three have cut production in efforts to make their stockpiles more manageable.

The April 1 inventories were split this way: GM, 61.06 percent; Ford Motor Co., 19.36 percent; Chrysler Corp., 16.25 percent; American Motors, 1.81 percent; Volkswagen, 1.00 percent; Nissan, 0.28 percent, and Honda, 0.24 percent.

One month earlier, the split was: GM, 61.03 percent; Ford, 19.16 percent; Chrysler, 16.21 percent; American Motors, 1.88 percent; Volkswagen, 1.02 percent; Honda, 0.35 percent, and Nissan, 0.35 percent.

The shares by size class on April 1 were: Subcompact, 17.01 percent; compact, 22.09 percent; intermediate, 38.08; standard, 13.04, and luxury, 9.78.

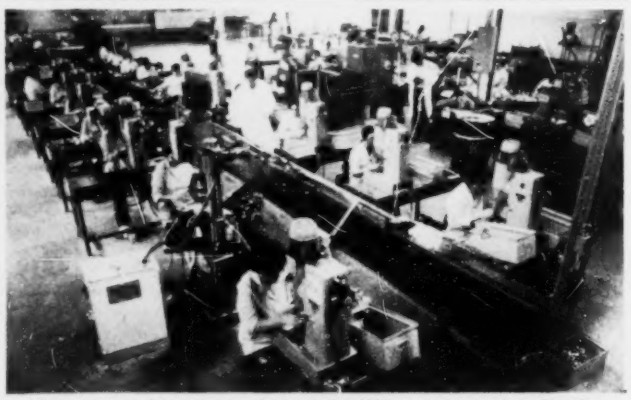
On March 1, the percentages were: Subcompact, 16.97 percent; compact, 22.15 percent; intermediate, 37.25 percent; standard, 13.29 percent, and luxury, 10.34 percent.

The month opened with a 69-day supply of subcompacts. Days' supply by nameplate were: Accord, 8; Sentra, 19; Escort, 51; Chevette, 57; Lynx, 61; Horizon, 65; Omni, 66; Golf/GTI, 80; Pontiac 1000, 80; Turismo, 97; Daytona, 98; Charger, 103; Alliance, 118; Nova, 145; Fiero, 155; Laser, 156, and Encore, 229.

There was an 80-day supply of compacts: Mustang, 61; Tempo, 62; Topaz, 67; Firebird, 71; Reliant, 79; Cavalier, 81; Aries, 82; Camaro, 88; Cimarron, 91; LeBaron, 93; Sunbird, 102; Skyhawk, 104; Capri, 119; Firenza, 128, and Eagle 136.

The 81-day supply of intermediates was shared this way:

Please turn to Page 63, Col. 4



Magna produces nearly 5,000 different parts for OEMs

NEWSPAPER
**********5-DIGIT 20814
ACODEACODE AN 861595 99 IAZ
ACO EDITOR
ACO EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE800
BETHESDA MD 20814

Magna—a unique heavyweight in tough world of auto parts

Richard Johnson
Detroit Reporter

Searching for excellence?

Magna International, the storied, vastly diversified Toronto-area "super-supplier" believes it has found it in the form of a unique corporate culture.

More than a byword, buzzword or catch-phrase, Magna officials say their culture—and Magna's profit-sharing, pensionless compensation system—has encouraged the entrepreneurial spirit.

Magna, they say, is teeming with go-to-it type managers and employes working in dozens of small, non-union companies and honed to a sharp edge by tough intramural competition.

It is a decentralized corporation whose day-to-day affairs are overseen by a youthful triumvirate, while a sage founder, chairman and CEO named Frank Stronach—reportedly the highest paid executive in the Canadian auto industry last year—tends to broad, philosophical concerns.

Many of the key operating group and divisional managers are not products of prestigious business schools, but rather European tool and die shops.

The company is anchored by a corporate constitution that spells out objectives in unmistakably clear language. Yet Magna, with its more than 7,500 employes, is a quiet company: Relentless but low-key. One for the corporate anthropologists.

The first thing an anthropologist would study is the bottom line. Net income was $43.19 million (Canadian) in 1985, up 37 percent over the previous year.

Magna's Silicon Valley-style growth curve resembles more a maker of computer chips than car parts. Since 1980, sales have risen from just over $150 million annually to $1 billion—the objective Magna may well achieve for the fiscal year which ends July 30. And Magna expects to continue growing by annual

Please turn to Page 46, Col. 1

Extended versions of Chrysler's minivans will go on sale in the middle of the 1987 model year. The stretched versions' wheelbase is seven inches longer than current models; they are 14.6 inches longer overall.

Will Iacocca run? Editors left guessing

By Helen Kahn
Washington Bureau Chief

WASHINGTON—Lee Iacocca's latest sally into Washington had the American Society of Newspaper Editors laughing along but still wondering whether he really will be a serious candidate for President.

The Chrysler Corp. chairman began and ended his speech with teasing remarks about whether he will or will not run for President—leaving the center free for the usual remarks.

But it was the political talk that garnered the most interest. Although Iacocca said he is not "running for anything except maybe my life," he never quite disavowed the job.

He said that Joseph Califano, Secretary of Health, Education and Welfare under President Johnson and now a Chrysler director, had told him he had the "right stuff to be President because I have the ability to read two cards without moving my eyes"—a reference to President Reagan's use of 3x5 cards.

He also joked that his "personal choice" for running mate is Dr. Ruth Westheimer—the noted TV sex specialist—because "I can tell her what to do and she can tell everybody how to do it!"

Finally, Iacocca said it had taken him 40 years to learn the car business and "I can't switch from brain surgery to being a chiropodist or whatever."

But after disqualifying himself as "no politician," he added that just a night earlier, a Chicago audience had told him that was why they wanted him.

Aside from the political concerns, Iacocca touched on the need for a gasoline tax of 25 cents per gallon or 15 cents plus a $5 fee on each barrel of imported oil, either of which would bring in $25 billion a year.

He also discussed the need to hold the line on CAFE standards, lest General Motors and Ford Motor Co. reap a windfall of $750 million, to the detriment of the taxpayers and the budget.

He spoke of the need for a "level playing field" with the Japanese (although the dollar/yen ratio is better) and the need for low interest rates to continue.

Iacocca said he is not "dancing in the street" although Chrysler's first quarter profits (to be announced this week) are "very good."

$1,000 price hike by Japanese is a possibility, Iacocca says

By Mary Connelly
Detroit Reporter

Japanese auto manufacturers will be forced to raise prices, possibly as much $1,000, in the next six months to offset the strengthening of the yen against the U.S. dollar, Chrysler Corp. Chairman Lee A. Iacocca predicted last week.

Speaking in Chicago as part of a 10-city tour to preview upcoming models, Iacocca said, "I'm still waiting for the full price increase from that stronger yen. I believe they will have to make some adjustment in the next six months, maybe up to another $1,000 increase."

Iacocca said Japanese makers have raised prices an average of $1,025 in the last six months.

"Historically, they've usually priced to accommodate about 70 percent of any change in currency over time," he said. "The yen has already gotten 30 percent stronger but they've added only 10 percent to the stickers. They owe us about another 10 percent and another grand."

Iacocca also said he is "befuddled" by General Motors' 2.9 percent price hike in a "sluggish market." The increase is effective today (April 14).

"It could be one of those classic cases of raising prices and then offsetting it with a massive financing or incentive program," he said. "So we've got to keep our powder dry."

Iacocca last week also reminded UAW workers at Chrysler's Belvidere (Ill.) assembly plant that they face a Monday (April 14) deadline in reaching a so-called progressive labor contract to assure the plant's future.

Chrysler is seeking streamlined work rules and a reduction in the 120 production classifications at the plant in an effort to boost productivity and efficiency. Iacocca said savings would be "substantial."

"There ain't any more cushy jobs in this country," he said. "You either want to compete or don't want to compete. With outdated work rules that raise your costs and often affect your quality, then you take the next ship east, Far East that is."

The two sides have been talking since January when the company said it would produce its 1988 full-sized, front-wheel-drive C-body models at the plant if the union agreed within 90 days to a labor agreement patterned after the contract at its Sterling Heights (Mich.) plant. The C-cars will replace Chrysler's current rear-drive cars.

Please turn to Page 66, Col. 4

Chrysler hikes import prices

Chrysler Corp. last week raised the prices of the imported Mitsubishi cars that are sold by Dodge and Plymouth dealers.

The increase averaged 3.9 percent and amounted to $295 on Colt sedans and hatchbacks, $422 on the Colt Vista wagon and $97 on the sporty Conquest hatchback.

The base Colt hatchback went up $214 and now is $5,847. Other Colt hatchbacks and sedans rose $314-$316. The top model is the Premier four-door sedan at $8,209.

The Conquest was hiked $97, to $13,837, and the Vista boosts were $421 on the two-wheel-drive version and $422 on the 4WD unit. Prices are $9,799 with 2WD and $10,924 with 4WD.

Since the 1986 model year began, Colt prices have risen an average of $686, or 10.89 percent. The Conquest is up $1,273, or 10.13 percent, and the Vista models have climbed an average of $1,097, or 11.83 percent.

Chrysler attributed last week's hike to increases by Mitsubishi due to appreciation of the Japanese yen. There were no changes in destination charges or dealer discounts last week.

Industry wins round on depreciation

By Geoff Sundstrom
Washington Reporter

WASHINGTON—In a victory for auto industry lobbyists, the Senate Finance Committee last week decided to adopt a three-year depreciation period for passenger cars and light trucks used for business purposes.

The committee's original tax-reform package called for a five-year depreciation schedule.

The victory is not complete, however, because lawmakers adopted straight-line depreciation for those vehicles rather than the 150 percent depreciation in three years in the current law.

Increasing the time it takes to depreciate a vehicle could cause major dislocations in the automotive market, industry representatives told the committee.

If it takes longer to recover vehicle investments, many businessmen might put off buying replacement units. Others could turn to vehicle leasing. Those actions have huge significance for the auto industry because one out of every three cars sold in the U.S. is sold to a business firm, the committee was told.

Industry representatives argued that the five-year writeoff did not reflect the average useful life of business vehicles. They said that higher mileage accumulated over a shorter period of time causes business vehicles to depreciate at a faster rate than private autos.

The committee agreed by voting 15-5 to accept the three-year schedule. That was coupled, however, with straight line depreciation, a method that would restrict writeoffs to 100 percent of a vehicle's value distributed evenly over the three years.

Despite the Finance Committee's action last week, there may be a delay in getting the tax bill to the Senate floor. By a 72-24 vote, the Senate approved a resolution suggesting that there be a budget agreement between the President and Congress before tax reform is considered.

The committee also voted last week to create a separate depreciation schedule for heavy-duty trucks, divided into productive and non-productive classes. Under the committee's plan all heavy-duty vehicles can be depre-

Please turn to Page 61, Col. 1

Tax reformers would help leasing

By Geoff Sundstrom
Washington Reporter

WASHINGTON—If Senate tax reformers have their way, leasing a new car will become increasingly attractive to potential buyers.

Dealers will not like the proposed tax changes, however, since the cost of car ownership will increase, which might affect sales.

According to NADA, the cost of car ownership will increase if two proposals of the Senate Finance Committee are adopted. One would limit the interest deduction for federal income tax to $2,000, and the other would eliminate the deduction for state sales taxes. There is no limit on interest deductions now.

The proposals are part of the Senate tax-reform package. NADA said they would result in higher prices for vehicles because tax benefits now available to car buyers would be lost.

On the other hand, persons who lease a vehicle might not incur those higher costs. Some leasing companies are in a better position than individual buyers to absorb the increased costs from tax reform and might not pass them on to customers.

According to NADA, eliminating the state sales-tax deduction would be equivalent to a $210 price increase on a $12,000 car bought by a taxpayer in the 35 percent bracket who lives in a state with a 5 percent sales tax.

NADA said that during their first year of car ownership, a second price increase of $300 to $400 would also result for many buyers whose interest deductions exceed $2,000.

That increase would be in the form of nondeductible interest and would continue at diminishing levels each year throughout the life of the loan.

Though the $2,000 ceiling for interest deductions would not present a problem to many individuals, the cap would penalize businesses, which buy one out of every three cars sold.

According to John Fitch, executive director of the American Automotive Leasing Assn., car buyers may turn to leasing as a way to escape those penalties. He said that would be especially true in the case of persons planning to acquire business vehicles.

Those who find themselves above the allowable ceiling on interest deductions will be looking for ways to reduce interest expenses, he said. Switching to vehicle leasing would be an attractive way for many businesses and individuals to reduce nondeductible interest costs, he said.

John Deere to cast engine blocks for GM

By Dave Zoia
Detroit Reporter

Deere & Co. has won a bid to supply 4-cylinder engine blocks to General Motors for 1987-88 N-body cars. It is a multimillion-dollar contract that hits hardest at GM's own Central Foundry Division.

Deere confirmed last week that it has begun producing blocks for the shortened version of GM's 2.5-liter, 4-cylinder engine, which is assembled at the Chevrolet-Pontiac-Canada Group plant in Pontiac. The short 2.5 is used solely in GM's N-body cars—Pontiac Grand Am, Oldsmobile Calais and Buick Somerset/Skylark.

Deere may supply up to 1,600 blocks daily, according to reports.

On the losing end is Central Foundry, which had provided the blocks for the Pontiac engine. Neither Central Foundry nor CPC would comment on the switch in sourcing.

Deere, which will supply the auto maker from its highly automated foundry in Waterloo, Ia., said it netted the GM contract mainly on cost and quality.

"GM looked for three things in considering our bid," said a Deere spokesman. "We had to have proper metallurgical control and proper dimensional control in producing the castings.

"Third, we are the only company in the world that has developed and patented the 'Polyloc'

Please turn to Page 64, Col. 4

index

Advertising news	48
Auction reports	50-52
Book reviews	60
Classified advertising	53-60
Dealing with dealers	16
Editorial page	10
Extra section	E1
Obituaries	61
Personnel	60
Production by makes	61
Registrations, car	30
Sales, truck	12, 20
Truck highlights	12

60th year—No. 5122

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

ATD names Howard top dealer

Gary L. Howard, president of Fresno Truck Center, Fresno, Calif., won NADA's 1986 Truck Dealer of the Year award.

The award, sponsored by Business Week, was presented at the NADA American Truck Dealers Division's 23rd annual convention in Anaheim, Calif.

Howard's Fresno Truck Center retailed 184 Freightliner and 19 White trucks in 1984—a 204-unit total that gave it a 56.4-percent share of the local market.

The dealership has held a 45- to 50-percent market share in Central California for 10 years.

A major truck dealer for 20 years, Howard was Freightliner's National Dealer of the Year in 1979 and Western Dealer of the Year in 1982, 1983 and 1984. He also was White Motor's Western Dealer of the Year for six consecutive years from 1973 to 1978.

He also operates several other dealerships, retailing Freightliner, White and Western Star at Bakersfield Truck Center, Bakersfield, Calif.; GMC, Western Star and Iveco at Central Valley GMC, Fresno, and Freightliner and Isuzu at Golden Gate Truck Center, Oakland.

Larry L. Howard

Volvo launches new FE Series

GREENSBORO, N.C.—Volvo White is launching a new line of distribution trucks and tractors for the food, beverage, air-freight and other key regional and local distribution markets.

Known as the Volvo FE Series, the new trucks are being introduced to dealers this week.

They are designed specifically for urban congestion, gridlock and other city traffic conditions, and also for regional transportation where fuel economy and highway speed are important.

Volvo expects to retail 2,000 of the new units from April through December, 1986.

It expects to retail just under 2,700 carryover and brand new FE6 and 7 models during 12 months of calendar 1986, according to officials.

Frank Roehrig, product manager at Volvo White, said the new trucks feature more interior space, a 20-percent increase in window area and more fuel economy than any of the firm's previous distribution trucks.

The vehicles also have increased maneuverability and engine durability.

The FE's cab, produced at Volvo's new facility in Umea, Sweden, uses galvanized steel to ward off rust and corrosion.

Driver entry and exit is improved with a staircase of low and wide non-slip steps and two well-positioned grab handles.

A low floor height and a wide 90-degree door opening further enhance ingress and egress.

A front spoiler, increased windshield rake and rounded corners improve the FE cab's aerodynamics.

The FE cab has a powerful heating and ventilation system. To avoid drafts, treated air is distributed at low velocity through 19 nozzles in the cab. A filter traps dust or pollen before it enters the cab.

All daily servicing points, including the battery box, are easily accessible around the cab.

The FE series is powered by new TD61 and TD71 engines with air-to-air intercoolers. They include features like heavy-duty cylinder blocks, drop-forged and nitrocarbonized crankshafts, new-generation turbocharger and gear-driven water pumps.

Both engines are designed for increased fuel economy, reliability, durability and performance.

The FE series features a new rear axle and suspension system. A choice of different springs improves performance for different applications. An anti-roll bar is standard.

FE models come with either a 12,000 or 10,000-pound front axle for increased payload. Tapered king pins with bearings are fully adjustable. The FE's ride is improved with springs with shackles and rubber bushings and by standard front shock absorbers.

The 48-degree wheel cut provides good maneuverability. Integral power-assist steering is standard.

The trucks feature a full air dual circuit brake system, designed for increased reliability and maintenance; a new foot brake valve for improved reliability, and a new gear-driven air compressor for longer service life. The compressor requires no belts.

All-new FE frames are constructed of high-tensile-strength material with more section modules.

Their lower weight increases payload capacity.

The frame is 34 inches wide, a

Please turn to Page 20, Col. 4

New Volvo FE—more roominess, visibility

Higher output, galvanized cab in tractor series

Volvo offers new engines in FE series

GREENSBORO, N.C.—Volvo has developed new 6-liter and 7-liter turbocharged diesel engines for its FE truck series.

The TD61 and TD71 engines with air-to-air intercooler reduce maintenance costs by offering access to all components, including inspection and fill points, filters, valves and timing.

Both the gear-driven water pump and crankshaft-driven cooling fan do away with belts.

The new 205-HP TD61F 6-liter engine is intercooled, while the 174-HP engine on the two lightest FE6 truck models remains non-intercooled.

They are all 6-cylinder, in-line, 4-stroke engines, equipped with an oil cooler and full-flow and bypass oil filters as well as two pressure line fuel filters.

They also have a built-in electrical preheater for intake air, designed to assure easy cold weather starting.

Engine durability is enhanced by heavy-duty cylinder blocks. The crankshaft is drop-forged and nitrocarbonized for higher strength and longer life.

Two separate cylinder heads use more bolts for improved sealing and combustion.

New fuel-injection equipment, including pump and four nozzle injectors, improve combustion and economy.

A redesigned combustion chamber, improved cylinder temperature control and improved cooling system also increase economy.

A new oil pump, lubrication and new intake manifold improve performance.

truck industry news

Truck sales drop 5 pct. in March

By Joseph Bohn
Truck Editor

Truck manufacturers retailed 400,543 trucks in March, off 4.8 percent from 420,909 in March, 1985.

Sales in all segments were down.

Light-duty sales of 378,057 were off from 395,361 a year earlier.

Within the light segment, Ford sales of 105,787 were off from 117,729 last March; Chevrolet sales of 100,289 were down from 111,170; Chrysler sales of 49,102 were down from 61,899, and GMC

Table on Page 20

sales of 25,138 were off from 26,366.

Jeep, with record sales of 13,806, was up from 12,375. The imports, with record sales of 83,935, were up from 65,822 in March, 1985.

Nissan's resurgence was a big factor, sparking the import increase. Nissan sales were up after being down the two previous months.

Ford retailed a total of 111,066 light, medium and heavy trucks in March, off from 122,538 last year. Chevrolet retailed a total of 102,059 trucks, off from 112,716. And GMC retailed a total of 28,984, off from 30,005.

Medium-duty sales of 3,941 were off from 4,507 in March, 1985. Within the segment, Class 5 sales of 414 were up from 235 a year ago; while Class 6 sales of 3,527 were down from 4,272 last year, according to preliminary MVMA reports. No sales of Class 4 trucks were reported.

Heavy-truck sales of 18,545 in March were off from 21,041 a year ago.

They included Class 7 sales of 9,004, up from 8,017, and Class 8 sales of 9,541, off from 13,024 a year earlier.

Meanwhile, first-quarter sales of 1,094,418 were off from 1,154,828 in like 1985.

Light-duty sales of 1,034,478 were down from 1,087,826 in the first quarter of 1985.

Ford light-duty sales of 293,297 were off from 312,113.

Chevrolet sales of 283,187 were off from 307,412.

Chrysler sales of 129,115 were off from 160,914.

GMC sales of 71,558 were off from 73,845.

Jeep sales were a record 47,166, up from 38,179.

The imports had record sales of 210,155, up from 195,363.

In total, first-quarter Ford sales of 305,781 were off from 326,165 a year earlier.

Chevrolet's total sales of 287,944 were off from 311,960. And GMC's total of 81,924 was off from 82,850.

Medium-duty sales of 10,909 in the quarter were off from 12,423 a year ago.

Heavy truck sales of 49,031 were off from 54,579.

They included Class 7 sales of 23,304, up from 21,620 last year, and Class 8 sales of 25,727, off from 32,959 in the first quarter of 1985.

truck personnel

Downham adds sales, service jobs at DDA

Donavon F. Downham has been appointed general director, planning, marketing, sales and service for Detroit Diesel Allison Division.

Donavon F. Downham

He was previously general director of marketing and planning and picked up responsibility for sales and service from **Alvin B. Goodspeed,** who retired April 1. Downham has been with General Motors since 1954.

Blumenstein heads Rockwell axle sales

Rockwell International's Automotive Operations appointed **David C. Blumenstein** vice president, sales/marketing and government products of its On-Highway Axle Division.

In addition to sales and marketing of the division's products, he is also responsible for sales, engineering and service parts for Automotive's government products.

Rockwell also named **Robert J. Sitler** vice president, customer relations, for the On-Highway Axle Division. He is responsible for developing and maintaining relationships with Rockwell's major axle customers.

J.F. Kent Darragh was named general manager, Service Parts Division. Darragh is responsible for sales, marketing and operations in the service parts business.

Snyder named head of Cummins Southwest

W. Patrick Snyder has been named president of Cummins Southwest, Inc., the Phoenix distributor for Cummins Engine Co.

Snyder, previously vice president and general manager—Worldwide Operations for Cummins, succeeds **Charles Martin,** a former Cummins officer, who retired.

Mack names Rhoads head of powertrains

Mack Trucks named **Ross H. Rhoads** general manager-Powertrain Operations.

General manager—service products since 1981, Rhoads assumed responsibility for all production at Mack's Hagerstown (Md.) facility.

Fruehauf names Glazer head of LBT Division

Fruehauf Corp. promoted **Richard S. Glazer** to vice president-general manager of its Liquid & Bulk (LBT) Division.

A 25-year Fruehauf veteran, Glazer succeeds **Leon Alexander,** who earlier was promoted to direct Fruehauf's trailer operations group in Detroit.

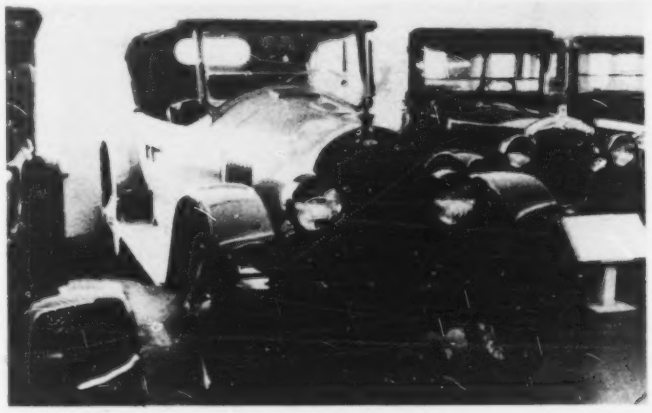
Antitheft device is geared to specific markets

ELK GROVE, Ill.—MaxiGuard of America is adopting a new marketing strategy for its car-security components to reach auto dealers in specific markets.

The company said its line has been repackaged and refined to meet the security needs of particular areas while qualifying for the highest insurance discounts.

The first line is called the New Yorker and is tailored to the New York and New Jersey markets. In the near future, MaxiGuard will market kits aimed at the California and Boston markets.

The New Yorker package features a deadbolt hoodlock and automatic engine disabling device. MaxiGuard said the New Yorker kit was developed after extensive research with local car dealers and their customers.



Apperson's car comes to Auburn

Edmond Orser, of Billings, Mont., donated a 1920 Apperson 8-21 four-passenger Sportster to the Auburn-Cord-Duesenberg Museum, Auburn, Ind. The 8-cylinder car was driven until 1925 by Edgar Apperson, founder of Apperson Brothers Automobile Co., Kokomo, Ind. This Apperson Sportster was a rolling test lab for mechanical features under development for the Apperson line.

Volvo offers FE truck line

Continued from Page 12

standard size, for easy body mounting and transfer.

The constant profile, straight rail design with completely clean upper frame is designed for easy modification.

FE's chassis comes with standard premium, tubeless radial tires. Air tanks are remote from the frame rails. The chassis also comes with large fuel tanks.

The FE offers a choice of gearboxes—a S5-35 five-speed on the FE16/FE613H and six-speed on the FE614T and FE615. The FE7 models come with the Volvo R52 range-type eight-speed transmission.

The FE613 with 10,000-pound front axle and 18,000-pound rear axle has a 28,500-pound GVW/Gross Combined Weight (GCW). The TD61GE engine provides 174 HP; maximum torque is 388 pounds-feet.

The FE613H model has a 10,000-pound front axle and 20,000-pound rear axle for GVW/GCW of 30,000 pounds. Equipped with the 174-HP TD61GE engine, maximum torque is 388 pounds-feet.

The FE614T has a 10,000-pound front axle and 20,000-pound rear axle, with 55,000-pound GVW/GCW. It has 205 HP and 455 pounds-feet of torque with the TD61FB engine.

The FE615 has a 12,000-pound front axle and 20,900-pound rear axle for a 32,900-pound GVW/GCW rating and features air-to-air intercooled engine.

The FL715 has a 12,000-pound front axle and 20,900-pound rear axle for a 32,900-pound GVW/GCW. It has 230 HP and 605 pounds-feet of torque with the TD71F engine.

The FL716T has a 12,000-pound front axle and 23,000-pound rear axle and a GVW/GCW rating of 72,000 pounds.

The best deal in town.
A·R·A
Air Conditioning
Cellular Telephones
Speed Controls
CRUISE
WIPER
Power Windows & Door Locks
Sound Systems
When ARA deals the cards, you'll find all aces.
• Over 35 years of after-market expertise.
• Factory look-alike air conditioners & speed controls.
• Profitable sound systems, power windows, door locks, air conditioner and heater replacement parts.
• Extensive warranty programs, including over 600 authorized service centers coast to coast.
• Leading supplier of original equipment and accessories for motorhomes, recreational vehicles & custom vans.
Higher Profit Margins • Lower Floor Plan Costs • Customer Satisfaction
You win hands down with ARA!
A·R·A
Manufacturing Company
P.O. Box 534002, 606 Fountain Parkway Grand Prairie, Texas 75050 214/642-4111

MAJOR MANUFACTURERS BY SEGMENT

	March		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	105,787	117,729	293,297	312,113
Medium-Duty	3,961	3,754	9,212	10,575
Heavy-Duty	1,318	1,055	3,272	3,477
Ford Total	**111,066**	**122,538**	**305,781**	**326,165**
Light-Duty	100,269	111,170	283,187	307,412
Medium-Duty	1,770	1,546	4,757	4,548
Chevrolet Total	**102,059**	**112,716**	**287,944**	**311,960**
Light-Duty	25,138	26,366	71,558	73,845
Medium-Duty	3,111	2,159	8,506	6,154
Heavy-Duty	735	1,480	1,860	2,851
GMC Total	**28,984**	**30,005**	**81,924**	**82,850**

LIGHT-DUTY MARCH, YEAR-TO-DATE SALES

	March		Year-to-Date	
	1986	1985	1986	1985
Vans	16,387	18,528	40,374	48,018
Aerostar	11,954	0	28,354	0
Club Wagon	2,076	2,527	5,767	8,373
Ranger	22,529	35,716	67,094	85,424
Bronco	4,426	3,904	11,184	11,837
Bronco II	8,012	7,103	19,985	23,499
Pickups	40,403	49,951	120,539	134,962
Ford	**105,787**	**117,729**	**293,297**	**312,113**
Vans	11,399	14,866	28,784	39,245
Sportsvan	1,604	2,074	4,024	5,845
Astro	13,107	5,559	32,141	11,718
S-10	16,531	25,763	50,206	68,265
S-10 Blazer	14,046	13,363	35,407	39,548
El Camino	1,474	1,785	5,965	4,952
Blazer	3,608	3,676	9,597	11,121
Suburban	4,813	5,297	12,063	13,932
Pickups	33,707	38,787	105,000	112,786
Chevrolet	**100,289**	**111,170**	**283,187**	**307,412**
Vans	6,231	6,447	14,033	16,499
Ram Wagon	4,076	4,258	8,416	10,148
Voyager	10,941	10,064	27,668	25,731
Caravan	11,243	10,346	28,998	26,850
Mini Ram Van	1,579	2,505	3,941	6,647
Ram 50	6,158	6,730	18,451	19,768
Ramcharger	1,551	3,665	4,157	10,350
Pickups	7,323	17,884	23,451	44,921
Chrysler	**49,102**	**61,899**	**129,115**	**160,914**
Vans	3,188	3,820	8,450	9,917
Safari	3,003	1,077	7,314	2,320
S-15	4,034	6,210	11,994	15,027
S-15 Jimmy	3,397	2,992	8,799	8,828
Jimmy	771	713	1,988	2,099
Caballero	191	212	760	579
Suburban	1,509	1,635	4,126	4,369
Pickups	8,638	9,326	26,933	28,229
P Model	309	381	945	2,477
W-4	98	0	249	0
GMC	**25,138**	**26,366**	**71,558**	**73,845**
CJ	1,991	3,109	9,480	9,038
Wagoneer	847	970	2,563	3,488
Cherokee	7,453	7,005	22,695	21,202
Grand Wagoneer	1,175	1,071	3,819	3,883
Comanche	2,232	0	8,231	0
J-10/J-20	108	220	378	568
Jeep	**13,806**	**12,375**	**47,166**	**38,179**
Toyota	34,745	27,644	90,153	75,985
Nissan	22,382	20,761	52,786	73,112
Mazda	11,971	8,414	30,312	24,264
Isuzu	8,505	6,032	21,072	15,819
Mitsubishi	2,526	2,971	6,520	6,183
Suzuki	3,706	0	9,312	0
Imports	**83,935**	**65,822**	**210,155**	**195,363**
Industry Total	**378,057**	**395,361**	**1,034,478**	**1,087,826**

*Nissan includes domestically-built units in Tennessee.

Now Available

Professional Telephone Training and Prospect Development Video Library

Tom Stuker

Stuker & Associates has trained over 25,000 managers and salespeople in prospect development, owner retention, maximizing showroom traffic and handling phone inquiries.

SEE US AT BOOTH #1760
AT THE NADA SHOW

(TAPE #1)
Introduction
- No Cold Calls
- Reasons Sales People Don't Use the Telephone
- The Four Sources of Business
- Viewer Participation

(TAPE #2)
Basic Guidelines in Telephoning
- Best Time to Call
- Best Place to Call
- Getting Past The Secretary
- Viewer Participation

(TAPES #3 and #4)
Phone Ups/Incoming Calls
- Do's and Don'ts of Phone-Ups
- Taking Control of the Call
- Getting the Name, Number and Appointment From the Call
- Getting Referrals From A Phone-Up

(TAPE #5)
Calling Back Showroom Traffic
- Objectives When Calling
- Salesperson's Format
- Public Relations Call
- Lost Deal Format

(TAPE #6)
The Delivery
- Prospecting at the Delivery (the 12.5 Sheet)
- Being in Control Of the Delivery
- Key Numbers on Business Cards

(TAPE #7)
The Three Day Follow-Up Call
- Reasons To Call
- Whom To Call
- Prospecting The Household
- Getting Referrals
- Close Call For Customer's Benefit

(TAPES #8 and #9)
Getting A System
- The Follow-Up Box
- The Household Prospecting Record
- The Million Dollar Mail Piece
- The Log Sheet
- What To Say When They Call

(TAPE #10)
Getting Started
- Game Plan For Veterans
- Game Plan For Rookies
- Orphan Owners
- Service and Body Shops
- Developing More Appointments

(TAPE #11)
Referrals
- How To Get Them
- How To Call Them
- Sample Calls

(TAPE #12)
Setting Realistic Goals and Objectives
- 20 Units Per Month On Less Than 7 New Phone Calls Per Day

Attend a Stuker & Associates Seminar in your area. We also offer in-dealership training and continuous education with monthly follow-ups from one of our reps.

The Auto Industry's #1 SPECIALISTS in Telephone Training

Stuker & Associates, Inc.

1919 Highland Ave. 129 D. Lombard, IL 60148 (312) 620-8800

Return of 5-MPH bumper sought

By Helen Kahn
Washington Bureau Chief

WASHINGTON—Consumers Union has asked NHTSA to reinstate the 5.0-MPH bumper-strength requirement.

If that is not done, Consumers Union wants NHTSA to "at least require each car maker to tell consumers, at the point of purchase, what the average cost would be to repair bumper damage."

CU also wants the consumer to have an idea of insurance costs incurred because of the weakened bumper requirements.

The Reagan Administration's rollback of the bumper regulation —from 5.0 MPH to 2.5 MPH—has resulted in "tissue-paper bumpers," said Mark Silbergeld, director of CU's Washington office. "These reduced standards translate into the loss of millions of dollars to consumers in the form of higher repair bills and higher insurance premiums," he added.

The April car-buying issue of Consumer Reports (CU's main source of income) includes tests and surveys showing that repair bills have increased $146 to $1,-081 as a result of the reduced standard.

"It's also clear that insurers do take the effects of bumper performance into account in rate setting, adding to consumer costs," Silbergeld said.

In 1982, NHTSA reduced the test-impact speeds from 5 MPH for longitudinal front and rear barrier and pendulum impacts and 3 MPH for corner pendulum impacts to 2.5 MPH for front and rear longitudinal barrier and pendulum impacts and 1.5 MPH for corner pendulum impacts.

NHTSA also allowed damage to the bumper itself. At that time, NHTSA justified its action by finding a net consumer benefit somewhat under $100 per car.

In asking for a return to higher-strength bumpers, CU also cited studies made by the Highway Loss Data Institute showing a large increase in frequency of claims and a generally higher average loss payment per insured vehicle year for cars with weakened bumpers.

CU admitted that data is not available on the incidence of collisions between 2.5 MPH and 5.0 MPH and those involving corner impacts between 1.5 MPH and 3.0 MPH. "Nor is data available separating insurance costs attributable directly to bumper impact resistance from other factors used to determine auto insurance premiums," CU said.

Nonetheless, according to CU, it is clear that lowering the bumper regulations has meant higher insurance costs for "some substantial portion" of car owners.

If the agency fails to upgrade its regulation, CU said, it should at least see that the car buyer is informed.

In addition, CU said, NHTSA should carry out the mandate given it by Congress in the 1972 Consumer Information and Cost Savings Act. That law required the government by Feb. 1, 1975, to set procedures requiring auto dealers to give prospective buyers data developed by NHTSA comparing the differences in insurance costs for various makes and models of cars based on differences in damage susceptibility and crashworthiness.

CU said NHTSA has not done that.

In its petition to NHTSA, CU spelled out how the agency should prepare and test vehicles for the restored regulation if NHTSA takes that route. CU also listed procedures for the agency if it chooses the consumer information route.

Pennsylvanians to meet

HARRISBURG, Pa.—The Pennsylvania Automotive Assn. will hold its 66th annual convention June 1-4 at Harrah's Marina Hotel Casino, Atlantic City.

TOP CARS

U.S. registrations for the one month of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1—	135,574	Chevrolet	113,636 — 1
2—	118,098	Ford	104,924 — 2
3—	84,196	Oldsmobile	72,699 — 3
4—	65,608	Pontiac	49,616 — 5
5—	61,099	Buick	65,572 — 4
6—	50,351	Toyota	41,536 — 6
7—	49,193	Honda	40,814 — 7
8—	46,651	Nissan	37,027 — 9
9—	38,698	Mercury	38,183 — 8
10—	31,452	Dodge	32,602 —10
11—	29,983	Plymouth	27,433 —11
12—	25,878	Chrysler	24,701 —12
13—	25,214	Cadillac	22,114 —13
14—	23,950	Mazda	12,354 —15
15—	17,480	Subaru	11,986 —17
16—	16,572	VW	12,134 —16
17—	12,641	Lincoln	13,061 —14
18—	8,552	Volvo	7,745 —19
19—	8,377	Mercedes	7,285 —20
20—	7,165	BMW	5,950 —21
21—	6,786	AMC	11,030 —18
22—	6,174	Audi	5,392 —22
	42,940	Other Imports	23,398
	12	Misc. Dom.	14
	912,644	TOTAL	781,206

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1986, Automotive News.

Import-car registrations set record for January

By Jenny L. King
Detroit Reporter

Imported cars, definitely on a roll with one outstanding sales month following another, notched a registrations record in January and claimed 30.39 percent of the total market for the month.

New import registrations, according to R.L. Polk & Co., reached a high of 277,405 to open the year, up 34.91 percent from 205,621 in January, 1985. Their market share was 30.39 percent, up from 26.32 percent.

Record January penetration for imports was 31.21 percent in 1982.

Japanese-built passenger cars claimed 72.46 percent of the import total, up from 72.03 percent a year earlier.

Cars from West Germany had 12.72 percent of the total, down from 13.50 percent. U.S.-assembled imports (Volkswagen Golf, Honda Accord and Nissan Sentra) represented 8.32 percent, up from 7.28 percent, and Swedish-built cars had 4.31 percent, down from 5.21 percent.

Registrations by country of origin were as follows:

	Jan. 1986	Jan. 1985
Japan	201,011	148,128
W. Germany	35,274	27,761
United States	23,068	14,976
Sweden	11,969	10,704
Yugoslavia	2,275	0
Britain	1,921	1,562
France	1,438	2,062
Italy	449	428
TOTAL	277,405	205,621

Registrations of imported light trucks were up 10.66 percent January to January, climbing to 78,-426 from 70,873. Numbers from the major makers included:

	Jan. 1986	Jan. 1985
Toyota	33,486	27,001
Nissan	14,784	20,520
Mazda	10,045	8,452
Isuzu	6,972	—
Dodge Ram	—	5,121
Others	13,139	9,779
TOTAL	78,426	70,873

MARKET SHARES

JANUARY
1986 VS. 1985

Make	1986 Market Share	1985 Market Share	Pct. Pt. Change '86 vs. '85
Chevrolet	14.86	14.55	+0.31
Ford	12.94	13.43	−0.49
Oldsmobile	9.23	9.31	−0.08
Pontiac	7.19	6.35	+0.84
Buick	6.69	8.39	−1.70
Toyota	5.52	5.32	+0.20
Honda	5.39	5.22	+0.17
Nissan	5.11	4.74	+0.37
Mercury	4.24	4.89	−0.65
Dodge	3.45	4.18	−0.73
Plymouth	3.28	3.51	−0.23
Chrysler	2.84	3.16	−0.32
Cadillac	2.76	2.83	−0.07
Mazda	2.62	1.58	+1.04
Subaru	1.91	1.55	+0.36
VW	1.81	1.54	+0.27
Lincoln	1.39	1.67	−0.28
Volvo	0.94	0.99	−0.05
Mercedes	0.92	0.93	−0.01
BMW	0.78	0.76	+0.02
AMC	0.74	1.41	−0.67
Audi	0.68	0.69	−0.01
Other Imports	4.71	3.00	+1.71
Misc. Dom.	0.00	0.00	−0.00
TOTAL	912,644	781,206	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

Don't get hung up looking for keys.

You might lose a sale.

If you're losing sales while your sales staff is hunting for keys, let Supra get you off the hook with Supra MAX.™ It keeps your sales staff on the lot selling, and it keeps your vehicles secure.

With the Supra MAX, your key remains safely with the vehicle. Only our Title® key can open the Supra MAX. And locksmiths are not equipped to duplicate Title keys. This one-key system eliminates losses, duplications, and confusing key boards. It's also the toughest and most durable automotive key box on the market.

So if you want the best key boxes made, give us a call about the Supra MAX and our other styles of auto key boxes. They'll keep your sales staff on the lot selling.

SUPRA
WE OPEN DOORS FOR YOU.

Supra Products, Inc.
P.O. Box 3167, Salem, Or. 97302
(503) 581-9101 (800) 547-0252

IMPORT REGISTRATION SHARES IN U.S.

	JANUARY					ONE MONTH				
	Regis., January, 1986	Percent Share of Market	Regis., January, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 1 mos., 1986	Percent Share of Market	Regis., 1 mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Toyota	50,351	18.15	41,536	20.20	−2.05	50,351	18.15	41,536	20.20	−2.05
Honda	49,193	17.73	40,814	19.85	−2.12	49,193	17.73	40,814	19.85	−2.12
Nissan	46,651	16.82	37,027	18.01	−1.19	46,651	16.82	37,027	18.01	−1.19
Mazda	23,950	8.63	12,354	6.01	+2.62	23,950	8.63	12,354	6.01	+2.62
Subaru	17,480	6.30	11,986	5.83	+0.47	17,480	6.30	11,986	5.83	+0.47
VW	16,572	5.98	12,134	5.90	+0.08	16,572	5.98	12,134	5.90	+0.08
Volvo	8,552	3.08	7,745	3.77	−0.69	8,552	3.08	7,745	3.77	−0.69
Mercedes	8,377	3.02	7,285	3.54	−0.52	8,377	3.02	7,285	3.54	−0.52
BMW	7,165	2.58	5,950	2.89	−0.31	7,165	2.58	5,950	2.89	−0.31
Audi	6,174	2.23	5,392	2.62	−0.39	6,174	2.23	5,392	2.62	−0.39
Others	42,940	15.48	23,398	11.38	+4.10	42,940	15.48	23,398	11.38	+4.10
TOTAL	277,405		205,621			277,405		205,621		
Share of U.S. Total		30.39		26.32	+4.07		30.39		26.32	+4.07

Numbers for Oklahoma from manufacturers' sales records.

factories list auction dates

American Motors

April 15—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

April 16—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

April 17—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 18—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

April 15—Hatfield Auto Auction, Hatfield, Pa; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Sante Fe Springs, Calif., and Golden Gate Auto Auction, Fremont, Calif.

April 16—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

April 17—Northway Exchange Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

April 22—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 23—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

April 24—Fredericksburg Auto Auction, Fredericksburg, Va.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo. (a tentative sale; call auction)

Ford Motor Co.

April 16—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 17—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

April 22—South Seattle Auto Auction, Kent, Wash.

April 23—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

General Motors

April 15—South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, East Windsor, Conn.

April 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

April 17—Big H Auto Auction, Houston, and Butler Auto Auction, Gibsonia, Pa.

April 23—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 24—Arena Auto Auction, Chicago, and Columbus Fair Auto Auction, Obetz, Ohio

April 29—Dallas Auto Auction, Grand Prairie, Tex.

Nissan

April 17—Nashville Auto Auction, Nashville

auction directory

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

NORTHWAY EXCHANGE, INC.
DEALERS AUTO AUCTION
EVERY THURSDAY
11:30 A.M. SHARP
(518) 371-7500
Route 146
P.O. Box 440
Clifton Park, N.Y. 12065
"Our Service Does Not Cost — It Pays"

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Every Wednesday. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

PADE — Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction
GM FACTORY
SALE
April 16 - 30
11 A.M.
Brass Hat Vehicles
Special Off-Lease C Bodies
Special Off-Lease Cavaliers
Call for information:
215-822-1935

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81, P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

MICHIGAN

WEDNESDAY 11:00 a.m.
AccuSafe Odometer Protection
BUY and SELL
With Complete Confidence
4 LANES
- Since 1953
- I-475 to Stewart Ave. exit
- Ultra-Modern Facilities
- Guaranteed Titles
- Auction Checks
- Airport Pick-up
- Truck fleet for Quick Pick-up and Delivery

Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

Used Car Sales
Auction Averages

April to date	$5,000
Month ago	$4,825
Year ago	$4,843

Model Breakdown
Auction Averages

	APR., 1986	MAR., 1986	FEB., 1986
1986	$10,887	$10,173	$10,059
1985	$8,800	$8,774	$8,655
1984	$6,305	$6,248	$6,158
1983	$5,406	$5,370	$5,232
1982	$4,263	$4,213	$4,089
1981	$3,413	$3,382	$3,302
1980	$2,504	$2,477	$2,478
1979	$2,230	$2,246	$2,348
Overall Average	$5,000	$4,932	$4,811

AUTOCAP cases in North Carolina double in 1985

RALEIGH N.C.—AUTOCAP handled some 350 complaints in North Carolina in 1985, about 170 more than in the previous year, according to the North Carolina Automobile Dealers Assn.

Many of the 350 complaints were referred to other mediation programs, the association said. Some were settled by the AUTOCAP staff and a few went on to be heard by the mediation panel, consisting of an equal number of consumers and dealers.

Of the 125 cases resolved by AUTOCAP, consumers won 26 percent, dealers were upheld in 27 percent and compromise was reached in 36 percent of the cases. Some cases are still pending.

Missouri makes no bones; it wants auto business

KANSAS CITY—Forty automotive industry suppliers from as far away as Canada and Mexico met in Missouri and were told the state wants their business.

The suppliers met at General Motors' Leeds assembly plant outside Kansas City and heard Missouri Gov. John Ashcroft say the state will strive to become a leader in the manufacture of automobile parts and supplies to complement its status as the fastest growing automobile producer in the country.

"We will continue to be aggressive in our efforts to attract this kind of industry to our state," Ashcroft told the group.

"Missouri is No. 2 in the country in automobile production and last year was the No. 1 state in automobile production growth. We intend to defend those positions by getting the word out on what Missouri has to offer."

Ashcroft spoke at a "Meet Our Suppliers Day" at the Leeds plant, an event designed to bring together automotive parts industry personnel and plant workers.

Ashcroft said Missouri is the best place for suppliers to do business because the state is at the center of an excellent transportation network that makes on-time delivery possible.

"A location in our state," Ashcroft said, "puts suppliers near the largest, most concentrated auto assembly industry in the Midwest."

A recent report, based on studies conducted by the federal Advisory Commission on Intergovernmental Relations, rated Missouri as having the nation's best business climate. Ashcroft said that puts Missouri ahead of 11 states in the region that he calls the "new Midwest."

As the nation's second-largest automobile producer, Missouri accounts for nearly 14 percent of total U.S. auto production.

DeTomaso lists higher profit on increased sales

RED BANK, N.J.—DeTomaso Industries, Inc., reported consolidated net income of $3,526,26 on sales of $213,046,246 in 1985, compared with net profit of $1,079,279 on sales of $207,893,694 a year earlier.

Through its consolidated Italian subsidiaries, DeTomaso manufactures Maserati luxury cars, Innocenti minicars and Motor Guzzi and Benelli motorcycles. Through a U.S. subsidiary, it distributes Maserati, Moto Guzzi and Benelli.

Alejandro DeTomaso, president, attributed 1985's improved performance principally to the inclusion of Maserati's results in the company's 1985 consolidated figures.

DeTomaso said negotiations are continuing with Chrysler Corp. relating to increasing the volume of sport coupe production, the production of a second automobile and an increase in Chrysler's 3.5-percent stake in Maserati.

French can buy used cars from computer listing

PARIS—The question may become: "Would you buy a used car from this computer?"

The question is already appropriate in France, according to Georges Nahon, managing director of Intelmatique, the worldwide marketing and promotion arm of the French Telecommunications Administration.

"One of the new interactive services on France's national videotex network is a listing of used cars for sale," Nahon said. "It may be accessed around the clock from anywhere in France and from abroad via a simple telephone call using widespread Minitel terminals or any Minitelized personal computer."

The Minitel is a low-cost, small videotex terminal which is being leased or sold to businesses and distributed to telephone customers. More than a million are now in operation in French offices and homes.

The used-car database was put online in late July and handled 5,000 inquiries in its first month of operation, said Jean Denarier, project coordinator for the system operator, a company called Apex.

Potential car buyers can shop for a used model at their own convenience and save a lot of time by being able to stipulate what kind of car they want. Shoppers can use their Minitel to describe the car they want by any, or all, of six criteria: Make, model, year, mileage, region where it is available and price range.

The name and address or telephone number of the seller automatically accompanies the listing.

There is no fee for accessing the used-car database, which is essentially supported by advertising fees. It costs between $7 and $12 to list a car for three weeks.

More than 750 automobiles were listed in August, most of them less than one-year old. Those models were listed by auto manufacturers that provide cars to many of their executives and trade them in annually.

Apex also is studying the possibility of offering credit terms through the Minitel.

All of this is possible mainly because of a recently adopted French law which provides that all used cars must pass a government inspection before being sold.

New job for Bivens

GLEN BURNIE, Md.—William W. Bivens has been named senior vice president and assistant general manager for Mid-Atlantic Toyota Distributors, Inc. Bivens was senior vice president of Visual Service, Inc., Detroit.

Twenty-three reasons to attend the World Congress

1986 World Congress Speakers and Topics

Sunday, July 27

Keynote Address
Roger B. Smith
Chairman/CEO, General Motors Corporation
"The State of the Industry"

Supplier Address
Edward L. Hennessy, Jr.
Chairman/CEO
Allied-Signal Corporation
"The Supplier Perspective"

July 28-30

Joseph Bauer
General Manager
Suspension Components
Rockwell International
"Modular Systems Manufacturing"

Dr. Frederick Bowditch
Vice President -Technical Affairs, Motor Vehicle Manufacturers Association
"International Standards"

Maurice Closs
President
Chrysler Canada Ltd.
"The State of the Industry — North of the Border"

Dr. Robert Crandall
Senior Fellow,
Brookings Institute
"Real Manufacturing Costs in the United States vs Japan, Korea and Third World Countries"

Robert DeProspero
President
Protective Services Branch
Hess & Eisenhardt Armoring Company

Thomas C. Gale
Vice President Design
Chrysler Corporation
"Chrysler's Exciting New Designs"

G. Glenn Gardner
President/CEO
Diamond Star Motors
"The New Diamond Star Motors Company"

Dr. Suzanne M. Gatchell
Director Technical Assessment, Advanced Vehicle Engineering Group, C-P-C, General Motors Corp.
"Designing for People"

Allan D. Gilmour
Executive VP/Chief Financial Officer
Ford Motor Company
"The Importance of Finance in Industry Diversification"

Jayne Hamilton
President
Market Development Associates, Inc.
"Getting Serious about Selling to Women"

David R. Holmes
Senior Vice President
Reynolds & Reynolds
"Technology and Trends in Automotive Computer Systems as they Relate to the Auto Dealer"

MaryAnn Keller
Director
Vilas-Fischer Associates
"An Update on the Financial Future of the Auto Industry"

Gregory Macosko
Principal
Easton Consultants, Inc.
"OEM-Supplier Relations: Rolling a Lucky 7"

Glenn H. Mazur
President
Japanese Business Consultants Ltd.
"The Right Approach to Doing Business with Japanese Auto Manufacturers Here and Abroad"

Ronald Parker
President
Indian Head Industries
"The Whys and Hows of Leverage Buy-Outs in the Auto Industry"

Robert Potamkin
President, Potamkin
"Internationalization: How It Affects the Auto Dealer"

J.D. "Dave" Power III
President, J.D. Power Associates, Inc.
"Whatever Happened to the Loyal Car Buyer?"

Carr Lane Quackenbush
Director
Norton/TRW Ceramics
"High Performance Ceramics in Auto Manufacturing"

Peter E. Rupp
President/CEO
Freightliner Corporation
"The Future of Heavy Truck Manufacturing in the U.S.: Can We Compete in the Tough International Market?"

Diane Steed
Director, NHTSA, U.S. Government
"What's Ahead in Government Safety Regulations"

Fred Wagenhals
President, F.W. Leisure
"Finding a 'Neat Little Niche' in the Automotive Market"

Automotive News World Congress

July 27-30, 1986
The Hyatt Regency Dearborn

Call (313) 446-6000 for registration information.

C-P-C exec downplays GM layoffs

DURHAM, N.C.—Despite temporary layoff of thousands of General Motors workers recently, Gary Dickinson, GM vice president and director of engineering for the Chevrolet-Pontiac-Canada Group, said he is optimistic about GM sales.

"The layoffs were strictly because the pipeline was getting full," he said. "It is just a correction of inventory. What's exciting now is we have reduced our leadtime. From the initial idea of a car to production used to take five years. Now, we're reducing that to three years."

Another major change, he said, is that GM is getting away from cars that look alike and "later this year we're coming out with the 'L' cars, the first of our Beretta Corsica line. We'll be introducing nine models in this line between now and 1990."

He said another change GM has made to reduce leadtime is a switch to product development teams. The traditional method was to design a car, create a clay model and then move to the drawing boards, then to marketing, and so forth.

"Now," he said, "we have all these people on one team. It makes for faster and simultaneous work. Compromises can be made instantly and this has shortened the time."

Admitting that the "Japanese have done a superior job," he said, "The competition is getting tougher, but GM is not asleep. The moss is not growing under our feet."

Dickinson was in Durham to receive a distinguished alumnus award from his alma mater, Duke University's School of Engineering. His daughter, Debbie, is a freshman at Duke.

Sales slowdown pushes inventory above 1.9 million

Continued from Page 1

Grand Am, 31; Sable, 32; Taurus, 34; Marquis, 67; LTD, 69; Cougar XR-7, 79; Celebrity; 80; Cutlass Ciera, 82; Caravelle, 85; Calais, 85; Thunderbird, 86; Citation, 87; New Yorker, 90; Dodge 600, 91; Pontiac 6000, 93; Monte Carlo, 97; Cutlass Supreme, 97; Century, 100; Regal, 112; LeBaron GTS, 117; Lancer, 118; Somerset Regal, 120; Bonneville, 135, and Grand Prix, 148.

A 77-day supply was reported for standard-size cars: Plymouth, 51; Grand Marquis, 56; Diplomat, 56; Crown Victoria, 63; LeSabre, 66; Parisienne, 77; Oldsmobile 88, 88, and Chevrolet, 95.

There was a 66-day supply of luxury cars: Oldsmobile Ninety-Eight, 41; Lincoln 50; Cadillac 56; Mark VII, 57; Continental, 63; Toronado, 75; Eldorado, 75; Fifth Avenue, 77; Seville, 78; Corvette, 87; Riviera, 91, and Electra, 105.

Mazda 626 honored

IRVINE, Calif.—The 1986 Mazda 626 was honored as Best Import Car of the World in the compact-car category by the readers of Auto Motor und Sport, an automotive enthusiast magazine in West Germany. It was the third consecutive year the Mazda 626 has received the award.

NEW-CAR STOCKS

	April 1, 1986	March 1, 1986	April 1, 1985
Alliance	118	92	103
Encore	229	199	103
Total Renault	143	115	103
Eagle	136	138	179
Total AMC	136	138	179
AMERICAN MOTORS	142	117	109
Horizon	65	61	25
Turismo	97	94	28
Reliant	79	54	56
Caravelle	85	104	74
Plymouth	51	53	58
Total Plymouth	77	67	44
Laser	156	279	44
LeBaron K	93	81	80
LeBaron GTS	117	110	71
Cordoba	0	0	0
Fifth Avenue	77	116	83
E-Class	0	0	85
New Yorker	90	125	0
Total Chrysler	98	113	73
Omni	66	65	30
Charger	103	90	35
Daytona	98	175	40
Aries	82	67	66
Lancer	118	138	87
Dodge 400-600	0	0	0
Diplomat	56	65	69
Mirada	0	0	0
Dodge 600	91	125	74
Total Dodge	88	93	53
CHRYSLER CORP.	89	90	56
EXP	0	0	83
Escort	51	47	69
Mustang	61	88	42
Tempo	62	42	18
Taurus	34	41	0
Thunderbird	86	65	86
LTD	69	87	66
Crown Victoria	63	87	95
Total Ford Division	57	57	53
Lynx	61	58	94
Topaz	67	39	24
Sable	32	43	0
Cougar XR-7	79	56	69
Capri	119	155	78
Marquis	67	85	73
Grand Marquis	56	82	83
Total Mercury	60	61	66
Continental	63	80	46
Lincoln	50	55	49
Mark VII	57	69	66
Total Lincoln	53	60	50
Total L-M Division	58	61	62
FORD MOTOR CO.	57	58	56
Skyhawk	104	156	44
Skylark	0	0	42
Somerset Regal	120	66	68
Century	100	75	35
Regal	112	77	57
LeSabre	66	88	49
Electra	105	103	52
Riviera	91	101	61
Total Buick	100	86	48
Cimarron	91	105	50
Seville	78	98	92
Cadillac	56	48	67
Eldorado	75	86	83
Total Cadillac	61	56	71
Chevette	57	129	61
Nova	145	59	0
Cavalier	81	52	40
Citation	87	103	70
Camaro	88	142	68
Celebrity	80	65	38
Malibu	0	0	0
Monte Carlo	97	135	56
Chevrolet	95	126	79
Corvette	87	157	50
Total Chevrolet	88	84	54
Firenza	128	166	65
Omega	0	0	0
Calais	85	125	68
Cutlass Ciera	82	54	31
Cutlass Supreme	97	59	37
Olds 88	88	94	53
Olds 98	41	39	59
Toronado	75	87	97
Total Oldsmobile	82	68	47
Fiero	155	128	36
1000	80	121	59
Sunbird	102	60	50
Phoenix	0	0	0
Firebird	71	120	54
Grand Am	31	43	19
6000	93	77	45
Bonneville	135	72	60
Grand Prix	148	95	67
Parisienne	77	106	84
Total Pontiac	80	80	47
GENERAL MOTORS	85	78	51
VOLKSWAGEN	80	78	6
HONDA	8	11	26
NISSAN	19	23	0
DOMESTIC TOTAL	76	73	53
Subcompact	69	65	49
Compact	80	72	44
Intermediate	81	72	53
Standard	77	100	73
Luxury	66	68	65

Production

U.S. CAR	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
AMERICAN MOTORS	2,000	0	0	2,000	25,519	14,553
Renault Total	2,000	0	0	2,000	25,519	14,553
Alliance	1,700	0	0	1,700	15,062	12,711
Encore	300	0	0	300	10,457	1,842
CHRYSLER CORP.	27,000	32,554	22,632	45,106	390,646	423,113
Plymouth Total	6,900	10,205	5,810	11,548	113,956	116,361
Horizon	2,600	3,651	1,821	4,057	39,705	43,020
Reliant	3,000	4,810	2,634	5,107	51,661	51,645
Caravelle	1,000	1,236	850	1,680	17,056	17,440
Gran Fury	300	508	505	704	5,534	4,256
Chrysler Total	9,700	9,744	8,465	16,472	130,237	151,882
LeBaron	1,900	2,250	1,696	3,257	34,061	35,865
LeBaron GTS	2,600	2,322	2,146	4,317	24,827	26,930
Laser	800	1,156	792	1,434	14,691	16,596
New Yorker/E-Class	1,400	1,784	1,191	2,353	21,600	30,362
Fifth Avenue	3,000	2,232	2,640	5,112	35,058	42,129
Dodge Total	10,400	12,605	8,357	17,086	146,453	154,870
Omni	2,500	3,656	1,789	3,931	42,259	43,695
Aries	2,400	3,834	1,904	3,923	40,506	38,074
Daytona	1,100	994	939	1,851	13,261	14,649
Dodge 600	1,800	1,539	1,537	3,030	22,120	25,039
Lancer	1,700	1,797	1,480	2,884	18,897	24,570
Diplomat	900	785	708	1,466	9,410	8,843
FORD MOTOR	41,761	37,234	33,427	68,503	517,867	521,693
Ford Division	28,213	25,144	22,624	46,312	342,128	355,216
Escort	8,262	7,277	7,429	14,205	87,301	115,882
Mustang	4,200	3,761	3,263	6,810	53,217	57,801
LTD	0	6,158	0	0	70,796	0
Taurus	8,191	0	6,285	13,219	0	71,659
Thunderbird	3,539	3,853	2,363	5,429	64,864	50,086
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,021	4,095	3,284	6,648	54,990	59,788
L-M Division	13,548	12,090	10,803	22,190	175,739	166,477
Mercury Total	9,268	8,523	7,861	15,557	125,500	112,247
Lynx	1,140	1,057	1,090	2,012	20,270	19,118
Capri	380	335	295	616	5,833	5,056
Marquis	0	2,969	0	0	34,792	0
Sable	3,926	0	3,017	6,340	0	34,446
Cougar	2,509	3,109	2,399	4,428	41,545	34,806
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,313	1,053	1,060	2,161	18,327	18,821
Lincoln Total	4,280	3,567	2,942	6,634	50,239	54,230
Continental	475	649	330	739	9,110	6,173
Lincoln	3,212	2,525	2,207	4,978	35,587	40,683
Mark VII	593	393	405	917	5,542	7,374
GENERAL MOTORS	95,895	106,838	71,877	153,397	1,495,476	1,329,072
Buick Total	16,940	24,340	11,803	26,382	287,630	212,811
Skylark (X-car)	0	2,414	0	0	34,340	0
Skyhawk	1,865	2,068	1,560	3,113	31,161	25,519
Somerset/Skylark	2,505	3,264	1,838	3,975	38,330	28,235
Century	5,685	6,686	4,584	9,352	65,493	70,793
Regal	1,375	2,544	0	1,375	31,566	13,111
Wagon/LeSabre (rwd)	315	3,640	261	524	40,314	4,009
LeSabre	3,075	0	1,942	4,629	0	30,084
Riviera	555	1,346	412	885	19,125	5,851
Electra	1,565	2,378	1,206	2,530	27,301	35,209
Cadillac Total	7,341	7,747	5,316	11,594	113,868	88,949
Cimarron	636	489	495	1,032	8,779	7,501
Seville	705	899	390	1,017	12,926	4,764
Eldorado	705	1,683	387	1,015	23,849	6,177
Cadillac (rwd)	2,040	1,380	1,595	3,316	16,233	23,974
DeVille (fwd)	3,255	3,296	2,449	5,214	52,081	46,533
Chevrolet Total	27,819	34,691	22,683	45,965	524,450	437,999
Chevette	2,415	3,043	1,931	3,960	47,015	35,966
Cavalier	7,999	9,584	6,433	13,145	145,305	126,815
Celebrity	5,375	6,452	4,917	9,309	87,130	91,162
Camaro	4,965	4,941	3,811	8,014	68,468	64,248
Citation	0	1,648	0	0	24,232	0
Monte Carlo	2,230	3,904	1,775	3,650	47,463	35,430
Chevrolet	4,035	4,147	3,172	6,573	92,109	76,672
Corvette	800	972	644	1,315	12,728	7,706
Oldsmobile Total	25,320	27,098	17,475	39,300	376,608	343,834
Firenza	1,335	1,464	1,048	2,173	23,123	16,188
Cutlass Supreme	4,755	4,624	1,642	6,069	62,129	59,990
Cutlass Ciera	4,960	7,552	3,733	7,946	116,050	84,523
88 (rwd)	360	5,249	296	597	70,545	6,932
88 (fwd)	8,655	0	6,647	13,973	0	90,352
Olds 98	2,410	3,126	2,018	4,024	42,698	39,565
Calais	2,295	4,077	1,787	3,725	48,065	41,932
Toronado	550	1,006	304	793	13,998	4,352
Pontiac Total	18,475	12,962	14,600	30,155	192,920	245,479
Acadian**	0	283	410	328	4,309	3,883
2000 Sunbird	2,945	2,111	2,391	4,858	41,743	41,387
1000	905	286	754	1,508	9,937	6,813
Firebird	2,655	2,206	2,052	4,297	37,303	34,375
6000	3,120	1,077	2,409	5,047	9,192	45,212
Parisienne	1,650	1,138	1,287	2,680	20,690	25,866
Fiero	2,400	2,584	1,746	3,797	33,824	24,867
Grand Am	4,800	3,277	3,551	7,641	35,922	63,076
HONDA	3,650	3,058	3,526	6,471	48,646	52,290
NISSAN	0	391	0	0	988	21,517
NUMMI*	3,070	300	3,070	5,526	1,750	52,568
VOLKSWAGEN	2,000	1,848	1,572	3,258	28,929	24,741
Total Cars, U.S.	175,376	182,223	136,104	284,259	2,509,821	2,439,547
Total Cars, Canada	25,670	22,350	20,405	98,492	283,731	295,087
N. American Cars	201,046	204,573	156,509	382,751	2,793,552	2,734,634
N. American Trucks	78,288	89,697	76,078	368,420	1,242,397	1,196,304
N. American Cars and Trucks	279,334	294,270	232,587	751,171	4,035,949	3,930,938

*-Revised estimate. **-All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

First-quarter output off 2.5 pct.

By Kathy Boyer
Detroit Reporter

First-quarter domestic auto production of 2,128,067 units was 2.51 percent below the 2,182,936 assembled in the first quarter of 1985.

This year's build was the lowest since 1983's 1,554,324.

According to figures adjusted at the end of the quarter, 2,439,547 cars have been built so far this year, 2.80 percent below the 2,509,821 completed last year at this time.

Last week's scheduled production of 175,376 cars was 28.95 percent more than the 136,104 for the previous four-day work week.

Last week's targeted output was 3.76 percent below the year-ago week's 182,223.

Scheduled production last week was shared as follows: General Motors, 54.68 percent; Ford Motor Co., 23.81 percent; Chrysler Corp., 15.40 percent; Honda of America Mfg. Co., 2.08 percent; New United Motor Mfg., Inc., 1.75 percent; American Motors, 1.14 percent, and Volkswagen of America, 1.14 percent.

Production remains suspended at the Smyrna (Tenn.) plant of Nissan Motor Mfg. Co., U.S.A., as retooling proceeds for the Sentra four-door sedan.

After being idle for two weeks to adjust inventories, AMC's Kenosha plant resumed production April 7.

As previously reported, effective today (April 14), GM dropped one of the two shifts at its Arlington (Tex.) plant, which produces the Chevrolet Monte Carlo and Oldsmobile Cutlass Supreme.

Also effective today, GM's Bowling Green (Ky.) plant, which builds the Chevrolet Corvette, is down to one shift.

Those cutbacks brought the number of indefinite layoffs at GM to an even 15,000.

Chrysler's Sterling Heights (Mich.) plant begins a $240 million, five-week model changeover today in preparation for the new Plymouth Sundance and Dodge Shadow P-cars.

The plant, which currently produces the Dodge Lancer and Chrysler LeBaron GTS, will also produce four-door and two-door versions of the new models.

During the changeover, 3,000 employes will be on temporary layoff. The plant will resume production of LeBaron and Lancer on May 19. The first P-cars are scheduled to be assembled May 27.

Ford slated Saturday (April 12) overtime at its Wixom (Mich.) and Atlanta plants.

All Ford plants except Chicago are scheduled for daily overtime this week (April 14).

Saturday (April 19) overtime is slated at Ford's Wayne (Mich.) plant.

Truck quarter highest since 1979

U.S. truck makers reported their highest first-quarter production in seven years.

The total of 896,811 trucks, 3.77 percent more than the year-ago period's 864,265, was the best for that quarter since 1979's 1,003,218.

Truck makers assembled their one-millionth truck last Friday (April 11), five days ahead of last year.

Last week's estimated output of 73,832 units was 26.36 percent more than the previous week's build of 58,431—shortened by a holiday—and 4.25 percent better than the year-ago week's 70,825.

American Motors' Jeep plant in Toledo resumed production today (April 14) after being idle last week for inventory adjustment.

AMC said it will cut daily production of the Jeep Wagoneer and Cherokee by 110 units while adding 35 units to Comanche output.

GM scheduled overtime Saturday (April 12) at the following plants: Janesville, Wis.; Baltimore, and Detroit.

Ford slated Saturday overtime at its Louisville plant.

All Ford truck plants are scheduled for daily overtime this week.

Ford has scheduled Saturday (April 19) overtime at its Norfolk and Twin Cities plants.

Truck output in Canada sets record

Canadian truck makers achieved their best first-quarter production ever.

The makers assembled 235,769 units during the quarter, 3.47 percent more than the previous record of 227,872 which was set last year.

Last week's scheduled output of 19,430 trucks was 7.83 percent more than the previous week's 18,019 and 2.96 percent better than the year-ago week's 18,872.

The first-quarter build of 274,468 cars was 11.76 percent more than the 245,586 assembled during the year-ago period.

Last week's targeted output of 25,670 cars was 1.75 percent more than the previous week's 25,228 and 14.85 percent above the year-ago week's 22,350.

CANADIAN CAR	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
AMERICAN MOTORS	120	335	111	209	3,152	1,785
FORD MOTOR	11,645	9,633	11,404	20,768	143,965	161,925
GENERAL MOTORS	13,680	12,157	13,488	24,470	133,425	158,535
VOLVO	225	225	225	405	3,189	3,121
Total Cars, Canada	25,670	22,350	25,228	45,852	283,731	325,366

U.S. TRUCK☆	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
CHEVROLET	22,676	23,881	21,242	39,670	333,806	362,341
DODGE	700	4,686	699	1,259	59,388	1,533
FORD	32,300	26,979	24,558	51,946	346,663	419,844
GMC	7,501	7,379	5,730	12,085	98,759	105,530
NAVISTAR	1,605	1,768	1,599	2,884	23,269	21,687
JEEP	3,850	2,821	0	3,850	58,684	60,651
NISSAN	2,750	1,541	2,153	4,472	33,470	23,366
AM GENERAL	50	50	50	90	720	722
MISCELLANEOUS	2,400	1,720	2,400	4,320	27,276	33,400
Total Trucks, U.S.	73,832	70,825	58,431	120,577	982,035	1,029,074

CANADIAN TRUCK	Week Ended April 12, 1986	Week Ended April 13, 1985	Week Ended April 5, 1986	April to Date	Jan. 1, to April 13, 1985	Jan. 1, to April 12, 1986
AMERICAN MOTORS	816	0	825	1,476	0	3,905
CHRYSLER	8,624	8,894	7,180	14,368	121,460	127,555
FORD	3,648	3,692	3,648	6,566	50,056	50,949
GENERAL MOTORS	6,120	6,043	6,145	11,036	85,407	88,036
NAVISTAR	222	243	221	399	3,439	2,773
Total Trucks, Canada	19,430	18,872	18,019	33,845	260,362	273,218
N. American Trucks	93,262	89,697	76,450	154,422	1,242,397	1,302,292

☆-Includes window van production. *-Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Mazda conducts workshops for suppliers in U.S.

FLAT ROCK, Mich.—Mazda Motor Mfg. (USA) Corp. has invited 42 future suppliers to attend a series of workshops at its new manufacturing facility here. The workshops will explain Mazda's production philosophy and the suppliers' role in it.

The workshops began last week and will continue through April 25. Some 600 supplier representatives are expected to attend, and Mazda plans to conduct similar workshops with other suppliers in the future.

Suppliers invited include manufacturers of electrical components, tires, wheels, glass, interior and exterior trim items, fuel system components and air conditioning. Mazda expects to sign purchase agreements within the next several months.

Opening remarks at the supplier workshop were delivered by Zensaburo Sumino, a member of the board of Mazda's parent company, Mazda Motor Corp.

"It is imperative to our success that our suppliers fully understand Mazda's production philosopy—including just-in-time delivery and cost-consciousness—as well as Mazda's approach to quality," Sumino said.

Honda's second line begins in Marysville

MARYSVILLE, Ohio—Honda of America Mfg. Co. began production last week on its second line, building 40 three-door Accords during the week.

Civic production will be added to the line in July, and by the end of the year, it is expected to be running at an annual rate of 150,000 units.

Another 150,000 four-door Accords will be built annually on the company's No. 1 line. Honda expects to add another 300 workers this year to the 3,400 it already employs at the Marysville auto operations. A Honda spokesman said the first Civics are expected to approximate the 50-percent local content level of the current Accords built in Ohio.

C2700-1

Automotive News

April 21, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Reuss plots GM's '89 strategy: Distinctive lines, few models

By Michelle Krebs
Financial Editor

The 1989 model year will see far fewer models in General Motors' product lineup, according to Lloyd Reuss, head of GM's North American automotive operations.

He said that will make it easier for dealers to sell cars and will reduce the cost and complexity of producing them.

Reuss, who recently was appointed executive vice president of GM's North American Passenger Car Groups, said that in the two months he's been in his new job, he has worked toward "deproliferating" GM's models.

"Depending on how you count them," he said in an Automotive News interview, "we have about 200 models.

"We're going to be deproliferating some of those models in our product line. The five-division car lineup in 1989 is going to have a lot fewer models than we have today. We will have more distinct divisional market segmentation and less overlap."

Reuss said he doesn't want seven different models of the same type of vehicle in one division as is the case today, for example, with GM's present J-cars —Chevrolet Cavalier, Pontiac Sunbird, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron.

"In our J-cars," he said, "Buick and Oldsmobile both have the two-door, the four-door, the hatchback and the wagon. You lump them all together, and they don't sell that many in total."

In future car programs that involve four or five GM divisions, a single division won't sell every version of a line. A sedan may be exclusive to one division while a hatchback may be exclusive to another.

The GM10 program will be one of the first to demonstrate the deproliferation of models. GM10 cars will replace the G-bodies—Buick Regal, Chevrolet Monte Carlo, Oldsmobile Cutlass Supreme and Pontiac Grand Prix

Please turn to Page 58, Col. 1

Joe Wilsmans

More trucks, no cars for a while at Smyrna

Nissan Motor Mfg. Corp., U.S.A., will hike truck output at its Smyrna (Tenn.) plant while the plant's car line is shut down to convert to fully automated car assembly. The plant will resume producing cars in early August. Truck assembly is being accelerated to the present capacity of 15,000 units a month. Story, other pictures on Page 72.

Conqueror or cannibal? It's Saturn question

By Michelle Krebs
Financial Editor

Eighty percent of Saturn Corp.'s business must represent new business to General Motors or it will not be considered a success, said Lloyd Reuss, executive vice president of GM's North American Passenger Car Groups.

"Saturn can't go in and cannibalize other GM products," Reuss said. "Eight out of every 10 Saturns we sell have to be sales we wouldn't have gotten had we not had Saturn."

Reuss said the basic design and powertrain of the Saturn car has been decided. Saturn will be a subcompact, representing GM's best effort to battle import competition.

Now, the GM division is establishing the timing for the product and the Spring Hill (Tenn.) plant where Saturn cars will be built. GM, so far, has not said when Saturn will be introduced. It is expected to be a 1989 or 1990 model.

Saturn Corp., a separate division formed by GM for the small-car project, also is in the process of determining the annual capacity of the plant, deciding how many models there will be and at what rate they will be introduced. Reuss said that initially there will be only one Saturn model, but GM is studying what models might be added to the Saturn line. That decision won't be made for another year or so, he said.

"We have to make sure that a Saturn franchise includes enough of a business opportunity to at-

Please turn to Page 58, Col. 1

15 pct. drop seen in Big 3 earnings

By Michelle Krebs
Financial Editor

First-quarter profits for the Big Three, which will be announced this week, are expected to be about 15 percent lower than last year's.

Profits are expected to total about $2.0 billion, according to estimates by auto analysts. That compares with nearly $2.4 billion last year, which was the Big 3's second-best first quarter.

Analysts say that General Motors earned about $948 million, which compares with $1.1 billion in the first quarter of 1985. GM's best first quarter was in 1984 when it earned $1.6 billion.

Analysts say GM continues to be adversely affected by high startup costs at new plants,

Ford Motor Co. is expected to report about $693 million in first-quarter profits, based on analysts' estimates. The company earned $783 million in the same quarter a year ago and enjoyed its best-ever first quarter in 1984 with a profit of $897 million.

Analysts say Ford is benefiting from strong production schedules and the successful Taurus/Sable launch.

Chrysler Corp. will report a profit of about $375 million for the first quarter, based on analysts' estimates. That compares with $508 million in the year-ago quarter and $706 in 1984, its best-ever first quarter.

For the full year, analysts expect Big Three earnings, individually and collectively, to be lower than in the past two years.

Nevertheless, there are mixed feelings as to how the rest of the year will shape up.

Some analysts say the auto industry could see a resurgence in sales as consumers feel the trickle-down effect of lower oil prices. Others see the domestic auto makers being stuck with high inventories and lower sales while incentive programs and production cuts will be used to offset the weak market.

Collectively, the Big Three will earn about $1 billion less than they did in 1985, according to the analysts. Collective profits will be about $7.1 billion, down about 12 percent from 1985's $8.1 billion.

Individually, GM is expected to earn about $3.4 billion, compared with 1985's $4.0 billion and 1984's $4.5 billion.

Ford will earn about $2.4 billion, off from 1985's $2.5 billion and 1984's $2.9 billion. Some analysts say Ford could be the only surprise among the Big Three. The company has a shot at matching last year's earnings, some say.

The earnings forecast for Chrysler is about $1.3 billion, down from 1985's $1.6 billion and 1984's $2.4 billion.

Customs Service lowering boom on gray-market fraud at Newark

By John A. Russell
New York Staff Writer

NEWARK, N.J.—U.S. Customs has impounded several hundred gray-market cars and is intensely investigating at least 60 cases involving gray-market cars brought through Port Newark.

Customs is concentrating on possible fraud. According to Arthur Stiffel, special agent in charge of the enforcement division of U.S. C[illegible]ms at this port, many of the cases involve fraudulent entry forms or paperwork required when the cars enter this country.

The biggest problem is with cars five years old or older. Owners of such cars can obtain a special one-time waiver of EPA and Department of Transportation requirements.

Stiffel said a "typical scam" is a so-called "dealer" bringing in 10 or 12 cars and using fictitious owner names as the individual importers. He said such cars often are misrepresented as having been brought into compliance with federal standards and are sold to unsuspecting consumers for higher prices. Actually, the cars that are five years old or older do not have to comply with federal requirements under the one-time waiver for individual owners.

The cases under investigation involve the older cars. They do not involve new cars brought in by licensed gray-market conversion companies.

Stiffel also said there have been several cases of stolen European cars appearing at the port. They were discovered because Customs

Please turn to Page 73, Col. 1

From cars to granola bars

By Roger Rowand
Engineering Editor

SCOTTSDALE, Ariz.—John Z. DeLorean has shifted gears and gone into the health center franchising and nutritional supplement field.

John Z. DeLorean

The 61-year-old former General Motors executive and auto maker is a principal in Hi-Tech Health and Wellness Centers, based here. He also is chairman of the executive committee.

That closely held company has just launched a campaign to franchise its centers and to form joint ventures to create centers. John R. Pyle, president, said investors will come chiefly from the medical profession.

DeLorean told Automotive News the company is fully financed and he has not invested any cash in it, but he is an unsalaried principal.

"I've believed in health and wellness all my life," DeLorean said. "I take good care of myself. That is probably why, in spite of all my stress, I've never had any problems. I'm 60 years old and I can run five miles right this minute." (Actually, DeLorean is 61. He was born Jan. 6, 1925.)

"Basically I lend my support," he continued. "Our plan is to build the company in size. As it builds, eventually it will be worth some money."

DeLorean also will benefit from networking sales of a nutritional supplement sold by four-month-old United Sciences of America (USA).

DeLorean is a distributor associate of USA and will benefit from sales downstream from his distributorship to other distributors and the public, Pyle said.

He said the clinics have been market tested in New York for a year before the current nationwide sales drive launch.

Attracted by newspaper advertising featuring DeLorean's name, about 500 prospective USA investors and distributors and curiosity seekers met at the Camelback Inn here last week. They were told they could get into businesses yielding as much as $1,000 a week with no financing other than purchases of supplements with their Visa and MasterCards.

BETHESDA MD 20814
4520 EAST-WEST HWY STE8
CCNGRESSIONAL INFO SERV
ACQ EDITOR SRI
030322908 0300 8616 COMP 852
**********5-DIGIT 20814

Discussing artificial intelligence program for diagnostics

Ford issues warning to makers of robots

By Roger Rowand
Engineering Editor

CHICAGO—Ford Motor Co. is expected to tell the world's robot makers tomorrow (April 22) that they'd better develop artificial intelligence systems for diagnosing robot malfunctions. If not, they'll be told, Ford no longer will do business with them.

The company expects a favorable response and expects to see such computerized systems on the factory floor within two years.

It already has developed one system it is offering at no cost to robotics companies.

"We're anxious for them to develop their own systems for their own equipment," said Morgan M. Whitney, director of the Ford Robotics and Automation Consulting Center.

Ford's urging will come in a briefing by Whitney at the Chicago Hilton & Towers in connection with the Robots 10 Conference and Exposition, which is being held at the hotel and at McCormick Place.

The Ford development is based on a lung-disease diagnostic system pioneered at Stanford University and the Center for Disease Control in Atlanta, Whitney said.

It includes such examples of artificial intelligence as hunch-playing and the following of rules-of-thumb. In diagnosing, it operates on an if-then mode and has inferential abilities, Whitney said.

For example, it will tell a maintenance person about a problem by saying, "It may be here, but it could be there."

The expert system's base—the aritifical intelligence—can be modified and expanded as learning progresses, Ford said.

Ford's program uses the software shell of a Texas Instruments system called Personal Consultant. Ford demonstrated it last week at its robotics center in Dearborn using an IRB90 Asea robot. Whitney said the Ford diagnostic system can be used on other types of sophisticated automation equipment.

"We are telling people this is a feature we, as a major user, want," Whitney said. "We will encourage manufacturers to supply it as a built-in feature.

"This is not a panacea. There are some areas that need improvement. We're overdosing on high tech. We've been burned," Whitney said.

An example, he told Automotive News, was the conversion of the St. Louis plant to production of the Aerostar van. Showroom introduction of that vehicle was delayed for months last year as high-tech automated machinery was brought on line to replace previously standard non-automated equipment.

Ford, Iveco sign agreement linking European truck lines

By Richard Feast
European Editor

LONDON—Ford and Iveco signed their European truck merger agreement here last week.

The deal confirmed months of speculation about the talks, which stemmed directly from the proposal—subsequently abandoned—to merge the passenger-car operations of Ford of Europe and Fiat Auto.

Last week's agreement was signed by Giorgio Garuzzo, managing director of Fiat's Iveco commercial vehicle division, and Sam Toy, chairman and managing director of Ford of Britain.

A separate company known as Iveco Ford Truck, Ltd., is to be established July 1. Ford of Britain and Iveco will each hold 48 percent of the $60 million equity, with the remaining 4 percent owned by merchant bankers Credit Suisse First Boston, Ltd.

Garuzzo estimated annual revenues of up to $450 million for the new pairing.

The manufacture of Ford's Cargo range of trucks will continue at the plant in Langley, England, until the "early '90s," according to Toy. Employment at Langley (1,700 people) and at the Ford plants which supply components will be unaffected.

In the U.K., where Ford is already the market leader, the two dealer networks will merge to sell a combination of Cargo, heavy Ford Transit vans and complementary Iveco products. Ford's car dealers will continue to sell light Transits as well as car-derived vans.

Giorgio Garuzzo

Sam Toy

However, Ford will continue to sell Cargo in opposition to Iveco in the rest of Europe, where Iveco's presence is strong and Ford's is minimal. In overall sales terms, the new grouping will take Iveco Ford closer to market leader Daimler-Benz and farther away from third-place Renault Industrial Vehicles.

The creation of Iveco Ford will be of considerable concern to the U.K.'s other two major truck producers, BL's Leyland and General Motors' Bedford. While Leyland's market performance has improved in recent months, Bed-

Please turn to Page 69, Col. 1

Chrysler holding line on prices—for now

By John K. Teahen Jr.
Senior Editor

There was price news aplenty last week as Volkswagen posted an increase and General Motors disclosed model-by-model figures for its previously announced boost.

But the most interesting development came from Chrysler Corp., which declined to join GM's parade—at least for the moment.

And Ford Motor Co. maintained its uncomfortable position on the fence, debating whether to follow GM or Chrysler. There were reports that Ford was nearing a decision, but no definite word at presstime. A Ford incentive program that was to expire last Wednesday was extended through Sunday (April 20).

VW's hike, its third of the 1986 model year, averaged $310, or 3.2 percent.

GM held the line on a couple of models and bumped others as much as $862 (Cadillac Seville) and $1,039 (Cadillac limousines). There also were increases on optional equipment in the 2.9 percent advance, which Automotive News estimates as an average of $400 per car.

Chrysler said it "is not currently planning" to raise prices on domestic cars in answer to actions by GM and various imports.

The key word is "currently." Chrysler wouldn't disclose a time limit. Its present incentive programs continue until the end of April or longer, so Chrysler has a little time to wait and see.

Please turn to Page 70, Col. 4

Ford ending role in trucks

By Richard Feast
European Editor

LONDON—The merger between Ford's European truck operations and those of Fiat's Iveco can have only one interpretation: Ford is getting out of the European truck business.

News Analysis

What it had was an independent presence, albeit a weak one. What it has now is a merger with a much larger organization. The board of directors of the new company is tipped in Iveco's favor, and the ranking officer is from Iveco.

In recent years Ford has quietly withdrawn from a number of European truck markets. It has ceased production of the A-series and the heavyweight Transcontinental. It admits that the design and engineering staffs that created the Cargo and the new Transit have been diverted to passenger-car projects.

When the Cargo's production life ends in the early 1990s, it will almost certainly be replaced by a product designed and engineered by Iveco.

If the European truck market were a poker game, companies like Daimler-Benz, Scania, Volvo and Iveco would be holding mostly picture cards. Other companies like MAN and Daf would have a few as well, but Renault, Enasa, Leyland, Bedford and Ford would have poor hands. Each needs a lot of luck from the shuffle and generous financial

Please turn to Page 69, Col. 1

Pontiac hot despite cold Fiero

By Michelle Krebs
Financial Editor

PONTIAC—Pontiac remains on target for a 900,000-unit sales year, despite sagging sales of its once-hot Fiero, said J. Michael Losh, the division's general manager.

The 900,000 mark would represent a 12.5-percent sales increase over the 1985 model year. At this point in the model year, Pontiac sales are up 12 percent.

J. Michael Losh

"The 900,000 is an ambitious objective," Losh said, "but we've got a shot at it."

The target will be met without the once-strong leadership of Pontiac's Fiero. The two-seater has suffered a sales decline. Its inventory level has risen to a supply of 155 days as of April 1, compared with 36 days a year ago.

The inventory levels have been high enough to warrant temporary halts in production and layoffs at the Fiero plant. In addition, the Fiero is covered by GM's new 6.9-percent interest rate on 30-month car loans, which went into effect last week.

In an interview with Automotive News, Losh said the Fiero continues to do well compared with the original projections.

"This year, we won't sell quite as many as we did the first year of the vehicle, and we're obviously not going to sell quite as many as the full capacity of the plant," he said. "We're making some pro-

Please turn to Page 72, Col. 1

Toyota appoints U.S. plant chief

By Dave Zola
Detroit Reporter

Toyota Motor Corp. last week took a giant step toward getting its North American assembly operations off the ground by naming a top official to oversee its new car-building ventures in the U.S. and Canada.

K. Kusunoki

Kaneyoshi Kusunoki, a Toyota executive vice president with an extensive background in production engineering, was appointed president of the newly named Toyota Motor Mfg., U.S.A., Inc., and Toyota Motor Mfg., Canada, Inc.

The two firms will have the capacity to build up to 250,000 cars per year beginning in 1988.

The U.S. plant, to be built in Georgetown, Ky., will produce up to 200,000 cars annually in the 2-liter Camry class. The Canadian facility in Cambridge, Ont., will assemble up to 50,000 Corolla-size cars per year.

Employment at the $800 million Kentucky plant will total 3,000, while the $290 million Ontario operation will employ as many as 1,800. Each plant will include metal stamping, welding, painting and final assembly operations.

Groundbreaking for both sites is scheduled for May 6.

Kusunoki is the first major executive named to the U.S./Canada operations, and he is expected to be closely involved with the selection of the remainder of his management team.

Toyota officials said the company still hasn't decided whether Kusunoki will run the two firms from offices in North America or Japan.

Since 1982, Kusunoki has had responsibility for all of Toyota's overseas plant construction.

For the past 16 years, Kusunoki has been in charge of bringing all of Toyota's Japanese plants into production.

index

Auction reports	58-59
Book reviews	52
Classified advertising	60-67
Dealing with dealers	26
Editorial page	10
Extra section	E1
Inventories	73
Personnel	54
Production by makes	74
Registrations, car	44,46
Sales, car	73
Service highlights	18
Truck highlights	16

60th year—No. 5123

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

The Tax Man Cometh

Patrick O'Connor, NAFA's legislative adviser, says the IRS is giving fleets the big chill

By Geoff Sundstrom

As the National Assn. of Fleet Administrators Inc. (NAFA) convenes in Chicago this week, members are buzzing about a new kind of downsizing that has nothing to do with car length or weight.

The downsizing they are concerned about involves a declining number of fleet operations and the shrinking size of many vehicle fleets.

Closely observing the goings-on is Patrick C. O'Connor, NAFA's Washington representative, who claims fleet operations across the country are suffering the chilling effects of new and, at times, bewildering tax rules.

According to O'Connor, of Kent & O'Connor Inc., a corporate and government affairs firm with offices in Washington and Chicago, recent Congressional action on depreciation, vehicle recordkeeping and tax reform is causing fleet administrators to take a good hard look at their vehicle needs. In some cases this has led to abandoning entire fleet programs. In others it has prompted reductions in fleet size.

While NAFA membership has not suffered yet, O'Connor declares, "Over time the trend will be for fewer and smaller fleets."

The Internal Revenue Service (IRS) bears much of the responsibility for this trend, fleet operators believe.

The tax collection agency's well-publicized attempts to write and rewrite vehicle recordkeeping rules has been a nightmare for the nation's fleet managers. Indeed, many accountants continue to advise fleet operators that drivers should keep travel records on a daily basis rather than run the risk of being penalized because of inadequate documentation.

O'Connor (left) says recent Congressional action on depreciation, vehicle recordkeeping and tax reform is causing fleet administrators to take a good hard look at their vehicle needs. In some cases this has led to abandoning entire fleet programs.

O'Connor says that although Congress specifically forbade the IRS from requiring daily travel records, the agency has issued so many different and confusing rules on the subject that fleet managers are uncertain how best to keep their fleet programs in compliance with the law.

When Congress wants to revise the rules on depreciation, deductibility or documentation, fleet administrators are involved, and the 99th Congress has been a particularly worrisome session on these issues, O'Connor notes. Of major concern is how the Senate Finance Committee will write its tax reform package.

In working for tax overhaul with a favorable — or at least neutral — result for fleet administrators, NAFA has joined with a powerful coalition of automotive trade groups. NAFA membership in the Automotive Depreciation Coalition helps make Senate tax writers aware of fleet issues, O'Connor says.

Other coalition members include the Motor Vehicle Manufacturers Assn. of the U.S. (MVMA), National Automobile Dealers Assn. (NADA), American Car Rental Assn., and auto makers General Motors, Ford Motor Co. and Chrysler Corp.

Several potential trouble spots in the tax reform process seem to have been cleared away already. For example, O'Connor says NAFA is pleased that the White House has come out against an oil import fee. Such a tax would temporarily be offset by the falling price of gasoline, but would represent a new cost to fleet managers should oil prices stabilize and return to previous levels, O'Connor points out.

A proposal to end the deductibility of excise taxes — including the nine-cent-per-gallon tax on gasoline — also appears to have been put on hold. A majority of Finance Committee members have indicated they would not support curtailment of this important deduction.

Still unresolved is how the Finance Committee will deal with depreciation allowances for automobiles. O'Connor, whose group advocates a three-year schedule of depreciation, says three years of service is about average for most business vehicles. Because rapid mileage accumulation causes fleet vehicles to depreciate faster than private automobiles, he says, tax laws should reflect this.

While Congress has proved to be lukewarm about NADA's anti-fleet/lease incentive bill, NAFA members are continuing to fight the legislation at the state level. O'Connor notes that a well-organized dealer body in Iowa has pushed hard for an anti-fleet incentive law, and NADA seems to have made Iowa a "test case" for the legislation. "NADA has mounted an unusually strong effort in support of the bill," he says.

Although similar bills have recently failed to win passage in Michigan, Indiana and Oklahoma, O'Connor is concerned about the Iowa effort. As of mid-April the Iowa state legislature had not completed action on the bill.

NAFA members have their work cut out for them should NADA prove successful in the Midwest. O'Connor says 21 states have considered, or are now considering, limits on fleet incentives.

One thing that's certain, O'Connor points out, is that if auto dealers are not successful with their anti-fleet/lease incentive bill this year, they'll be back next year to try again. And NAFA will be right there doing battle, too. ■

Credit wins over options

Both U.S. and Canadian fleet managers prefer credit (discount off invoice) over free options as their fleet incentive choice, according to a survey conducted by *Runzheimer Reports on Transportation*.

Sixty percent of 388 U.S. respondents and 75 percent of 32 Canadian respondents said they would rather receive credit than free options.

Fleet managers stated two main reasons why they prefer credit over options. First, fleet policy or fleet-car specifications establish the allowable accessories. Declares one respondent: "Option content is set for selected classes of cars based on need or relative rank of assignee. Any deviation leads to individual jealousy."

The second most important reason fleet managers prefer credit is cost control. Many respondents consider up-front savings an important factor when making their new car choices. "Vehicle options are fixed on all cars. Dollar savings allow funds to be used elsewhere," explains one fleet manager. "Reduce cash outlay for our budget," states another.

Whereas a significant number of fleet managers select credit over options to avoid driver discontent, others see options as useful morale builders, according to the Runzheimer survey. "If we don't normally order these options, selecting them makes the drivers happy," a fleet manager notes.

Some respondents designated enhanced resale value as a second reason for selecting options rather than credit. For example, one respondent explains, "Free options let us dress up the vehicles and get a higher resale."

When cost considerations shape the fleet incentive decision, fleet managers tend to direct their attention either to the point of purchase or the point of disposal.

At the point of purchase, companies realize up-front savings by selecting credit, thereby improving corporate cash flow and reducing finance costs.

At the point of disposal, companies which have selected fleet-incentive options generally obtain more money from the used, upgraded unit.

The bottom line question raised by the Runzheimer survey: Which end of the unit's fleet cycle provides the greatest cost savings to the company? ■

Fleet exec salaries studied

Fleet executives who are titled administrator or director received the sharpest salary increases in 1985, while managers and vice presidents received more modest raises, according to a survey by *Runzheimer Reports on Transportation*.

Administrators, traditionally the lowest-paid fleet execs, received a 17-percent median salary increase, from $26,626 in 1984 to $31,618 in 1985. The median salary for a director with fleet responsibility rose 11 percent, from $42,251 to $47,000. Vice presidents and managers received raises of 3.9 and 3.7 percent, respectively.

The Runzheimer study notes: "In an age when titles place people in terms of importance, the fact that corporations more often assign those charged with fleet responsibility the title of manager rather than administrator suggests that the former title carries greater weight.

"Moreover, the fact that compensation proves generally higher for fleet managers than for fleet administrators argues that the title 'manager' carries more value than that of 'administrator'."

Overall, the survey, drawing responses from 482 fleet executives, shows median salaries for fleet executives rose by 5 percent, or $1,807.

Median Salary of Selected Fleet Executives by Corporate Rank

Rank	1984	1985	Percent Increase
Vice President ...	$52,084	$54,166	3.9%
Director	$42,251	$47,000	11.2%
Manager	$37,605	$39,000	3.7%
Administrator	$26,626	$31,618	17.0%

Although median salaries for fleet executives climbed, the percentage of fleet executives receiving company cars decreased. A 1984 survey showed 33 percent of responding companies provided employes with cars; only 25 percent did so in 1985.

One reason that partly explains this decline is the Tax Reform Act of 1984. Because of it, a number of companies are not only taking their fleet executives' cars away, they are also turning away from company-provided fleets. Some companies are eliminating the perk portion of their fleet.

Another reason for the decline is an ongoing corporate cost-reducing movement to cut back on the ranks that receive perk cars. ■

Electronic sensor detects levels of automotive fluids

TROY, Mich.—An electronic sensor to detect low levels of virtually all automotive fluids and alert the driver has been introduced by the Electrical Division of Wickes Mfg. Co.'s Automotive Group.

Applications include sensing low levels of engine oil, window-washer fluid, engine coolant, brake fluid, transmission oil and power-steering fluid.

The low-cost, self-contained sensor measures 2 inches by ½ inch by 1/16 inch.

Upon sensing low fluid levels at engine startup, the circuit latches, lighting an indicator lamp to alert the driver. The lamp remains on until the fluid level is corrected and the ignition is recycled.

The sensor utilizes thick-film technology on a ceramic substrate. The probe is soldered to a circuit board with surface-mounted electronics sealed in the cap of the probe. A protective coating guards against conductive and nonconductive fluids and corrosive environments.

Surface-mounted electronics eliminate leads and holes, Wickes said. They drive the probe and provide an electronic output signal for driving a lamp or interfacing with another system.

The sensor will survive underhood temperatures from minus 40 to 150 degrees Centigrade, Wickes said.

Wickes said the sensor can be used in three ways: As a single, stand-alone unit; multiplexed with multiple probes to provide a complete fluid-sensing system, or with each probe multiplexed to the vehicle's on-board computer or electronic control system.

NEW-CAR MARKET SHARES IN U.S.

	JANUARY					ONE MONTH				
	Regis., January, 1986	Percent Share of Market	Regis., January, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 1 Mos., 1986	Percent Share of Market	Regis., 1 Mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Chevrolet	135,574	14.86	113,636	14.55	+0.31	135,574	14.86	113,636	14.55	+0.31
Ford	118,098	12.94	104,924	13.43	−0.49	118,098	12.94	104,924	13.43	−0.49
Oldsmobile	84,196	9.23	72,699	9.31	−0.08	84,196	9.23	72,699	9.31	−0.08
Pontiac	65,608	7.10	49,616	6.35	+0.84	65,608	7.19	49,616	6.35	+0.84
Buick	61,099	6.69	65,572	8.39	−1.70	61,099	6.69	65,572	8.39	−1.70
Mercury	38,698	4.24	38,183	4.89	−0.65	38,698	4.24	38,183	4.89	−0.65
Dodge	31,452	3.45	32,602	4.18	−0.73	31,452	3.45	32,602	4.18	−0.73
Plymouth	29,983	3.28	27,433	3.51	−0.23	29,983	3.28	27,433	3.51	+0.23
Chrysler	25,878	2.84	24,701	3.16	−0.32	25,878	2.84	24,701	3.16	−0.32
Cadillac	25,214	2.76	22,114	2.83	−0.07	25,214	2.76	22,114	2.83	−0.07
Lincoln	12,641	1.39	13,061	1.67	−0.28	12,641	1.39	13,061	1.67	−0.28
AMC	6,786	0.74	11,030	1.41	−0.67	6,786	0.74	11,030	1.41	−0.67
GENERAL MOTORS	371,691	40.73	323,637	41.43	−0.70	371,691	40.73	323,637	41.43	−0.70
FORD MOTOR CO.	169,437	18.57	156,168	19.99	−1.42	169,437	18.57	156,168	19.99	−1.42
CHRYSLER CORP.	87,313	9.57	84,736	10.85	−1.28	87,313	9.57	84,736	10.85	−1.28
AMC	6,786	0.74	11,030	1.41	−0.67	6,786	0.74	11,030	1.41	−0.67
IMPORTS	277,405	30.39	205,621	26.32	+4.07	277,405	30.39	205,621	26.32	+4.07
MISC. DOMESTIC	12	0.00	14	0.00	−0.00	12	0.00	14	0.00	−0.00
TOTAL	912,644		781,206			912,644		781,206		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Oklahoma for 1986 and 1985 based on manufacturers' sales records.

January domestic registrations up

By Jenny L. King
Detroit Reporter

New-car registrations in January were up a healthy 16.83 percent over the year-ago total and were best for the month since 1978 when they topped one-million.

U.S. registrations numbers released by R.L. Polk & Co. showed a record 912,644 new domestic and imported cars enrolled in January. The total consisted of 635,239 domestics and a record 277,405 imports.

Domestic registrations were up 10.36 percent year to year, to 635,-239 from 575,585. They increased 14.44 percent from 555,104 in December, 1985.

Imports were up 34.91 percent, to 277,405 from 205,621 in January, 1985.

Table on Page 46

The import share of the market grew by more than four percentage points, expanding to 30.39 percent from 26.32 percent.

The second-largest market segment went to domestic intermediates with 26.05 percent of the January total. Compacts were third with 17.67 percent, followed by subcompacts at 11.69 percent, luxury cars at 7.55 percent and standards at 6.65 percent.

Excluding imports, the January market was made up of 37.43 percent intermediates, 25.38 percent compacts, 16.80 percent subcompacts, 10.84 percent luxury cars and 9.55 percent standards.

A year ago imports claimed 26.41 percent of the month's market. Intermediates had 25.29 percent, compacts had 17.98 percent, compacts had 11.96 percent percent, standards had 10.02 percent and luxury models had 8.34 percent.

General Motors domestic cars comprised 58.51 percent of the domestic market in January, Ford Motor Co. had 26.67 percent, Chrysler Corp. had 13.75 percent and American Motors had 1.07 percent.

Ex-business manager offers service as car-shopper

RALEIGH, N.C.—C. Ashby Pamplin, a Raleigh resident who has been in the automobile business for 10 years, has opened a new business here called Car-Search to guide buyers of new and used cars.

Pamplin, who most recently served as business manager for two local dealerships, said some practices used in selling cars should be reformed. B. Wade Isaacs, executive vice president of the North Carolina Automobile Dealers Assn., said Pamplin's business is like that of a person who is paid to prepare people's income-tax returns.

"He is offering a service that a consumer can do for himself if he wants to, or he can pay someone else to do it," Isaacs said. "But we believe in the free-enterprise system. If he feels he can make a living out of it, fine."

Pamplin plans to charge a customer buying a car $45 per hour or a retainer of $200, which pays for six hours of time. He said, "For the average person, there is no question I can get a better deal.

"There seems to me to be a great need for honesty and openness in the car business, and I can help."

For his fee, Pamplin will help individuals and companies negotiate car deals for personal or business use. He will locate the particular car or fleet of vehicles wanted, advise the customer of the fair market value and negotiate for the lowest price.

Buyers considering a tradein are advised on whether they should trade or sell their car themselves.

Pamplin said he decided to start his service after having helped several friends negotiate with dealerships. He said that "one day, someone said, 'You ought to charge for this,' so that's what I'm doing."

German makes strong in Japan

TOKYO—Yanase, Japan's biggest car-importing company, has announced preliminary figures showing sizeable increases in sales of German cars in March.

Volkswagen sold 1,789 cars in Japan in March, an increase of 32.5 percent over the year-earlier month. BMW sales in March totaled 1,535, a rise of 36.4 percent. Mercedes-Benz sales came to 1,-231, for a gain of 29.6 percent, and Audi sales rose 25.4 percent to 963, a record for Audi.

First-quarter totals were: Volkswagen, 3,489; BMW, 3,276; Mercedes-Benz, 2,704, and Audi, 1,685.

Toyota professorship

NEW YORK—Rockefeller University has received $1.5 million from Toyota Motor Corp. to establish a Toyota professorship in the biomedical sciences.

AUTO-MOBILITY

Missouri's Big Three auto plants—Chrysler, Ford and General Motors—produce more cars than anywhere outside Detroit. And in production growth, we lead the nation.

Our central location and outstanding transportation system are major reasons Missouri's auto industry is thriving. We're a natural crossroads for America, and shipping to and from Missouri is fast and efficient.

Add to that our ranking as the country's number one pro-business state, and you'll know why automobility is part of the Missouri Advantage™.

To find out how to make that advantage yours, just call us at (314) 751-4539. Call collect.

The Missouri Advantage™

State of Missouri
P.O. Box 118, Jefferson City, Missouri 65102

CLIP.

To see exactly how our chemistry will make your business boom, clip the coupon and send it to: State of Missouri, P.O. Box 118, Jefferson City, MO 65102. Or if you just can't wait for the mail, call us collect at (314) 751-4539.

The Missouri Advantage™

State of Missouri
P.O. Box 118, Jefferson City, Missouri 65102

AN

☐ Please send me materials on the Missouri business climate and incentives that are offered in your state.
☐ Please have your representative contact me to initiate a planning analysis for business expansion or relocation.
☐ Please put me on the list for a future contact as I am not presently ready to start planning a business expansion or relocation.

NAME _____
TITLE _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____
PHONE _____ ZIP _____

RUMBLE.

Missouri is making a lot of noise these days in auto production.

Our Big Three plants—Chrysler, Ford and GM—are second only to Detroit in production volume. And in production growth, we lead the nation.

Noise like that is music to our ears. It reflects the healthy industrial climate Missouri offers—a climate ranked number one in America for being pro-business.

They're all part of the Missouri Advantage™. To find out how to make it yours, call (314) 751-4539. Collect.

The Missouri Advantage™

State of Missouri
P.O. Box 118, Jefferson City, Missouri 65102

New Chinese contract law hailed

ANN ARBOR, Mich.—China's long-awaited international contract law holds new opportunities for Chinese-American joint ventures, according to University of Michigan Prof. Whitmore Gray.

Passed last summer, the new Chinese law is the first to provide specific rules covering international contracts. Gray believes the legislation will facilitate trade negotiations, although "judges and lawyers will be busy over the next few years interpreting the new law."

In the meantime, Americans should draft Chinese trade contracts "very carefully," Gray said. "Until the meaning of the new law becomes clearer, it is important to anticipate problems which may arise and provide specific solutions in the contract," he said.

He characterized Chinese businessmen as "shrewd" but generally "very cooperative" with foreign investors.

Americans, who until recently out-invested the Japanese 50 to one in China, should particularly welcome the new legislation, he said.

"Just five years ago, the U.S. passed the watershed mark of having more trade partners in the Pacific Rim area than across the Atlantic," Gray noted.

An expert on Chinese trade law, Gray has taught law courses at Jilin University in Changchun and will teach at Xiamen (Amoy) University in China in May. He has served as consultant to two Michigan firms that have entered into agreements involving projects in China.

Where contracts with the Chinese once were negotiated on an ad hoc, case-by-case basis, the new international law was designed to create a "solid legal framework within which foreign businesses can negotiate," he said.

"The Chinese have tried to encourage foreign investors by keeping favorable provisions from the former practice in the law as well as providing beneficial new ones," Gray said. In general, he said, the law codifies standard international practices and avoids new concepts.

The new trade law may eventually reduce the chances of contract disputes. In the past, "as much as possible was written into contracts to make up for the lack of consistent, clear-cut laws," Gray said. Under the new rules, contracts should be less cumbersome and ambiguous.

However, "Get a lawyer" is Gray's advice to any American firm about to sign a trade contract with a Chinese business or unit of government. Although the Chinese are less experienced in international trade than some of their Asian neighbors, many are "sharp bargainers," he said.

The new contract law also includes statutory provisions for licensing technological material such as industrial technology and eventually computer software.

Although the provisions have not yet been finalized, "the law has laid a foundation for contractual protection of software sold as part of a business deal," Gray said. A patent law has been enacted and a copyright law is "not quite ready" but forthcoming, he predicted.

For all its benefits, the legislation does not guarantee instant resolution of every trade question, Gray said. Foreign trade is still subject to separate legislation within China's more than 20 Special Economic Zones, areas designated to encourage foreign investment. Each zone is allowed to have its own contract law.

Not surprisingly, the demand for American lawyers with strong backgrounds in Chinese language and culture is growing, he said.

Gray and other experts in Chinese language, law and government are training both American and Chinese lawyers to mediate and arbitrate trade disputes and to interpret China's domestic and international trade laws.

Used-car dealer accused by U.S. as a tax cheat

SPRINGFIELD, Mass.—Daniel Kaeffer, a used-car dealer in Agawam, Mass., has been charged in U.S. District Court with failure to report more than $1 million in sales income.

U.S. Attorney William F. Weld said Kaeffer, doing business as Dan's Auto Sales, is charged in a two-count federal indictment with filing false tax returns for 1979 and 1980.

The indictment, returned by a grand jury, claims that Kaeffer filed a tax return for one of the years claiming $16,006 in income from wages. The government claims that Kaeffer failed that year to report additional income of $588,557 from car sales.

The indictment also charges Kaeffer with claiming wage income of $6,166 for the other year, but that he failed to report income from car sales of $659,225. If convicted, Kaeffer faces a possible sentence of six years and a fine of up to $200,000.

Clogged Injectors?
use KREX

Krex, Inc., 89 Lincolnwood,
Highland Park, Illinois 60035
Tel. (312) 433-4450
(800) 323-9038

COLD WEATHER STARTING & LOW BATTERY PROBLEMS SOLVED HERE!

ElectraStart

- Safe, Portable 12V.
- Clean, Convenient.
- Auto Recharge 110V.
- Heavy Duty, Durable, Demonstrated 9 Year Life.

Available with Chloride TS1000 Battery

- 1000 CC Amps, 180 Min. Reserve. Start 30- 50 units/recharge.
- No Battery Maintenance. No Acid Spills - EVER!

It Always Pays To Use The Very Best.

Perry-Scott Electric
3631 Interlake
Seattle, Washington 98103
800-426-7730 206-633-0404
Distribution Inquiries Invited

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JANUARY, 1986 VERSUS JANUARY, 1985

	1986 Month	1986 Year	1985 Month	1985 Year
AMC Alliance FWD	4,410	4,410	5,594	5,594
Encore FWD	1,415	1,415	3,676	3,676
Eagle 4WD	146	146	364	364
Eagle 4WD SW	815	815	1,396	1,396
TOTAL AMC	6,786	6,786	11,030	11,030
Chrysler Laser FWD	2,493	2,493	3,218	3,218
LeBaron GTS FWD	5,436	5,436	2,569	2,569
LeBaron FWD	6,844	6,844	5,956	5,956
LeBaron SW FWD	568	568	625	625
E Class-NY FWD	4,386	4,386	4,766	4,766
NY Fifth Ave-Newpt	6,151	6,151	7,567	7,567
Total	25,878	25,878	24,701	24,701
Plymouth Horizon FWD	6,925	6,925	7,235	7,235
Turismo FWD	3,470	3,470	3,618	3,618
Reliant FWD	12,788	12,788	9,645	9,645
Reliant SW FWD	2,785	2,785	2,635	2,635
Caravelle FWD	3,049	3,049	2,935	2,935
Gran Fury	966	966	1,365	1,365
Total	29,983	29,983	27,433	27,433
Dodge Omni FWD	5,779	5,779	5,719	5,719
Charger FWD	3,601	3,601	3,986	3,986
Daytona FWD	3,154	3,154	2,985	2,985
Aries FWD	7,483	7,483	8,003	8,003
Aries SW FWD	2,333	2,333	2,222	2,222
Lancer FWD	3,440	3,440	2,032	2,032
600/400 FWD	3,950	3,950	4,595	4,495
Diplomat	1,712	1,712	3,060	3,060
Total	31,452	31,452	32,602	32,602
TOTAL CHRYSLER CORP.	87,313	87,313	84,736	84,736
Ford Escort FWD	32,658	32,658	23,995	23,995
Escort SW FWD	8,495	8,495	6,261	6,261
EXP FWD	105	105	2,828	2,828
Mustang	12,579	12,579	12,917	12,917
Tempo FWD	26,958	26,958	21,199	21,199
Taurus FWD	5,533	5,533	0	0
Taurus SW FWD	1,538	1,538	0	0
LTD	5,131	5,131	11,860	11,860
LTD SW	1,382	1,382	3,293	3,293
LTD Crn. Victoria	8,423	8,423	9,398	9,398
LTD Crn. Victoria SW	1,664	1,664	1,994	1,994
Thunderbird	13,632	13,632	11,179	11,179
Total	118,098	118,098	104,924	101,924
Lincoln Town Car	9,389	9,389	8,468	8,468
Mark VII	1,539	1,539	1,871	1,871
Continental	1,713	1,713	2,722	2,722
Total	12,641	12,641	13,061	13,061
Mercury Lynx FWD	6,459	6,459	4,556	4,556
Lynx SW FWD	1,260	1,260	1,064	1,064
Capri	910	910	1,295	1,295
Topaz FWD	5,428	5,428	5,732	5,732
Sable FWD	2,595	2,595	0	0
Sable SW FWD	675	675	0	0
Marquis	2,468	2,468	6,504	6,504
Marquis SW	264	264	796	796
Grand Marquis	7,438	7,438	8,412	8,412
Grand Marquis SW	819	819	1,042	1,042
Cougar	10,382	10,382	8,782	8,782
Total	38,698	38,698	38,183	38,183
Lincoln-Mercury Division Total	51,339	51,339	51,244	51,244
TOTAL FORD MOTOR CO.	169,437	169,437	156,168	156,168
Buick Skylark FWD	0	0	8,335	8,335
Skyhawk FWD	4,726	4,726	5,395	5,395
Skyhawk SW FWD	371	371	530	530
Somerset Regal FWD	11,068	11,068	5,232	5,232

	1985 Month	1985 Year	1984 Month	1984 Year
Century FWD	19,820	19,820	13,743	13,743
Century SW FWD	1,757	1,757	2,166	2,166
Regal	6,239	6,239	8,226	8,226
LeSabre	0	0	11,026	11,026
LeSabre FWD	3,612	3,612	0	0
Electra	10,752	10,752	5,328	5,328
Electra FWD	10,752	10,752	5,328	5,328
Buick SW	1,075	1,075	1,299	1,299
Riviera FWD	1,679	1,679	4,292	4,292
Total	61,099	61,099	65,572	65,572
Cadillac DeVille	0	0	529	529
DeVille FWD	16,882	16,882	6,387	6,387
Cimarron	1,913	1,913	931	931
Fleetwood & Chassis	2,728	2,728	3,969	3,969
Fleetwood FWD	0	0	2,624	2,624
Eldorado FWD	2,210	2,210	5,094	5,094
Seville FWD	1,481	1,481	2,580	2,580
Total	25,214	25,214	22,114	22,114
Chevrolet Nova	13,171	13,171	0	0
Chevette	6,460	6,460	11,813	11,813
Camaro	11,103	11,103	14,981	14,981
Cavalier FWD	37,058	37,058	23,736	23,736
Cavalier SW FWD	6,651	6,651	5,278	5,278
Citation FWD	0	0	5,891	5,891
Celebrity FWD	27,608	27,608	16,978	16,978
Celebrity SW FWD	6,259	6,259	5,774	5,774
Monte Carlo	7,553	7,553	6,883	6,883
Impala	0	0	3,826	3,826
Caprice	13,723	13,723	11,202	11,202
Chevrolet SW	3,391	3,391	4,521	4,521
Corvette	2,597	2,597	2,753	2,753
Total	135,574	135,574	113,636	113,636
Oldsmobile Firenza FWD	2,793	2,793	3,476	3,476
Firenza SW FWD	484	484	815	815
Calais FWD	7,409	7,409	7,010	7,010
Cutlass Ciera FWD	27,761	27,761	15,953	15,953
Cutlass Ciera SW FWD	2,484	2,484	2,926	2,926
Cutlass Supreme-Calais	20,415	20,415	15,471	15,471
Delta 88	0	0	14,698	14,698
Delta 88 FWD	9,330	9,330	0	0
98 FWD	10,615	10,615	8,171	8,171
Oldsmobile SW	1,750	1,750	1,253	1,253
Toronado FWD	1,155	1,155	2,926	2,926
Total	84,196	84,196	72,699	72,699
Pontiac 1000	1,412	1,412	2,082	2,082
Firebird	6,049	6,049	6,403	6,403
Sunbird FWD	9,914	9,914	6,738	6,738
Sunbird SW FWD	551	551	644	644
Grand Am FWD	13,107	13,107	6,757	6,757
Bonneville	4,570	4,570	3,555	3,555
6000 FWD	14,055	14,055	8,408	8,408
6000 SW FWD	1,075	1,075	1,093	1,093
Grand Prix	4,344	4,344	3,829	3,829
Parisienne	4,157	4,157	4,097	4,097
Pontiac SW	933	933	1,149	1,149
Fiero	5,441	5,441	4,861	4,861
Total	65,608	65,608	49,616	49,616
TOTAL GM CORP.	371,691	371,691	323,637	323,637
Miscellaneous Domestic	12	12	14	14
Domestic Station Wagon Total	49,379	49,379	48,776	48,776
Domestic Grand Total	635,239	635,239	575,585	575,585
Import Total	277,405	277,405	205,621	205,621
Grand Total All Registrations	912,644	912,644	781,206	781,206

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used to compile Oklahoma.

Reuss revamping GM marketing approach

Continued from Page 1

and Bonneville—beginning in the 1988 model year.

Eventually GM10 cars also will replace GM's A-models—the Chevrolet Celebrity, Buick Century, Oldsmobile Cutlass Ciera and Pontiac 6000.

"With the A-cars, we've got umpteen models," said Reuss. "As we make the transition from the A-bodies to the GM10 cars, we won't be keeping nearly as many models in the lineup as we have today.

"Product will be more focused so that everyone doesn't have everything, which is the way we've been doing it at GM traditionally," Reuss said.

The idea, Reuss said, is for the divisions to shift their focus to the competition outside of GM, not with sister divisions.

Reuss and the heads of the two car groups—William Hoglund at Buick-Oldsmobile-Cadillac and Robert J. Schultz at Chevrolet-Pontiac-Canada—have been examining what Reuss calls market segmentation.

"The objective," he said, "is to define the market segment for each division and then deproliferate those models so that we make it easier for our dealers and our distribution system to handle our products and make it simpler in our plants, which obviously helps the quality and cost."

Division by division, Reuss, Hoglund and Schultz have determined which models represent each division's core products, those products which make up 80 percent of the division's sales.

At Chevrolet, for example, the core products are the Celebrity and Cavalier; at Oldsmobile, they are the Delta 88 and Cutlass.

"We intend to expand our market penetration of those core products," he said.

The other 20 percent of sales represents areas where the divisions overlap. "That's where we've proliferated our models and options far too much," Reuss said. "That's where the difficult decisions have to be made—who has this particular type of customer and who goes after them."

Lloyd E. Reuss

Reuss said the divisions will eventually follow what Pontiac has done. "They have the most well-defined market segment, and their product reflects it. What we have to do now is work at all five divisions."

As each division's market segment is defined, product will be designed to be distinctive to that division. Reuss said much of the $9 billion GM dedicates annually to capital spending during the next few years will go toward putting "specificity" into models, instead of into retooling for basic components, suspensions and automatic transmissions, as has been the case in recent years.

"What we're doing is designing more specific and unique body panels and instrument panels," he said. "The new GM10 cars, which come out in 1988, will be the first public demonstration of what we've done. All the exterior panels are unique for each of the three divisions that will get the cars first (Buick, Oldsmobile, Pontiac). The entire instrument panels are unique to each.

"In fact," he added, "there's more personality difference between, say, the Grand Prix for '88 and the Cutlass Supreme for '88 than we've ever had in the Pontiac and Oldsmobile lines on a similar platform."

Don't cannibalize, Saturn told

Continued from Page 1

tract top-notch dealers," he said. "We have to make sure we have enough product to make it a stand-alone outlet."

While a separate franchise will be required to sell Saturn cars, Reuss sees the basic franchise system remaining intact.

He said GM is quizzing dealers on their reaction to different ideas for distribution of Saturn cars and on ideas for such things as service departments and the layout of the dealership.

"We're looking at new ideas, but my feeling is we'll use the basic franchise system," he said. "The basic franchise system is a sound system and has been very successful for us.

"While Saturn is taking a clean sheet of paper approach," he added, "we're not going to be destroying anything that's our strength, and the franchise system is one of those strengths."

Many observers had speculated Saturn cars would be sold through such mass merchandisers as K mart and Sears. "That always make nice conversation," Reuss said. "And we've looked at that for 15 years, but I don't see that happening for the rest of my career."

At the same time, Saturn officials are trying to decide what kind of personality the Saturn car should have, what appointments it needs to portray its personality and what market segment Saturn should pursue.

Saturn Corp., with GM's other five car divisions, is participating in a review of market segments. All of GM's divisions are examining their market segments and figuring out ways to improve their penetration of those segments.

factories list auction dates

American Motors

April 22—D-A Auto Auction, New Stanton, Pa.

April 23—Kansas City Auto Auction, Kansas City, Mo., and Columbus Fair Auto Auction, Obetz, Ohio

April 24—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Northway Exchange, Inc., Clifton Park, N.Y.

April 29—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Chrysler Corp.

April 22—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 23—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

April 24—Fredericksburg Auto Auction, Fredericksburg, Va.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo. (a tentative sale; call auction)

Ford Motor Co.

April 22—South Seattle Auto Auction, Kent, Wash.

April 23—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

April 24—Baltimore Washington Auto Exchange, Baltimore, Md.; Big H Auto Auction, Houston, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 29—Harrisonburg Auto Auction, Harrisonburg, Va.

April 30—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

General Motors

April 23—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 24—Arena Auto Auction, Chicago, and Columbus Fair Auto Auction, Obetz, Ohio

April 29—Dallas Auto Auction, Grand Prairie, Tex.

April 30—Hatfield Auto Auction, Hatfield, Pa.

Used Car Sales
Auction Averages

April to date	$5,035
Month ago	$4,859
Year ago	$5,039

Model Breakdown
Auction Averages

	APR., 1986	MAR., 1986	FEB., 1986
1986	$11,313	$10,173	$10,059
1985	$8,802	$8,774	$8,655
1984	$6,328	$6,248	$6,158
1983	$5,461	$5,370	$5,232
1982	$4,279	$4,213	$4,089
1981	$3,427	$3,382	$3,302
1980	$2,507	$2,477	$2,478
1979	$2,221	$2,246	$2,348
Overall Average	$5,035	$4,932	$4,811

GM10 program shows progress

By Michelle Krebs
Financial Editor

The GM10 program, General Motors' massive project to replace its mid-sized car lines, remains on track as GM's largest new-car program ever.

Lloyd Reuss, executive vice president in charge of North American Passenger Car Groups, said that ultimately the program will represent a $7-billion investment, though over what period of time is in question.

Reuss denied speculation that GM was scaling back the new-car program. Rather, he said, GM is rethinking when it will bring out various GM10 models and which divisions will get the various models.

"The question is not whether we do GM10 or not," Reuss said. "The question is at what rate, and what models do you bring on."

The first GM10 cars will be sold through Pontiac, Oldsmobile and Buick. They will be 1988 models and will replace the rear-wheel-drive G-bodies—Buick Regal, Chevrolet Monte Carlo, Oldsmobile Cutlass Supreme and Pontiac Grand Prix and Bonneville. The G-body cars will be discontinued when the GM10 cars are introduced.

"We have the sedan and station wagons designed," Reuss said. "Now, what we have to decide is at what rate do we bring them in. Then, once we decide that, we have to decide what plants will make them."

To date, GM has selected only three plants to produce GM10 cars—Fairfax, Kans.; Oshawa, Ont., and Doraville, Ga. It was originally thought that seven assembly plants would be producing the 1.7 million GM10 cars a year.

The timing question is complicated by the continued success of GM's A-body cars—Chevrolet Celebrity, Buick Century, Oldsmobile Cutlass Ciera and Pontiac 6000. GM has been running six plants on two shifts "wide open throttle" to make the A-cars.

"We have a very successful intermediate product line, and we have to be very careful about making a transition," Reuss said. "As long as they are selling well, and they are, we certainly don't want to disrupt that very successful product."

Reuss said it is possible that some A-cars will remain in the product lineup with the GM10 cars. He said the situation is similar to the situation at Cadillac. The plan had been for the front-wheel-drive models to replace older rear-wheel-drive cars.

"But then the market showed us we really shouldn't drop those," Reuss noted. "As a result, the rwd stayed around. What it looks like to me is that the rwd Cadillac (Fleetwood Brougham) is going to be around for a long time to come, as is the rwd Chevrolet Caprice."

Reuss said the first GM10 cars to be developed represent the greatest distinction by divisions of any so far.

"We have more product distinction—interior and exterior—than any of our products in the past," he said. "The exterior is entirely new and entirely different for each division."

Reuss explains GM price hike

By Michelle Krebs
Financial Editor

General Motors was forced to raise car prices by hefty capital spending plans while at the same time providing a return to stockholders, according to the head of GM's North American automobile operations.

"We are going through a major renovation not only of our product line but of our plants as well," Lloyd Reuss, executive vice president in charge of North American Passenger Car Groups, said in an interview with Automotive News.

GM plans $9 billion to $10 billion in capital spending this year and will maintain that spending level for the next few years.

"There's nobody else making that kind of investment in the future," Reuss said. "To do that and still provide a good return to our stockholders required us to raise prices."

Nevertheless, GM has been criticized for its 2.9-percent price increase, which took effect last Monday. Critics contend GM blew a perfect opportunity to pick up market share from the imports.

"We don't know that," argued Reuss. "We are in a better position versus the imports after the price increases than we were six or seven months ago."

He contended that GM is taking a long-term view while critics look at the short term. "Had we gone with a price increase like the imports," he said, "then I would agree we would be losing some sales. It's a delicate balance. We've got to provide returns and the money for the investments."

Reuss called the GM price increase "modest" compared with that of the competition.

"Our import competition has been doing double-digit (percentage) price increases," said Reuss. "If you look at our price increase, it was sort of modest."

Reuss said that unlike its domestic competitors, GM has decided to become more vertically integrated.

"At GM," he said. "We've taken a long-term view and said the solution to international competition is to gear up to maintain a strong industrial base in this country."

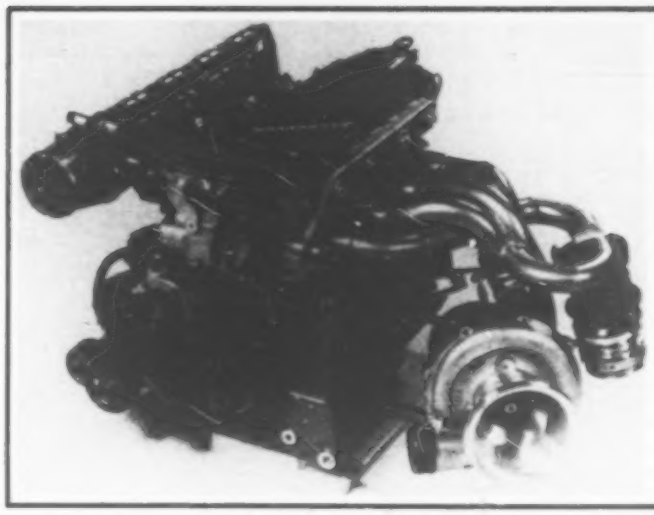
In addition to increasing car prices, GM has reduced the bonus-level head count by 14 percent since it announced its reorganization two years ago. The goal is to cut it by 25 percent by 1990.

The same day that GM put price increases into effect, it also put into effect a new round of financing incentives, ranging from 6.9 percent to 9.9 percent interest rates. Reuss said incentives are "a way of life" right now.

"We're going to continue to have a lot of competition out there," he said. "We at GM are going to be darned aggressive making sure we don't lose market share."

Reuss said he is not overly concerned with GM's high inventory. GM's days' supply as of April 1 was up to 85, compared with 51 a year ago.

"Our inventories are a little bit higher than they normally would be," Reuss said, "but as we move into the spring selling season, we're bullish enough to think that the inventory will be an asset."



New Alfa F1 engine

Alfa Romeo will make its new Gianni Tonti-designed 1.5-liter turbocharged 4-cylinder Formula One engine available to selected chassis manufacturers and racing teams beginning next year. The double-overhead-cam, aluminum block, electronically fuel-injected engine produces 830 HP under current racing federation rules. (Under 1985 standards, 890 HP is achievable.) Alfa will conduct testing of the 279-pound 415/85T engine for the remainder of 1986 at its Bolocco proving grounds near Milano, Italy.

Early-April car sales are highest since '78

By Jenny L. King
Detroit Reporter

Early-April domestic new-car sales responded politely to the continuing incentives programs, climbing 2.67 percent above the year-ago total to their highest level since 1978.

General Motors' 4.90-percent advance was the determining force behind the year-to-year increase.

April 1-10 sales of 227,304 were up some 6,000 units from 221,392 in 1985. It was the strongest early April for the domestic industry since 1978, when sales totaled 232,581. The record of 261,673 for the period was notched in 1971.

Lower-interest-rate programs offered by GM dealers and scheduled to expire April 12 stimulated increased activity in early April, with sales up 4.90 percent, to 129,506 from 123,461 last year.

Ford Motor Co., also involved in a consumer incentive program, reported a 1.04-percent sales improvement for the period, with sales moving to 58,973 from 58,368. Chrysler Motors sales dipped 4.71 percent, to 30,511 from 32,018. Chrysler's consumer approach has been to offer rebates rather than low-interest-rate guarantees on new cars.

American Motors released a sales estimate of 1,600 new passenger cars for the period, down 46.67 percent from 3,000 in 1985. Volkswagen reported 1,868 Golf sales, up 22.09 percent from 1,530. Honda was up 13 cars or 0.43 percent, to 3,028 from 3,015, and Nissan sales totaled 1,818 its first April 1-10 in the domestic market.

The market for the period included GM up to 56.98 percent from 55.83 percent; Ford slipped to 25.95 percent from 26.39 percent, and Chrysler earned 13.42 percent, down from 14.48 percent.

Honda had 1.33 percent, down from 1.36 percent; VW was up to 0.82 percent from 0.58 percent, while AMC dropped to its lowest penetration level of the year—to 0.70 percent from 1.36 percent. Nissan had 0.80 percent of the most recent domestic market, pushing AMC to the lowest rung of the ladder.

Makes reporting sales increases included Chrysler, up 26.23 percent; Ford, up 2.60 percent; Lincoln, up 2.75 percent; Buick, up 1.24 percent; Cadillac, up 32.88 percent; Pontiac, up 17.76 percent; VW, up 22.09 percent and Honda, up 0.43 percent.

Plymouth sales dropped 22.35 percent, Dodge was down 10.77 percent, Mercury was down 31.61 percent and Chevrolet was off 0.62 percent. Oldsmobile missed the year-ago mark by 0.10 percent, AMC was down an estimated 50.00 percent and Renault was down 46.00 percent.

The daily selling rate of 25,256 was up 2.67 percent from 24,599 a year earlier. There were nine selling days in the period both years.

Year-to-date sales reached 2,125,930, down 6.08 percent from 2,263,556 in 1985.

Chevrolet Celebrity was the number-one selling nameplate April 1-10. Celebrity, at 11,329, was followed by Ford Escort at 11,280, Chevrolet Cavalier at 9,782, Oldsmobile Cutlass Ciera at 8,343 and Ford Tempo at 7,240.

DOMESTIC SALES

	Apr. 1-10, 1986	Apr. 1-10, 1985
Renault		
Alliance-Encore	1,350†	2,500†
AMC	250†	500†
AMERICAN MOTORS	1,600†	3,000†
Chrysler	10,852	8,605
Plymouth	8,337	10,736
Dodge	11,312	12,677
CHRYSLER CORP.	30,511	32,018
Ford	40,100	39,084
Mercury	14,652	19,284
Lincoln	4,221	4,108
FORD MOTOR CO.	58,973	58,368
Buick	20,017	19,771
Cadillac	9,363	7,046
Chevrolet	45,742	46,028
Oldsmobile	29,217	29,246
Pontiac	25,166	21,371
GENERAL MOTORS	129,506	123,461
VOLKSWAGEN	1,868	1,530
HONDA	3,028	3,015
NISSAN	1,818	0
U.S. INDUSTRY TOTAL	227,304	221,392

†—Estimate

Import stock up; days' total steady

By Kathy Boyer
Detroit Reporter

The stockpile of unsold imported cars on April 1 was up, but brisk sales kept the days' supply even with a month ago.

The April 1 inventory of 338,084 cars was the highest since Jan. 1 when 338,315 were in stock.

The April 1 count compares with 333,893 a month earlier and 221,179 a year earlier.

Despite the rise in the stockpile, the days' supply remained at 37, even with the month-earlier total but more than the 29 reported a year earlier.

Truck inventories on April 1 dipped slightly to 137,012 from 138,800 a month-earlier. A year earlier, the count had been 92,259.

The stockpile of trucks represented a trim 40-day supply, the lowest since August when a 20-day supply was tabulated.

The April 1 combined imported car and truck inventory rose to 475,096, the highest since Jan. 1, 1983, when 487,851 units were reported.

The current total compares with the 472,693 a month earlier and 313,438 a year earlier.

The import-car inventory on April 1 was split this way: Japan, 58.00 percent; West Germany, 29.59 percent, and other countries, 12.41 percent.

A month-ago, the shares were: Japan, 64.00 percent; West Germany, 24.20 percent, and other countries, 11.80 percent.

All inventory figures in this article include dealer and port inventories and vehicles in transit.

These are the April 1 days-supply figures for imported cars by country of origin: Japan—Toyota, 5; Mazda, 11; Honda, 12; Mitsubishi, 25; Subaru, 27; Nissan, 42; Chrysler Corp., 62; Isuzu, 68, and Chevrolet, 92, (including 103 for the Isuzu-built Spectrum and 73 for the Suzuki-built Sprint).

West Germany—Mercedes Benz, 26; Porsche, 49; BMW, 71; Merkur, 76; Volkswagen, 83, and Audi, 87.

Other countries—Jaguar, 22; Yugo, 32; Saab, 54; Alfa Romeo, 55; Volvo, 57; Peugeot, 69, and Renault, 242.

Trucks and their days' supplies were: Suzuki, 8; Toyota, 21; Mazda, 31; Nissan, 47; Chrysler, 74; Mitsubishi, 79; and Isuzu, 84.

All import truck figures include Nissan's U.S. built models.

IMPORT STOCKS

	Apr. 1, 1986	Mar. 1, 1986	Apr. 1, 1985
Spectrum	103	193	91
Sprint	73	83	43
Chevrolet	92	138	80
Chrysler Corp.	62	71	43
Acura	0	0	0
Honda	12	8	10
Isuzu	68	51	39
Mazda	11	21	11
Mitsubishi	25	24	13
Nissan	42	39	23
Subaru	27	28	19
Toyota	5	8	10
JAPAN	29	30	19
Audi	87	90	70
BMW	71	40	59
Mercedes-Benz	26	20	47
Merkur	76	88	83
Porsche	49	65	50
VW	83	85	66
GERMANY	67	60	60
Alfa Romeo	55	61	65
Hyundai	0	0	0
Jaguar	22	16	20
Peugeot	69	63	61
Renault	242	275	179
Saab	54	54	43
Volvo	57	56	48
Yugo	32	35	0
OTHER COUNTRIES	55	54	52
TOTAL IMPORT CARS	37	37	29
Isuzu	84	110	90
Mazda	31	30	12
Mitsubishi	79	78	16
Nissan*	47	62	35
Suzuki	8	0	0
Toyota	21	26	26
Chrysler Corp.	74	67	38
TOTAL IMPORT TRUCKS	40	48	33
TOTAL IMPORT VEHICLES	38	39	30

*—Includes domestic trucks

Customs Service probes fraud in old 'gray' cars

Continued from Page 1

runs the VIN numbers through Interpol, he said.

Richard Gow and his partner, Robert Goldstein, inspectors with the major crime unit of Customs at the port, are on the front lines as the cars come off the ships.

Gow called some of the people who bring in the cars "straw importers."

He said that in many cases, Customs investigators have found that names on documents have been obtained from tombstones and that addresses are vacant lots. Today, in order to receive a car from the port, "importers" or buyers must identify themselves and present Social Security numbers and telephone numbers.

Stiffel said while 60 cases are now under investigation—most involving fraudulent documentation—he expected the number to rise.

If Customs finds a case of outright fraud, rather than an error, the car can be forfeited.

The penalties for errors can range from $1 to the value of the car.

As for cars which have been impounded, Gow said in some cases it's simply a case of people not picking up the cars. He said he did not know why.

But the cars are sitting at the port and eventually will be disposed of. Some are auctioned by the Customs Service. Others are shipped overseas for use by federal agencies.

More incentives bloom in thorny sales patch

Continued from Page 2

programs were scheduled to expire April 16, did some propping of its own by extending that incentive through April 20.

The Ford program features 7.7-percent Ford Credit financing on Escort, Escort EXP and Lynx models (except Escort Pony) delivered from dealer stock and 9.9-percent financing on a wide range of Ford and Mercury passenger cars, several Ford light trucks and all 1985 and 1986 Lincoln Town Cars.

After April 20, what? "The matters are being decided, literally, at the highest levels of the company," said a Ford source.

According to the insider, Ford viewed the market as split: There is the "Grand Boulevard" (GM) option of a 2.9 percent price hike followed by an even more aggressive set of APR incentives. Or there is the "Highland Park" (Chrysler) philosophy of holding the line on prices and trying to gain market advantage strictly on price, sweetened as needed with rebates or low interest rates.

Chrysler Motors announced last week that it would offer 6.8-APR financing on 1985 and 1986 models of the Dodge Omni and Plymouth Horizon, Dodge Ram Van, Ram Wagon and Ramcharger. The rate was available immediately.

The company touted it as the lowest rate in Chrysler history. A new twist is that the low APR, available only through Chrysler Credit, may be applied for up to 60 months. The program offers the buyer a choice of 6.8 APR or $500 cash back on the Omni/Horizon and $1,000 back on the trucks.

Last week the corporation also announced a special bonus for stockholders. A $250 cash certificate, valid through May 31 and applicable to the purchase of any new North-American-built car or truck (except minivans and Ramchargers) accompanies the shareholder's April 15 dividend check.

Chrysler's earlier rebate program, in place since March 1 and scheduled to run through the end of this month, provides $500 to $1,000 cash back, depending on model, on all new 1985 and 1986 domestic cars and some trucks.

American Motors has interest rates from 7.7 percent on 36-month loans to 9.9 percent on 48 months and 11.9 percent on loans up to 60 months. The AMC program runs through April 30.

Volkswagen said it had an interest-back program on its Wolfsburg limited-edition Golf effective through April 20. Assuming a four-year purchase plan, the customer could retrieve the equivalent of the interest paid during one year. Prior to the Wolfsburg target, VW offered consumer incentives on the GTI.

The European imports have kept their distance from customer incentive programs. "They're selling everything they bring in as it is," said an industry observer.

The Japanese have tampered with their pickup truck market in the U.S. but they, too, are order takers when it comes to new-car sales. Nissan offers a 7.7-APR to customers taking 48-month loans on pickups, domestic or imported. Scheduled to expire at the end of this month, the program probably will be continued.

Toyota's Truck-Dealin' Dollar dealer incentive program, underway through the end of May, offers cash awards to dealership personnel based on sales of pickup trucks and Cargo Vans.

At American Isuzu, a three-month President's Cup dealer incentive ends April 30. It is coupled with an 8.6-APR consumer interest plan on the company's P'UP pickup trucks.

"We haven't heard about any new programs and since this one has been running since the first of the year, it may not be extended," said an Isuzu spokeswoman.

Mitsubishi has an intricate web of dealer incentives including a March-April program offering $500 back per pickup truck sold at the 35-units-and-above level. A concurrent bonus plan includes trips to Scotland for 15 top-volume dealers, plus cash awards for dealerships coming close to or surpassing their assigned sales objectives.

Throughout April, dealerships receive $200 per pickup sold in addition to the previous awards, and a bonus plan pays sales managers handsomely for meeting or exceeding Mitsubishi-designated sales goals.

A Mazda spokesman reported no incentives on cars and a recently initiated dealer trip program based on truck sales which should run "a month or two."

Production

U.S. CAR	Week Ended April 19, 1986	Week Ended April 20, 1985	Week Ended April 12, 1986	April to Date	Jan. 1, to April 20, 1985	Jan. 1, to April 19, 1986
AMERICAN MOTORS	0	3,650	2,010	2,010	29,288	14,563
Renault Total	0	3,650	2,010	2,010	29,269	14,563
Alliance	0	2,161	1,710	1,710	17,062	12,721
Encore	0	1,489	300	300	12,207	1,842
CHRYSLER CORP.	22,200	30,100	28,866	69,172	420,500	447,179
Plymouth Total	6,800	8,675	7,387	18,835	122,861	123,648
Horizon	2,700	3,000	2,752	6,909	42,756	45,872
Reliant	2,900	4,365	3,173	8,180	56,071	54,718
Caravelle	900	938	1,018	2,598	18,092	18,358
Gran Fury	300	372	444	1,148	5,942	4,700
Chrysler Total	6,900	9,435	10,221	23,593	139,781	159,003
LeBaron	1,900	2,005	2,131	5,368	36,011	37,996
LeBaron GTS	0	2,480	2,600	4,317	27,349	26,930
Laser	800	1,237	901	2,335	15,947	17,497
New Yorker/E-Class	1,400	1,475	1,479	3,832	23,184	31,841
Fifth Avenue	2,500	2,238	3,110	7,722	37,290	44,739
Dodge Total	8,800	11,990	11,258	26,744	157,858	164,528
Omni	2,500	3,159	2,678	6,609	45,415	46,373
Aries	2,400	3,583	2,543	6,466	43,940	40,617
Daytona	1,100	991	1,274	3,125	14,155	15,923
Dodge 600	1,900	1,383	1,941	5,071	23,159	27,060
Lancer	0	1,877	1,767	2,951	20,694	24,637
Diplomat	900	997	1,055	2,521	10,495	9,898
FORD MOTOR	40,553	36,097	41,663	108,958	554,947	562,148
Ford Division	28,081	23,594	28,183	74,363	366,814	383,267
Escort	9,174	7,139	8,248	23,365	95,261	125,042
Mustang	4,200	2,831	4,194	11,004	55,999	61,995
LTD	0	6,106	0	0	78,920	0
Taurus	6,927	0	8,151	20,106	0	78,546
Thunderbird	3,658	3,306	3,479	9,027	68,271	53,684
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,122	4,122	4,111	10,860	59,403	64,000
L-M Division	12,472	12,503	13,480	34,594	188,133	178,881
Mercury Total	8,782	8,993	9,200	24,271	134,375	120,961
Lynx	1,340	1,924	1,127	3,339	22,366	20,445
Capri	390	397	383	1,009	5,185	5,449
Marquis	0	2,944	0	0	37,718	0
Sable	3,333	0	3,871	9,618	0	37,724
Cougar	2,404	2,702	2,500	6,823	44,291	37,201
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,315	1,026	1,319	3,482	19,062	20,142
Lincoln Total	3,690	3,510	4,280	10,324	53,758	57,920
Continental	409	633	474	1,147	9,744	6,581
Lincoln	2,770	2,467	3,210	7,746	38,080	43,451
Mark VII	511	390	596	1,431	5,934	7,888
GENERAL MOTORS	93,383	107,945	94,642	245,527	1,599,497	1,421,202
Buick Total	17,094	24,644	16,113	42,649	311,804	229,078
Skylark (X-car)	0	2,460	0	0	36,753	0
Skyhawk	1,866	2,740	1,891	5,005	33,223	27,411
Somerset/Skylark	2,505	2,410	2,383	6,358	41,188	30,618
Century	5,683	6,745	5,675	15,025	72,275	76,466
Regal	1,375	2,981	1,410	2,785	34,110	14,521
Wagon/LeSabre (rwd)	285	3,554	300	794	44,073	4,279
LeSabre	2,990	0	2,301	6,845	0	32,300
Riviera	825	1,393	604	1,759	20,502	6,725
Electra	1,565	2,361	1,540	4,079	29,680	36,752
Cadillac Total	7,920	7,353	6,796	18,969	121,196	96,324
Cimarron	630	583	638	1,664	9,271	8,133
Seville	785	784	573	1,670	13,679	5,417
Eldorado	780	1,468	561	1,651	25,258	6,813
Cadillac (rwd)	2,040	1,288	1,929	5,245	17,619	25,903
DeVille (fwd)	3,685	3,230	3,095	9,739	55,369	50,058
Chevrolet Total	27,252	36,309	27,701	73,109	559,381	465,143
Chevette	2,415	3,307	2,394	6,354	50,638	38,360
Cavalier	8,005	11,374	8,074	21,225	154,867	134,895
Celebrity	5,367	6,206	5,367	14,968	93,343	96,521
Camaro	4,906	4,955	4,871	12,886	73,409	69,120
Citation	0	1,606	0	0	25,881	0
Monte Carlo	2,264	3,254	2,234	5,918	50,849	37,698
Chevrolet	3,765	4,759	3,990	10,293	96,694	80,382
Corvette	480	848	771	1,766	13,700	8,157
Oldsmobile Total	22,793	24,974	24,783	61,556	401,543	366,090
Firenza	1,334	1,600	1,322	3,494	24,491	17,509
Cutlass Supreme	2,645	4,649	4,731	8,690	66,431	62,611
Cutlass Ciera	4,957	6,414	4,966	12,911	121,847	89,468
88 (rwd)	360	5,448	340	937	76,114	7,272
88 (fwd)	8,615	0	8,557	22,490	0	98,869
Olds 98	1,977	2,996	2,307	5,898	45,849	41,439
Calais	2,295	3,238	2,116	5,841	51,944	44,048
Toronado	610	629	442	1,295	14,867	4,854
Pontiac Total	18,314	14,665	19,249	49,243	205,573	264,567
Acadian**	0	234	581	909	4,592	4,464
2000 Sunbird	2,945	3,160	2,964	7,822	43,767	44,351
1000	905	559	976	2,484	10,348	7,789
Firebird	2,854	2,585	2,620	6,916	39,509	36,964
6000	3,126	1,479	3,077	8,124	10,928	48,289
Parisienne	1,490	1,307	1,672	4,192	21,777	27,378
Fiero	2,400	2,648	2,268	6,065	35,922	27,135
Grand Am	4,800	2,713	5,091	12,732	38,730	68,167
HONDA	3,650	2,904	3,979	10,450	51,860	56,260
NISSAN	0	510	0	0	1,465	21,517
NUMMI*	3,070	400	3,070	8,596	2,190	55,636
VOLKSWAGEN	2,000	2,063	1,868	5,126	30,777	26,609
Total Cars, U.S.	164,856	183,669	176,098	449,838	2,890,455	2,605,125
Total Cars, Canada	25,670	23,190	25,124	70,976	307,587	350,490
N. American Cars	190,526	206,859	201,222	520,814	2,998,042	2,955,615
N. American Trucks	95,265	91,098	92,003	248,428	1,329,868	1,396,298
North American Cars and Trucks	285,791	297,957	293,225	769,242	4,327,910	4,351,913

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto production declines for week

By Kathy Boyer
Detroit Reporter

Last week's scheduled production of domestic cars was the lowest for a full work week in six months.

The targeted output of 164,856 cars was the lowest since the week ended Oct. 26, 1985, when Chrysler Corp. plants were on strike, slowing production to 152,430 units.

Affecting last week's build were production cuts at General Motors; the idling of Nissan Motor Mfg. Co., U.S.A.'s car line in Smyrna, Tenn., for model changeover, and downtime at American Motor's Kenosha plant for inventory adjustment.

Last week's build was 6.38 percent below the previous week's 176,098 and 10.24 percent below the year-ago week's 183,669.

So far this year, 2,605,125 cars have been assembled, down 3.17 percent from the 2,690,455 completed last year at this time.

Companies shared last week's estimated production as follows: GM, 56.65 percent; Ford Motor Co., 24.60 percent; Chrysler Corp., 13.47 percent; Honda of America Mfg. Co., 2.21 percent; New United Motor Mfg., Inc., 1.86 percent, and Volkswagen of America, 1.21 percent.

AMC's plant is expected to resume production today (April 21).

Chrysler's Sterling Heights (Mich.) plant, which produces the Chrysler LeBaron GTS and Dodge Lancer, remains closed in preparation for the addition of Plymouth Sundance and Dodge Shadow.

GM's Fiero plant in Pontiac is idle this week for inventory adjustment.

The plant is scheduled to resume output April 28.

Ford slated Saturday (April 19) overtime at its Wayne (Mich.) plant.

All Ford plants except Chicago are scheduled for daily overtime this week.

Chrysler's Belvidere (Ill.) plant was slated for overtime Saturday.

Daily overtime is scheduled this week at that plant and at Chrysler's St. Louis facility.

Belvidere workers vote on salvation contract

By Mary Connelly
Detroit Reporter

At presstime, UAW Local 1268 officials were predicting Sunday ratification of a progressive labor agreement and assurance of continued operation at Chrysler Corp.'s assembly plant in Belvidere, Ill.

Members of Local 1268 were scheduled to vote on a tentative local agreement reached with Chrysler last Thursday.

If the union agrees to the new local contract, Chrysler has said it will invest $800 million to produce its 1988 full-sized, front-wheel-drive C-body models at the plant.

Both sides declined to detail terms of the tentative contract.

However, Richard E. Dauch, Chrysler executive vice president of manufacturing, said the number of production job classifications is between the 16 in force at Chrysler's Sterling Heights (Mich.) assembly plant and the 27 at Windsor assembly. There are currently 120 job classifications at Belvidere.

Classification reduction has been among Chrysler's major quests at its plants.

Asked to detail the key elements of progressive labor agreements, Dauch listed several but would not specify which are contained in the Belvidere pact.

He cited:

1. Job classification reduction.
2. Management's right to a two-week, vacation downtime each year.
3. Flexibility regarding manpower assignments.
4. Overtime decisions determined by an employe's competency, not seniority.
5. Reduction in ability to invoke seniority rights to change shift preference.
6. Stability of work force and fewer job transfers six to eight months prior to a new-model buildout and six to eight months after model launch.

"Obviously, I wouldn't tell you I feel we have a good tentative agreement (at Belvidere) if the major elements didn't have some form or fashion of what we require to put all that money in the plant," he said.

The union declined comment on Dauch's remarks except to confirm that the tentative pact at Belvidere does contain classification reductions.

Toyota reports production gain

TOYOTA CITY, Japan—Toyota Motor Corp. said it produced 310,477 vehicles in February, an increase of 2.0 percent over February, 1985. It was the 17th consecutive month in which production surpassed the year-earlier month's total.

The production breakdown showed 223,419 passenger cars, up 7.0 percent, and 87,058 trucks, down 9.1 percent.

Domestic registrations totaled 109,508 passenger cars in February, down 0.1 percent from 1985.

CANADIAN CAR	Week Ended April 19, 1986	Week Ended April 26, 1985	Week Ended April 12, 1986	April to Date	Jan. 1, to April 26, 1985	Jan. 1, to April 19, 1986
AMERICAN MOTORS	120	411	112	321	3,467	1,897
FORD MOTOR	11,645	10,121	11,325	32,093	154,898	173,250
GENERAL MOTORS	13,680	12,433	13,462	37,932	145,787	171,997
VOLVO	225	225	225	630	3,414	3,346
Total Cars, Canada	25,670	23,190	25,124	70,976	307,587	350,490

U.S. TRUCK☆	Week Ended April 19, 1986	Week Ended April 26, 1985	Week Ended April 12, 1986	April to Date	Jan. 1, to April 26, 1985	Jan. 1, to April 19, 1986
CHEVROLET	23,387	23,849	22,880	63,261	355,572	385,932
DODGE	1,000	4,579	989	2,548	63,874	2,822
FORD	32,883	26,938	30,913	83,442	374,004	451,340
GMC	7,663	7,456	8,503	20,750	106,335	114,195
NAVISTAR	1,610	1,756	1,610	4,499	25,037	23,302
JEEP	3,850	3,355	2,594	8,444	61,105	63,245
NISSAN	3,370	1,329	2,748	7,838	34,936	26,732
*AM GENERAL	50	50	50	140	770	772
*MISCELLANEOUS	2,000	1,720	2,000	5,920	28,996	35,000
Total Trucks, U.S.	75,813	70,932	72,285	194,843	1,050,629	1,103,340

CANADIAN TRUCK	Week Ended April 19, 1986	Week Ended April 26, 1985	Week Ended April 12, 1986	April to Date	Jan. 1, to April 26, 1985	Jan. 1, to April 19, 1986
AMERICAN MOTORS	840	0	973	2,473	0	4,902
CHRYSLER	8,624	8,962	8,794	23,162	130,354	136,349
FORD	3,648	4,682	3,650	10,216	53,748	54,599
GENERAL MOTORS	6,120	6,256	6,057	17,103	91,450	94,103
NAVISTAR	220	286	234	631	3,687	3,005
Total Trucks, Canada	19,452	20,186	19,718	53,585	279,239	292,958
N. American Trucks	95,265	91,098	92,003	248,428	1,329,868	1,396,298

☆—Includes window van production. *—Estimated.
Jeep includes comm'l/cowl only. AM General includes government-destined vehicles.
Miscellaneous incl. as estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production jumps 5 percent

U.S. truck makers targeted a build of 75,813 trucks last week, 4.88 percent more than the previous week's 72,285 and 6.88 percent better than the year-ago week's 70,932.

At 1,103,340, year-to-date production is 5.02 percent ahead of last year's 1,050,629 t this point.

Nissan Mfg. Co., U.S.A., increased truck production at its Smyrna (Tenn.) plant when it closed the car line for model changeover on March 31.

Nissan is aiming for an increase of about 6,500 units per month, which would bring the total monthly production to 15,000 trucks.

General Motors scheduled Saturday (April 19) overtime at its Flint (No. 1) and St. Louis plants.

Ford slated overtime Saturday at its plants in Norfolk and Twin Cities.

Daily overtime is scheduled for all Ford truck plants this week (April 21).

Canadian makers hike auto output

Canadian makers planned to build 25,670 cars last week, 2.17 percent more than the previous week's 25,124 and 10.69 percent better than the year-ago week's 23,190.

So far this year, 350,490 cars have been assembled, 13.95 percent more than the 307,587 built at this point last year.

Truck production was pegged at 19,452 last week, 1.35 percent below the previous week's 19,718 and 3.54 percent fewer than the year-ago week's 20,166.

Year-to-date, 292,958 trucks have been assembled, 4.91 percent more than the 279,239 built last year at this time.

C2700-1

Automotive News

April 28, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Makers hunger to turn Belvidere vote into trend

By Mary Connelly
Detroit Reporter

News Analysis

The new progressive labor agreement ironed out between Chrysler Corp. and UAW Local 1268 at the Belvidere (Ill.) assembly plant may offer a glimpse of the future at other Chrysler manufacturing plants.

Chrysler is seeking progressive local contracts at its plants to boost efficiency, flexibility and productivity. In cases such as Belvidere, Chrysler has told the union that it must agree to the pact if it wants future product slated at the plant.

On April 21, UAW employes at Belvidere won the prize when 70 percent of union members voting approved a progressive contract calling for a 50 percent cut in production classifications.

The agreement also permits Chrysler to deduct two weeks of an employe's vacation time during plant shutdowns occurring June 1 through Sept. 1 and to enact a freeze on department transfers for several months after a new-product launch.

In return, Chrysler has assured Local 1268 that Belvidere has a future. The company will build its 1988 full-sized, front-wheel-drive C-body line and a luxury model derivative in the Illinois plant.

Chrysler's approach of withholding its $800 million investment in product and plant at Belvidere until union members agreed to do business a new way is being replayed in other companies and at other manufacturing locations in the U.S.

At Chrysler's Newark (Del.) assembly plant is being considered for the K-car replacement but will be required to agree to a new-style local contract.

In Detroit, many factors are being debated as Chrysler tries to determine the future of its aging Jefferson Avenue assembly plant. But as part of that life-saving effort, the local membership had to authorize the union to negotiate a progressive agreement.

The changes are occurring not only in assembly operations.

A plan to invest $60 million in Huntsville, Ala., to create a Chrysler Electronics City is contingent on the union reaching a

Please turn to Page 4, Col. 5

18 U.S. firms pool ideas to sell in Japan

By Bob Berger
Special Correspondent

TOKYO—Following the adage "In unity there is strength," 18 subsidiaries of U.S. auto parts manufacturers have formed the American Automotive Parts Industry Assn. in Japan.

Their goal is to increase sales in this country.

Members include Japanese sales subsidiaries and manufacturing joint ventures of Champion Spark Plug Co.; Borg-Warner Corp.; Bendix Corp.; Chrysler Corp.; TRW, Inc.,; Garrett Corp.; Cummins Engine Co., and Dana Corp.

Steven C.S. Chang, of Nippon Champion Spark Plug K.K., is chairman of the association. Hiromichi Ito, of Borg-Warner K.K., is secretary.

Members expect to benefit from exchanging ideas on the special techniques of marketing in Japan. At first, members were hesitant, particularly when meeting with a rival company.

But any initial reluctance quickly vanished.

One executive explained: "Before we formed our group, each of us was banging his head against the wall, trying to find an entrance into the market. At times, one of us would come up with some answers, but no one had the complete solution worked out. By meeting with each other, we can compare notes and benefit from each other's experiences."

Though the group produced some rather strange bedfellows, he noted that "American companies are so under-represented in the Japanese market, and their market share is so small, that even long-standing competitors feel a sort of team spirit as members of the association.

It may be that you have 1/10th of one percent of the market here in Japan," he said, "and your competitor also has 1/10th, but both of us are up against a Japanese company that has 99 percent of the market.

"In that case, it's pretty easy for us to forget our rivalry and see what we can come up with to grab a piece of the business that the

Please turn to Page 31, Col. 1

Giancarlo Perini

Pininfarina's Alfa Romeo-based spyder and coupe

U.S. makers join Turin pilgrimage

By Richard Feast
European Editor

TURIN, Italy—For the auto industry, this place is Style City. The Europeans have been coming to Italy for their artwork since the Renaissance, and the more recent arrival of the automobile merely continued the trend.

It was not long before the Japanese—who know a good thing when they see it—started pilgrimages here.

Now the Americans have seen the light. Soon there will be the Pininfarina Cadillac. Later there will be the Ghia-designed Ford sports cars. Chrysler will have its Maserati engine and Q-coupe, and the forthcoming sedan and coupe from American Motors began on the drawing boards of ItalDesign's Giugiaro.

The auto companies arrive with checkbooks at the ready for the creativity and craftsmanship of the designers concentrated in the Piedmont capital. A glimpse of just what the big companies are buying is provided by the biennial Turin Auto Show which opened last week.

Were it not for the designers—and the efforts of the town's proprietorial Fiat company—the Turin show would be a pretty parochial affair, just as the one in Birmingham, England, has become. The shows in Geneva, Paris and Frankfurt attract top auto industry management from around the world to the preview days reserved to the trade and press. That is just not the case with Turin.

Fiat Auto, incidentally, will report a profit of about $300 million for 1985, double the $148 million in 1984. Fiat will make the official announcement May 30.

Of the new production models on display, only one was worth a second glance—the Ferrari V-8-engined Lancia Thema 8.32 (8 cylinders, 32 valves). The car will carry a price tag in the region of $35,000 when it goes on sale this summer as Italy's answer to the best of BMW and Mercedes-Benz.

Otherwise, the trends were almost exclusively tracked by the designers. Their offerings ranged from the simple beauty of the Alfa Romeo-based coupe and spyder of Pininfarina to the outright eccentricity of Ital's Machimoto. Well, would you believe a six-seater motorcycle?

On a more serious note, the same company also created Incas, a mid-engined, four-wheel-drive, four-seater that develops the ideas seen with Maya in 1984. But

Please turn to Page 48, Col. 3

Japan's exports just over quota

By Francis J. Gawronski
Copyright, 1986, Automotive News

TOKYO—Preliminary figures show Japanese auto makers will miss their voluntary export quota of 2.30 million cars to the U.S. by 4,000 units. According to unofficial industry figures, the Japanese manufacturers shipped some 2,304,000 units in the fiscal year ended March 31. The official numbers will be reported this week.

In the first year of quotas, fiscal year 1981-1982, the Japanese makers exported one car less than the 1.68 million they were alloted by their government.

In subsequent years, Japan Automobile Mfrs. Assn. figures show them exporting precisely at their limits of 1.68 million for both 1982-1983 and 1983-1984, and 1.85 million for fiscal year 1984-1985.

In Washington, the U.S. Commerce Department said its analysis shows the Japanese exports fell short of quotas for the first three years but exceeded the limits by a very small percentage (0.05 of a percent or less) in the fourth and fifth years.

This year's quota remains unchanged from the 2.30 million of last year.

Analysts noted the smaller makers affiliated with U.S. car producers received the greatest individual allocations of last year's 24-percent increase.

Mitsubishi Motors Corp., which

Please turn to Page 48, Col. 1

Output cut by Toyota and Nissan

TOKYO—Japan's two leading automobile manufacturers, Toyota Motor Corp. and Nissan Motor Co., said they are cutting their auto output to cope with the adverse effects the appreciation of the yen against the U.S. dollar has had on their exports.

Toyota revealed that it cut its March output to 322,837 units, down 1.6 percent from the year-earlier total. It was the first year-to-year dip in 17 months.

Toyota's March production consisted of 230,667 cars, up 1.9 percent, and 92,170 trucks and buses, down 9.3 percent, compared with last year's figures.

Nissan's production in March, according to a company spokesman, dropped to 205,131 units, down 14.7 percent from the year-ago figure. The spokesman said it "reflected production adjustments the company made in light of prospects of sluggish exports."

Despite the decline in March, Toyota reported that production for the fiscal year ended March 31 reached an alltime high of 3,675,-185 units, an increase of 5.1 percent from the preceding year.

Toyota's domestic sales and exports were 1,690,080 units and 1,-977,787 units, respectively, also records. The year-to-year increases were 2.5 percent for domestic sales and 1.8 percent for exports.

Toyota said March domestic sales totaled 241,755, up 1.0 percent, while exports sagged 1.8 percent to 125,177 due mainly to declines in shipments to Asia, Oceania and the Middle East.

Nissan's exports in March declined 27.2 percent to 81,931 units, due mainly to adjustments in shipments to Europe.

Nissan's domestic sales in March totaled 164,234 units, down 7.4 percent.

For fiscal 1985, Nissan said it produced 2,438,520 units, down 1.4 percent, and exported 1,408,-024 units, up 2.4 percent.

Smith according to Nader

By Michelle Krebs
Financial Editor

The portrait of General Motors Chairman Roger B. Smith painted by consumer advocate and long-time GM adversary Ralph Nader in his new book predictably is not a pretty one.

Nader along with William Taylor are authors of The Big Boys: Power & Position in American Business. The book, which has a May 19 publication date, profiles nine top business executives, three of which, including GM's Smith, refused to be interviewed.

Nader said he was turned down on the Smith interview in a memo which stated that "in view of your long history as an adversary of GM, (Smith) does not want to lend to your book the cooperation you request."

Nader said of all the executives involved with the book "none was more dismissive and aloof than the GM chairman."

A GM spokesman said since the company chose not to participate in the book, the company had no comment on its contents.

The book portrays Smith as cold, humorless, calculating and manipulative. As one would expect, Nader accuses Smith of ignoring safety, quality and innovation in automobiles.

Please turn to Page 48, Col. 1

...hited
...MD 20814
...EAST-WEST HWY STE8
...CONGRESSIONAL INFO SERV
...ACQ EDITION SRI
...0710122908 0100 8617 COMP 002
...*****5-DIGIT 20814

Imports say tariff plan means higher prices

By Helen Kahn
Washington Bureau Chief

WASHINGTON—If the Senate tax bill is not changed, consumers will have to pay about $100 more for an average-priced imported car and as much as $500 more for an imported light truck, according to Donald H. Graves, a California Nissan dealer and chairman of the American International Automobile Dealers Assn.

Graves, speaking for more than 7,000 dealers, testified before the Senate Finance Committee on a proposal to eliminate the deductibility of tariffs.

He added that once the prices of imported cars rose, the domestic companies would follow suit "permitting monopoly profits of over $1 billion to be reaped by the Big Three automobile manufacturers at the expense of the American consumer."

Separately, the Automobile Importers of America (whose members include 11 European, five Japanese and one South Korean company) filed a position paper along the same lines. The AIA also objected to the proposed linking of the transfer price for tax purposes to the value for customs purposes.

Graves said that in 1985, the imported-vehicle industry paid about $2 billion in tariffs. He said $697 million came from the 2.6 percent tariff on cars; $900 million came from the 25 percent tariff on light trucks; $15 million came from the 4 percent tariff on medium and HD trucks, and $400 million came from various tariff rates on parts for cars and light trucks.

The Senate bill, proposed by Senator Robert Packwood, Oregon Republican, would also mean that taxes would be imposed on tariffs, which would be added to income as the "cost of goods sold"—in effect, a tax on a tax or a tax on the cost of earning income rather than just on earned income itself. Graves called that "ludicrous."

Another "particularly bizarre feature" pinpointed by Graves is an "anti-avoidance" provision, which says that taxpayers liable for payment of tariffs would be deemed to have taxable income in an amount no less than their tariff liability.

Thus, a company with income less than its tariffs would have to pay tax on the higher amount, and it would seem that a company with nothing but losses would still have to pay tax on tariffs, which Graves called "fictitious income." AIADA thinks that raises constitutional questions.

The Packwood bill sets a maximum corporate tax of 35 percent. That would mean that each dollar of tariff paid would reduce tax by 35 cents, leaving the after-tax cost of each dollar of tariff at 65 cents. But if the dollar of tariff is no longer deductible, then tariffs would be in effect raised 54 percent under the 35 percent corporate tax, according to the import groups.

Both AIADA and AIA expect the cost of imports to rise, partly because of the drastic rise in the value of the yen and partly because of upscale models. They also expect Detroit to follow suit, and both agree the ultimate cost to consumers could be as much as $1 billion each year. Moreover, they said, those costs fall more heavily on low-income groups.

AIA said the effective 54 percent hike in tariffs might well invoke retaliation from U.S. trading partners. AIADA mentioned a likely ripple effect that would eventually impact U.S. export industries, "impairing their international competitiveness and worsening an already grotesque trade deficit."

Shop volume dips slightly for month

By Arthur Flax
Service Editor

Service and parts business at new-car dealerships in February was down slightly compared with February, 1985, but business for the year was ahead of the 1985 pace.

According to the Automotive News Service Index, shop business at dealerships in February amounted to 99.6 percent of the volume recorded in February, 1985.

Service volume last showed a monthly decline in November, 1985, when the Service Index amounted to 98.1 percent of November, 1984, volume.

For the first two months of 1986, service and parts volume showed a gain of 3.6 percent over the like period a year ago.

Most indicators in February showed losses from the previous year. Repair orders written suffered the biggest loss, down 14.3 percent from the 1985 month. Sales of all parts and accessories were down 2.1 percent, and shop parts sales (customer-paid and warranty) were off 0.1 percent.

In addition, parts and accessories sales to off-premises customers were down 3.6 percent in February.

Indicators which increased in February compared with year-earlier figures were gross profit on all labor, parts and accessories sales, up 10.7 percent, and total labor sales (customer-paid and warranty), up 3.7 percent.

Indicators for the first two months showed mixed results. Gross profit on all labor, parts and accessories sales was up 10.4 percent from the 1985 period. Total labor sales were up 9.3 percent and shop parts sales increased 2.5 percent.

Showing declines for the two-month period were repair orders written, down 3.4 percent, and sales of all parts and accessories, down 0.7 percent.

Parts and accessories sales to off-premises customers were also down 3.2 percent through February, 1986.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new car dealerships.

SERVICE INDEX
99.6★

	Feb., '86 vs. Feb., '85	2 mos., '86 vs. 2 mos., '85
Gross Profit on All Labor and P&A Sales	+10.7%	+10.4%
Repair Orders Written	−14.3%	−3.4%
Total Labor Sales (Customer & Warranty)	+3.7%	+9.3%
Shop Parts Sales (Customer & Warranty)	−0.1%	+2.5%
Sales of All P&A	−2.1%	−0.7%

★—Survey by Automotive News shows that dealers' service and parts business in February, 1986, was 99.6 percent of business in February, 1985. Service business in the first 2 months of 1986 was 103.6 percent of business in the corresponding period in 1985.

Ford rethinks offshore buying

By Richard Johnson
Detroit Reporter

With the U.S. dollar plunging even more last week, Ford Motor Co. may be about to slam the brakes on its ambitious strategy for rapidly increasing offshore components purchases.

Ford has begun reassessing a long-term foreign sourcing program that was expected to lower domestic content of vehicles produced in North America to less than 90 percent by the end of the decade.

The dollar last week fell to a post-World War II low against the Japanese yen, putting Ford's overseas parts purchasing plan in a state of flux.

"I see us in somewhat of a transitory state right now as we look at the weakening of the dollar," said Lionel M. Chicoine, Ford vice president for purchasing and supply. "We're reassessing our strategy right now."

Since last November, the dollar has fallen from approximately 210 Japanese yen to a bit below 170, making Japanese-sourced goods less attractive to North American OEMs. The dollar was also falling last week against the West German mark, the Swiss franc and the French franc.

In an interview with Automotive News, Chicoine said a revised offshore sourcing plan at Ford could be set in the next few weeks.

"I think in the near future we will come to an approach which will not be a switch, but a modification of what we have been doing," he said. "I'm not really in a position where I can quite answer the question because I don't have all the inputs I expect to have in the next month or so."

Revision of long-range sourcing aims could impact future component deals with Mazda, which is 25 percent owned by Ford. Company officials have acknowledged plans to become increasingly reliant on Mazda in product, parts and technical areas.

Rumors have circulated in recent weeks about a major Ford/Mazda component program that is in a crucial decision-making stage. Presumably, an overall review of purchasing objectives would impact such a decision. Chicoine last week declined comment on any pending deals with Mazda.

On a typical Ford car produced in North America, about 6 percent of the value comes from offshore suppliers, principally from Japan and Mexico.

The U.S. industry in recent years has been pursuing low-cost offshore component sources in an effort to stave off inherent price advantages enjoyed by Japanese producers and others.

Ford officials had expected North American content to dip below 90 percent by 1990, but in recent weeks that thinking has been redirected.

"A year or so ago, I'd have told you (foreign content) would be 10 percent or perhaps a bit more by the end of the decade," said Chicoine. "I'm less certain of that now. The movement of exchange rates has altered my perspective."

He predicted "some additional growth" in foreign content levels at Ford but said "it will not be dramatic or particularly large."

Chicoine said the refiguring at Ford also takes into account an increasingly competitive set of domestic suppliers.

"They recognize the need to be competitive on a world-class basis and are showing signs, in many instances, of being able to achieve that goal," he said.

Chicoine said the reassessment at Ford has not yet resulted in cancellation of a specific offshore purchasing program.

Chicoine said Ford now concentrates offshore purchases in labor-intensive component areas. For example, wiring harnesses are produced in Mexico. Certain types of machined assemblies, such as transmissions, are supplied to Ford by Mazda in Japan.

Mitsubishi bonanza from Diamond-Star

By Dave Zoia
Detroit Reporter

BLOOMINGTON-NORMAL, Ill.—Mitsubishi Motor Sales of America may derive the most benefit from Diamond-Star Motors Corp.

Diamond-Star, a $600-million 50/50 joint-venture between Chrysler Corp. and Mitsubishi Motors Corp., recently broke ground here for an assembly plant capable of producing up to 240,000 cars annually.

And although output will be divided equally between the U.S. dealer networks of the two firms, Mitsubishi stands to gain the most from the infusion of an extra 120,000 cars.

Currently, Japanese export restrictions severely limit the number of cars available to U.S. Mitsubishi dealers. In calendar 1985, about 50,000 Mitsubishi-branded cars were sold in the U.S.

The influx of Diamond-Star vehicles, once production hits stride, could mean a more than threefold increase in volume for Mitsubishi. The boost will allow the company to broaden its dealer network.

"We currently have 95 dealers," said Richard Recchia, executive vice president and chief operating officer of Mitsubishi Motor Sales of America. "By the close of the year, we'll have 135.

"Our (future growth) ultimately depends on how fast Diamond-Star production comes up and how many cars we can import," Recchia continued. "But all things being equal and unchanged, we're looking at an annual volume of 250,000 to 275,000 cars and trucks and an average of 250 dealers."

This year, Recchia said, Mitsubishi will sell 100,000 cars and trucks in the U.S.

The company's toughest task may be fending off Chrysler, which is ready to take more than its share of Diamond-Star production should Mitsubishi dealers not be able to keep up with the increased volume.

"Selling the 120,000 cars won't be a problem," Recchia said. "The only problem we could have is not getting the right mix of vehicles. But I don't think even that will be a problem."

Diamond-Star will produce two vehicles. First off the line in January, 1988, will be a sporty subcompact that will complement Mitsubishi's Cordia and Tredia lines. The second model, to follow about six months later, will be a four-door sedan version of the Mitsubishi Mirage.

Mitsubishi and Chrysler will be able to choose individually how they want to split their allotments between the two car lines, but decisions will have to be made some 18 months before production startup.

Although there will be some cosmetic differences between the models built for Mitsubishi and those going to Chrylser, Mitsubishi-supplied powertrains will be identical in both sets of vehicles.

Volvo works with Lotus on suspension

TURIN, Italy—The normally secretive Volvo Car Corp. announced here that it is working on a version of Active Suspension which it calls Computer Controlled Suspension (CCS). The work has been carried out in conjunction with the engineering section of Group Lotus.

Lars-Runo Tillback, CCS project manager at Volvo, would give no indication of when the system will be seen in a production car. He and his team have run a pair of 760 Turbos fitted with CCS "all over Europe" during the past 18 months.

Tillback explained that testing new suspension systems would normally require rebuilding a car or building a new one.

"With CCS, we can change at least 66 different properties on one and the same chassis, entirely independent of each other," he said. A complete chassis change requires less than a minute.

The advantages of Active Suspension are being investigated by many companies, including Daimler-Benz. A prime reason for the recent General Motors' acquisition of Group Lotus is thought to have been the company's pioneering progress on the advanced suspension.

Among the areas still to be solved, according to Tillback, are having a backup for the electronics, the unknown reliability of the valves, the higher noise levels the system creates and the simple lack of availability of suitable components. At present, Volvo is using aircraft industry parts—with the resulting cost penalty that implies.

'Even including increases for safety and emissions equipment, the average car today takes no more of the consumer's real purchasing power than it did in 1973.'

—F. James McDonald
President,
General Motors

McDonald skirts hot issues

By Geoff Sundstrom
Washington Reporter

CHICAGO—The policies of General Motors—including price increases, incentive programs, oversupply and executive compensation—were much discussed at the 19th annual meeting of the National Assn. of Fleet Administrators here last week.

But GM President F. James McDonald, the keynote speaker, skirted the hot topics.

He chose instead to warn of the dangers of protectionist trade legislation and claimed that "even including increases for safety and emissions equipment, the average car today takes no more of the consumer's real purchasing power than it did in 1973." He didn't provide any figures to back up the assertion, however.

Although McDonald eloquently addressed the conference theme, Harnessing the Winds of Change, by describing "free-market winds" as a positive force for better products, he failed to address many of the issues on the minds of conference attendees.

Throughout the three-day NAFA conference and at the Automotive Fleet and Leasing Assn.'s annual meeting which preceded it, speaker after speaker questioned GM's recent decision to raise prices with one hand while offering incentives with the other.

Many speakers, such as former UAW President Douglas Fraser, criticized the amount of executive bonuses paid by the corporation, especially in light of reduced earnings and high inventories. Fleet administrators, dealers and leasing companies groused about "look-alike models" and higher prices.

McDonald steered clear of those topics, however.

He complimented NAFA members for being "major contributors to GM's record sales of 1.1 million cars and trucks to fleet customers in 1985." He also said, "In the not too distant future, GM will provide customers with an entirely new kind of automobile, one in which all functional parts within the car will be part of an integrated electronic system."

He said the company will invest $80 billion during the 1980s to help bring that about.

Contrasting current GM products with vehicles made before the first oil import shock of 1973, he told his audience that "today's typical GM car gets 26 MPG—double that of its 1973 predecessor."

He added that "regular maintenance is simplified—from 43 service items to just 17—corrosion protection is better and virtually all pollutants are removed before they get to the tailpipe."

He also said that safety has improved because "highway fatalities have fallen to new lows in the last three years."

He said the future holds "greater efficiency, better fuel economy, increased performance and lower operating costs" for GM cars and trucks.

McDonald said his company supports trends toward deregulation in the U.S. economy and that trade protectionism is a form of regulation the economy can do without.

He said government help is needed to "combat the twin deficits—the budget deficit and the trade deficit." He also said that "only government can step in where the free market cannot serve . . . such as in emission control and safety.

GM busy purchasing automation at Oshawa

By Roger Rowand
Engineering Editor

CHICAGO—General Motors is in what one vendor called "a feeding frenzy of automation" as it revamps its Oshawa (Ont.) facilities plants at a cost of some $1.4 billion.

The Oshawa complex consists of two car assembly plants, a truck assembly plant and a stamping plant.

"GM is snapping at everything it can get in the way of automation, especially the automated guided vehicles (AGVs) that will replace the assembly line," he said.

Talks with individuals attending Robots 10, a trade show at McCormick Place here, indicate AGVs will be more widely used at the Chevrolet-Pontiac-Canada Group's Oshawa facility than at any other plant in the industry's North American assembly operations.

AGV makers, and those familiar with work being done in Oshawa, said that by 1990, Volvo America Corp.'s Automated Systems Division, Sterling Heights, Mich., will have about 1,300 of its AGVs at work at CPC's GM Autoplex in Oshawa.

About 425 additional AGVs made by Conco-Tellus, Inc., Mendota, Ill., part of Interlake Co., will be installed. GMF Robotics Corp., Troy, Mich., a joint venture of General Motors and Japan's Fanuc, Ltd., is expected to put about 100 AGVs into the Oshawa works.

GMF recently signed a licensing agreement with Eaton-Kenway Co., Salt Lake City, a subsidiary of Eaton Corp., under which it will make and market Eaton-Kenway guided vehicles.

GM said the reworked Oshawa car plants will not have assembly lines. Computer-controlled AGVs will allow the new vehicles, GM-10 cars, to be built in what it calls work islands. Cars will be worked on by groups of eight to 15 people and will proceed to the next station only when operators are satisfied with their work, GM said.

'Perpetual' breath test urged for drunks

SACRAMENTO—Legislation has been introduced in the California Assembly that would require drivers caught with a blood alcohol level of 0.14 percent or higher (the legal limit is .10 percent) to install a $300 device in their vehicles that would prevent the engine from starting if alcohol could be detected on the driver's breath.

The device prevents the vehicle's starter motor from turning over until the driver breathes for four seconds into a hand-held instrument connected to the sensors of the device. The sensors are pre-set to respond to temperature and pressure as well as to alcohol.

index

Auction reports	33-37
Automotive World News	27
Classified advertising	38-47
Dealing with dealers	16
Editorial page	10
Engineering	12-13
Inventories	00
Obituaries	47
Production by makes	50
Registrations, truck	19
Truck highlights	18

60th year—No. 5124

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Period's sales dive despite incentives

By Jenny L. King
Detroit Reporter

Mid-April domestic new-car sales failed to respond to the market resuscitation stimulus of low interest rates and rebates. The total was down 32.02 percent from the strong total reached a year ago.

The decline was aggravated by one less selling day in the April 11-20 period this year (eight vs. nine), so on a daily-rate basis the difference was minus 23.53 percent.

The latest flurry of consumer incentives began with General Motors' April 14 announcement of record-low interest rates on short-term loans on some models, plus lower-than-usual financing rates on almost all remaining models for longer GMAC loans. Chrysler Motors followed suit April 17, and Ford Motor reported its marketing plans April 21.

Ford said its participating Ford and Lincoln-Mercury dealers will offer 6.9-APR Ford Motor Credit loans on contracts up to 36 months on all Ranger models, with 7.9 contracts up to 36 months on Escort, Escort EXP, Lynx, Tempo, Topaz, Mustang, Capri, Thunderbird, Cougar and all Bronco II, F-150 and F-250 models.

Contracts up to 48 months with 7.9-APR and 8.9-APR financing are available on certain light trucks, according to the company. Cutoff dates run through July 5—some programs expire sooner.

April 11-20 sales totaled 193,772, down more than 90,000 units from 285,063 the preceding year. The daily rate averaged 24,222 compared with 31,674 a year earlier. The daily rate for the first 10 days of the month was 25,256.

Year-to-date sales were 8.95 percent behind 1985, dropping to 2,319,702 from 2,547,792.

GM's mid-month sales of 113,360 were down 30.89 percent from 164,034 last year (down 22.25 percent daily rate). Ford reported sales of 46,557, down 37.62 percent from 74,636 (down 29.82 percent daily rate). Chrysler dropped 29.59 percent, to 25,864 from 36,732 (down 20.78 percent daily rate).

Honda reported sales of 3,650, an increase of 3.40 percent from 3,530 (up 16.33 percent daily rate). Volkswagen was off 21.10 percent, to 1,683 from 2,133 (down 11.39 percent daily rate). American Motors' estimated sales of 1,600 were down 53.28 percent from 3,425 (down 47.39 percent daily rate), and Nissan sales of 1,058 were up 84.64 percent from 573 (up 106.25 percent daily rate).

GM earned 58.50 percent of the April 11-20 domestic market, up from 57.54 percent in 1985. Ford had 24.03 percent compared with 26.18 percent a year earlier. Chrysler climbed to 13.35 percent from 12.89 percent.

AMC had 0.82 percent, down from 1.20 percent. Honda was up to 1.88 percent from 1.24 percent; VW was up to 0.87 percent from 0.75 percent, and Nissan grew to 0.55 percent from 0.20 percent.

There was an almost uninterrupted line of minus signs for individual makes. Plymouth was down 41.93 percent from last year; Chrysler dropped 16.17 percent, and Dodge was off 29.54 percent. Ford sales plunged 36.96 percent; Mercury was down 43.98 percent, and Lincoln dropped 15.74 percent.

Buick was down 37.91 percent; Cadillac was off 20.38 percent; Chevrolet was down 27.49 percent; Oldsmobile dropped 33.15 percent, and Pontiac missed by 30.29 percent.

AMC was down an estimated 11.11 percent; Renault was off an estimated 56.25 percent, and VW dropped 21.10 percent. Honda was up 3.40 percent, and Nissan was up 84.64 percent.

Chevrolet Celebrity, with sales of 10,765, was the top mid-April nameplate. Ford Escort was second at 9,363, followed by Chevrolet Cavalier at 8,212.

DOMESTIC SALES

	Apr. 11-20, 1986	Apr. 11-20, 1985
Renault		
Alliance-Encore	1,400†	3,200†
AMC	200†	225†
AMERICAN MOTORS	1,600†	3,425†
Chrysler	8,921	10,642
Plymouth	6,747	11,619
Dodge	10,196	14,471
CHRYSLER CORP.	25,864	36,732
Ford	31,883	50,574
Mercury	11,113	19,836
Lincoln	3,561	4,226
FORD MOTOR CO.	46,557	74,636
Buick	18,502	29,801
Cadillac	7,130	8,955
Chevrolet	39,798	54,890
Oldsmobile	26,610	39,804
Pontiac	21,320	30,584
GENERAL MOTORS	113,360	164,034
VOLKSWAGEN	1,683	2,133
HONDA	3,650	3,530
NISSAN	1,058	573
U.S. INDUSTRY TOTAL	193,772	285,063

†—Estimate

GM slashes loan rates

Reacting to its current sharp sales decline, General Motors announced late last week it was shaving a full percentage point from its low-interest-rate loans on almost all car and light-truck models.

Effective April 26, participating dealers can offer a record-low 5.9 annual percentage rate on GMAC loans up to 30 months on four models: Chevrolet Chevette, Pontiac Fiero, Oldsmobile 88 and Buick LeSabre.

Loans up to 36 months at a rate of 6.9 percent are available on all remaining models except Buick Riviera, Oldsmobile Toronado and Cadillac Eldorado and Seville. Special financing on longer-term contracts, including 8.9 APR for 48 months and 9.9 APR for up to 60 months, remains in effect, according to GM.

The new low 5.9-percent rate on short-term loans also applies to the following trucks: Chevrolet S-10 pickup and El Camino and GMC S-15 and Caballero. A 6.9-percent rate covers Chevrolet S-10 Blazer and CK pickups and GMC S-15 Jimmy and CK full-size pickups.

The program runs through the end of June.

Correction

Contrary to a report in the April 21 issue of Automotive News, owners who import cars five years old or older cannot obtain a special one-time waiver of Department of Transportation requirements. They can, however, obtain such a waiver of EPA requirements.

FEBRUARY TRUCK REGISTRATIONS

		6,000 & LESS GVW GRP	6,001-10,000 GVW GRP	10,001-14,000 GVW GRP	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP	19,5...-26,000 GVW GRP 5	26,001-33,000 GVW GRP	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	22,653	8,888							31,541	40,522
	YR	46,242	19,306							65,548	78,025
*DAKOTA, RAIDER, CARAVAN,	MO	18,631	4,808							23,439	26,660
RAM VAN/CHARGER/50/WGN	YR	38,355	10,241							48,596	52,277
PLYMOUTH VOYAGER	MO	8,186								8,186	7,536
	YR	17,319								17,319	14,857
TOTAL CHRYSLER	MO	30,839	8,888							39,727	48,058
CORP.	YR	63,561	19,306							82,867	92,882
FORD	MO	57,488	34,329				652	2,289	783	95,541	93,810
	YR	119,646	72,889				1,415	4,856	1,678	200,484	184,451
*VAN, BRONCO,	MO	41,348	10,474							51,822	49,891
RANGER & AEROSTAR	YR	86,703	22,870							109,573	95,085
FREIGHTLINER	MO								1,166	1,166	1,185
	YR								2,431	2,431	2,608
MERCEDES-BENZ	MO						192	89		281	315
	YR						378	228		606	813
TOTAL DAIMLER-BENZ	MO						192	89	1,166	1,447	1,500
CORP.	YR						378	228	2,431	3,037	3,421
CHEVROLET	MO	55,413	36,476	1,657	28	27	561	919	35	95,116	88,570
	YR	113,763	74,294	3,165	71	58	1,185	1,871	77	194,484	171,740
*VAN, EL CAMINO, S10	MO	41,591	11,800							53,391	50,499
BLAZER & ASTRO	YR	85,835	23,930							109,765	95,020
GMC	MO	12,840	9,760	160	27	71	558	2,133	608	26,157	23,612
	YR	25,979	20,314	379	58	87	1,015	4,219	1,343	53,394	48,258
*VAN, JIMMY, S15,	MO	9,232	2,906							12,138	11,005
CABALLERO & SAFARI	YR	18,604	6,001							24,605	21,099
TOTAL GM CORP.	MO	68,253	46,236	1,817	55	98	1,119	3,052	643	121,273	112,182
	YR	139,742	94,608	3,544	129	145	2,200	6,090	1,420	247,878	219,998
INTERNATIONAL	MO						1,493	1,358	1,816	4,667	4,768
	YR						2,867	2,948	3,873	9,688	9,999
JEEP TRUCK	MO	12,542	1,310							13,852	12,188
	YR	27,712	3,193							30,905	26,000
*WRANGLER/CJ, CHEROKEE,	MO	9,712	1,182							10,894	12,016
WAGONEER & SCRAMBLER	YR	22,269	2,900							25,169	25,621
MACK	MO						146	173	1,147	1,466	2,213
	YR						292	322	2,548	3,162	4,804
KENWORTH	MO								665	665	770
	YR								1,450	1,450	1,596
PETERBILT	MO								704	704	886
	YR								1,403	1,403	1,832
TOTAL PACCAR CORP.	MO								1,369	1,369	1,656
	YR								2,853	2,853	3,428
AUTOCAR	MO								90	90	92
	YR								206	206	221
VOLVO	MO							103	93	199	155
	YR							199	174	373	386
WHITE	MO								478	478	784
	YR								977	977	1,630
TOTAL VOLVO WHITE	MO							106	661	767	1,031
CORP.	YR							199	1,357	1,556	2,237
WESTERN STAR	MO								99	99	88
	YR								216	216	188
MISCELLANEOUS	MO		253					5	117	375	340
DOMESTIC	YR		465					14	276	755	652
OTHER IMPORTS	MO	63,224	991	436	48	21	27	31		64,778	67,364
	YR	132,693	2,050	1,032	110	65	42	80	2	136,074	131,781
GRAND TOTAL	MO	232,346	92,007	2,253	103	119	3,629	7,103	7,801	345,361	345,198
	YR	483,354	192,511	4,576	239	210	7,194	14,737	16,654	719,475	679,841
1985 YR. TO DATE		437,752	195,023	5,549	139	1,070	8,510	11,197	20,601		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.

Big-truck sales dip fans speculation

Continued from Page 18

and 500 cabovers that will debut at midyear.

Navistar is continuing to look at ways to cut costs, according to Springer.

It "may be looking" at closer future tie-ins with equipment suppliers like Allied Automotive, for example, to reduce manufacturing/assembly complexities, delivery time and costs, Springer added.

To cut costs and speed delivery, Navistar is studying modular assembly concepts.

"Why couldn't we get bodies in five pieces and assemble them on the assembly line?" Springer asked rhetorically.

Navistar is currently running in the "mid-to-high-70s to 80 percent capacity" at its plants and doesn't foresee any near-term need to reduce capacity further, Springer added.

Overall, he found it nearly impossible to forecast sales and profitability because of the volatility of the market.

All the historical indicators that formerly were used to gauge market demand no longer apply, Springer concluded.

During the first quarter, manufacturers retailed 25,829 Class 8 trucks, off from 32,959 a year earlier, according to MVMA.

Navistar's deliveries of 5,836 were off 17.2 percent from 7,046 a year earlier; Freightliner's sales of 3,960 were off 19.7 percent from 4,934, and Mack's Class 8 sales of 3,847 were off 39.8 percent from 6,386 a year earlier.

Ford's sales of 3,173 were off 8.7 percent from 3,477 last year; Volvo-White sales of 2,433 were up 2.9 percent from 2,364.

GMC, as noted, had sales of 2,054, off from 2,973 last year.

Kenworth's sales of 2,181 were off 18.1 percent from 2,664; Peterbilt's sales of 2,075 were off 28.8 percent from 2,915.

MVMA's miscellaneous category of "other truck" manufacturer showed sales of 270, a 35.0 percent increase over 200 deliveries a year ago.

BUZZ DOERING
Automobile Leasing Consultant
1-800-238-7888
(In Wisconsin 414-367-6700)
AUTOMOBILE LEASING SEMINARS

BEGINNING, INTERMEDIATE AND ADVANCED LEVELS OF LEASING

KANSAS CITY
May 7th & 8th
Airport Marriott

WASHINGTON, D.C.
May 22nd & 23rd
Twin Bridges Marriott

CHICAGO
June 12th & 13th
O'Hare Marriott

NEWARK
June 26th & 27th
Airport Marriott

PHILADELPHIA
July 10th & 11th
Airport Marriott

MEMPHIS
July 24th & 25th
The Peabody

AGENDA INCLUDES THE FOLLOWING TOPICS

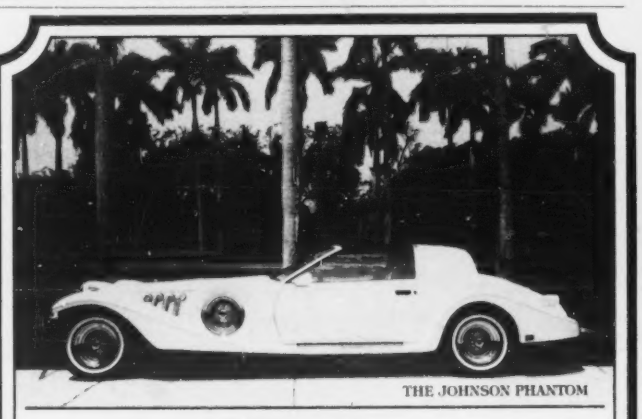
- SETTING UP YOUR LEASING COMPANY
- SEGMENTING THE LEASE MARKET
- WHY PEOPLE LEASE
- ADVANTAGE OF I.T.C.
- MERCHANDISING AND ADVERTISING
- SELLING LEASING
- RATE CONSTRUCTION AND LEASE DOCUMENTS
- ACCOUNTING AND LEGAL PROCEDURES
- CREDIT AND COLLECTIONS
- DISPOSITION OF OFF-LEASE VEHICLES
- CAR AND TRUCK RENTALS
- EXPLANATION OF 1984 TAX REFORM ACT

Fee: $345.00 for the first person; $295.00 for each additional person. Fee includes all materials, a certificate of completion suitable for framing, and a luncheon both days.

NOW IS THE TIME TO LOOK INTO THE FAST GROWING LEASING BUSINESS AS AN ADDITIONAL PROFIT CENTER

For more information or to register, call or write:

BUZZ DOERING
Automobile Leasing Consultant
300 Cottonwood Ave., P.O. Box 194, Hartland, Wisconsin 53029-0194
1-800-238-7888



THE JOHNSON PHANTOM

Style. Elegance. Performance.

Johnson.

Luxuriously Appointed
Powered by a 5.0 liter V8
3 Stylish Models
Dealerships Available
High Profit for Dealers
Exclusive Territory
No Franchise Fees
No Parts Inventory

For complete information send this coupon to:
Johnson Motorcar Corp.
1703 Griffin Road, Dania, Florida 33004 (305) 923-9905
Next to Ft. Lauderdale Airport

NAME/TITLE

COMPANY

ADDRESS

CITY/STATE/ZIP PHONE

Diesel demand in Europe remains high

By Richard Feast

There is little doubt that diesel passenger-car sales in Western Europe will reach an unprecedented 2 million units in 1986. In fact, there seems to be no let-up in demand, despite market growth of 21 percent in 1985 and 30 percent in 1984.

The scene is far different from that in Europe a decade ago, when diesels took only 2 to 3 percent of new-car sales, and from today's U.S. market where diesels are bombing.

Last year more than one of every four new-car buyers in Belgium and Italy purchased a diesel. Better than one out of five bought them in West Germany. The count was one of seven in France and the Netherlands.

Aside from a minor dip in 1983, when many predicted the diesel phenomenon in Europe had ended, sales have soared upward unremittingly.

In some cases, such as Italy, Belgium and France, the popularity results basically from the fact that diesel fuel costs less than gasoline at the pump. But that doesn't explain the popularity in West Germany, where diesel and gasoline prices are similar; yet more than half a million diesel cars were sold there in 1985, about a third of all diesels purchased on the continent.

DIESEL NEW-CAR SALES IN EUROPE

Country	1985	% Market	1984	% Change '84-'85
Austria	32,800	13.5	14,200	+130.9
Belgium-Lux.	95,000	26.4	96,900	−1.9
Denmark	10,400	6.6	10,300	+0.2
Finland	14,700	10.4	14,100	+4.0
France	264,800	15.0	240,400	+10.1
Ireland	8,400	14.2	6,000	+41.7
Italy	438,600	25.1	425,300	+3.1
Netherlands	71,300	14.4	61,000	+17.0
Norway	1,700	1.1	2,700	−37.3
Spain	124,900	22.6	126,700	−1.4
Sweden	5,700	2.2	9,500	−40.3
Switzerland	9,400	3.5	7,100	+31.7
United Kingdom	66,200	3.6	45,100	+46.8
West Germany	530,800	22.3	321,800	+64.9
TOTAL	1,674,600	15.9	1,381,100	+21.3

Source: AID, England

The West German impetus stems from the country's divisive debate over exhaust emission regulations. While German authorities pushed through legislation on cleaner exhaust for gasoline-engine cars, arguments over when it should take effect created uncertainty among consumers.

Despite sales incentives on gas-engined cars, Germans flocked to diesels. For one thing, they figured if they drove over the border to France or Italy in gas-powered cars, they might not be able to obtain lead-free gasoline. But they knew they could fill their tanks — more cheaply, to boot — with diesel fuel.

As a result, diesel sales shot up nearly 65 percent in Germany last year, moving the country past Italy as the top-volume market for the engines.

By far the largest increase in 1985 diesel sales, however, was in Austria, up nearly 131 percent. Gains of more than 40 percent were scored in the U.K. and Ireland, while Switzerland posted a volume increase of more than 30 percent.

In market penetration, diesels scored highest last year in Belgium/Luxembourg (26.4 percent), Italy (25.1), Spain (22.6) and Germany (22.3).

Statistics compiled by AID of Lichfield, England, indicate there has been a seven-fold increase in diesel purchases over the past decade. It is described as "far away the most dynamic growth sector in the European automotive scene."

The organization predicts an important increase in France this year as a result of the introductions late last year of the diesel version of the Renault 5 and launch of the important mid-range Peugeot 309. The Citroen AX, scheduled to debut in September, is expected to be available with a diesel engine from the start.

Other factors that are expected to spur diesel sales on a broad European front are their adoption in the smallest models on the market (Fiat Panda, Volkswagen Polo, Opel Corsa), growth in demand for low-pollution cars throughout Europe, and introduction of more competitive and powerful diesel versions in medium and upper market segments.

Predicts AID: "As oil prices rise, they are expected to create renewed emphasis on economy, favoring a new generation of diesels; 100 mpg is a certainty for the future."

Other sources indicate Volkswagen group was the leading diesel-car retailer in 1985 at about 350,000 units, followed by Peugeot group (300,000) and Fiat Auto (260,000).

On an individual model basis, VW's Golf/Jetta topped the diesel sales chart at about 233,000 units, trailed by Fiat Uno (128,000) and Peugeot 205 (99,000).

Europe's two American-owned companies, Ford and GM Opel/Vauxhall, appear under-represented in the diesel market, which one manufacturer projects will grow at an annual rate of 20 to 30 percent in Europe.

Of 1985's 1.67 million diesel sales in Europe, 44 percent were in the lower-medium market segment (Escort-size cars) with 23 percent in the upper-medium segment (Ascona-type cars). Large cars took 22 percent of diesel purchases and the other 11 percent went to small ones such as Fiat Uno. ■

WORLD NEWS BRIEFS

Lifetime warranty

The Lex Group-owned importers of Volvo passenger cars in the U.K. will offer a lifetime warranty on its products. The move is being watched by other European Volvo concessionaires, some of whom already offer eight-year anti-corrosion guarantees. The U.K. concept requires a car to be serviced and maintained regularly by an approved Volvo dealer.

2CV updated?

For the Citroen company in France, a model update for its venerable 2CV (introduced in 1948) means no exterior panel changes. Instead, it concentrates on special paint jobs and limited editions, the latest of which is the two-tone Dolly.

Hello, Dollies

AA OK

Membership in Britain's Automobile Assn., which claims to be the biggest organization of its type in the world, reached a record 5.9 million in 1985.

GM European deficit

General Motors financial reports indicate a substantially increased loss in 1985 on its European operations which include Adam Opel; Vauxhall and Bedford in the U.K.; and manufacturing operations in Belgium, Spain and Austria. The consolidated European deficit increased 28 percent to $372.1 million, while sales rose nearly 14 percent to $7.94 billion.

Positive in France...

French auto industry exports last year totaled FF 95.05 billion ($13.27 billion) by value, while imports amounted to FF 65.57 billion ($9.16 billion), reports CSCA, the French manufacturers' association.

...Negative in the U.K.

Similar stats from Britain's SMMT indicate imports hitting 7.804 billion pounds sterling ($11.47 billion) and exports reaching 5.046 billion pounds ($7.42 billion) in 1985.

Nissan gets ready

Nissan's first European plant, at Washington in northeast England, starts assembling Auster models in July. Phase one involves annual assembly of 24,000 units from Japanese kits, but reports from Japan suggest phase two (100,000 annual manufacturing) is being moved ahead to 1988.

Peugeot goes 4x4

Automobiles Peugeot will bring to market the off-road 4wd vehicle it makes for the French military. Called the P4, it's a license-built version of the Mercedes-Benz G-wagon, but uses Peugeot power. Peugeot has an order for 15,000 P4s from the French army, and believes there is a limited market among the general public.

Alfa Romeo sells out

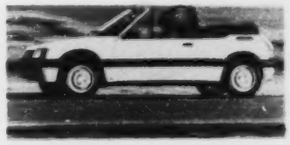
Alfa Romeo is selling control of it U.K. import company to Tom Kemsley and Millbourn (TKM), former BMW importer and present Daihatsu distributor. Alfa Romeo has steadily lost sales in the country, dropping to 3,093 units last year.

French imports increase

Imports continued to make ground in the French market in the first two months of 1986. Their 38 percent share compared to 35.5 percent a year earlier.

Peugeot 205s keep coming

Automobiles Peugeot continues to broaden the market appeal of its 205 model with a new cabriolet, versions with ZF automatic transmission and a sportier GTI with 115 horsepower. The cabriolet is the work of Italian design house Pininfarina.



205 Cabrio.

Naylor exports

Naylor Cars, Bradford, England, has acquired type approval in West Germany. Its TF 1700 — a look-alike of the MG TF of the 1950s — goes on sale there and in Austria in June. Naylor currently produces about 10 automobiles a month, 40 percent of them for export.

Daf's BL deal

Daf Trucks will sell the Leyland Roadrunner truck and Freight Rover Sherpa 300 van along with its own heavy trucks in Europe. They will all carry the Daf nameplate. About 1,000 of each are expected to be sold this way, in competition with BL's own sales companies.

Britain exports Peugeots

Peugeot Talbot in the U.K. will export cars for the first time in a decade. Left-hand-drive versions of the new Peugeot 309 will go to the Netherlands and Belgium starting in September. Ford and GM's Vauxhall ceased sourcing cars for Europe from the U.K. several years ago.

Rover intro

Austin Rover's XX sedan — the U.K. version of the Honda Acura — is expected to be launched July 15, a few weeks later than planned. European reports suggest the delay was caused by difficulties in developing the M16 2.0-liter engine's single-point injection system. A more conventional multi-point is now likely to be used.

BL sees red

The pre-tax loss of the U.K.'s state-owned BL concern jumped more than 50 percent to 110.3 million pounds/$162 million last year. However, 1984 figures were distorted by the sale of Jaguar Cars. Sales in 1985 increased more than 15 percent to 3.42 billion pounds/$5.03 billion. Land Rover group, including Freight Rover, increased its profits; Unipart profits declined; Austin Rover and Leyland Vehicles remained in the red.

More BMWs

BMW's Munich plant will operate six Saturday shifts to the end of May in order to produce more 3-series models. The 3-series is currently being produced at a daily rate of 1,325, not enough to keep pace with demand.

Renault goes ragtop

Renault is the latest of Europe's big auto makers to offer a cabrio version of one of its most popular models. The R5 convertible, shown at the recent Geneva auto show, will go on sale this summer. It is the work of the Brussels-based EBS concern. Its main competitors will be the Peugeot 205 (by Pininfarina), Ford Escort (by Karmann) and Fiat Ritmo (by Bertone). Later this year Opel will add a Bertone-built Kadett convertible. ■

R5 ragtop.

New study warns West about Japanese

By Richard Feast

The terms on which investments and collaborative ventures between Japanese and Western auto makers are to be made must be such that Western manufacturers and governments gain a benefit equal to that obtained by the Japanese, warns a report from the Motor Industry Research Unit at England's University of East Anglia.

Japanese Automotive Strategies concludes that the next few years will be crucial for the auto industries of the West. The Japanese companies will be compelled to invest in the U.S. and Europe in order to maintain sales in the face of growing concern about Japan's favorable balance of trade in the sector.

But these Japanese joint ventures and investments will entail the increasing use of Japanese and Far Eastern sources of components. If vehicles produced with a low level of local content replace genuinely domestic products, the market available to indigenous component producers, particularly in the area of high-value, high-technology parts, will shrink.

The report adds, "This trend will be reinforced if domestic manufacturers are forced to source more parts from Japanese and Far Eastern suppliers in order to compete with the Japanese cost advantage. This implies a long-term degeneration of the automotive industry in Europe and the U.S., a loss of employment and of the capability to develop new technology in sectors besides motor manufacturing of which governments and decision-makers should be aware."

The report, compiled by a team under Prof. Krish Bhaskar, addresses itself to what it calls "the single most important factor in the recent history and future development of the world motor industry — the rise of Japanese vehicle manufacturers." By listing the individual companies' plans, the magnitude of the impact is illustrated.

The so-called Japanese problem has not gone away, and auto industry and national policy-makers cannot afford to be complacent, says Bhaskar.

The report aims to show that the Japanese have the need and ability to take their sales and manufacturing expansion in Europe and the U.S. into a new phase over the next decade. This new phase will represent a new dimension in companies' strategies, involving increased overseas investments, collaboration and reorientation of product ranges.

It looks at the Japanese makers' domestic environment, their relations with suppliers, other manufacturers and financial institutions. It examines their sales development in the U.S. and Europe, and the logic behind the current investments there.

The principal motivating factors, it believes, are "the fear of a protectionist backlash, the desire to preserve a cost advantage over Western producers in the face of the powerful effects of exchange-rate fluctuations on profits, and the need to reduce dependence on revenue from the U.S. (which is said to generate between 75 and 90 percent of the gross profits of Japanese car makers) by increasing sales and profits elsewhere."

The known U.S. assembly facilities, by Nissan, Honda, Toyota, Mazda and Mitsubishi, will add more than 1 million to capacity there. Together with collaborative agreements and marketing ties with built-up Japanese cars sold through local producers, it will give Japan a three-pronged attack on the country.

The task facing the Japanese in Europe will be more complex because of the differing national attitudes to import restrictions, pricing, safety and pollution regulations, taxation, taste and languages. The cost will be higher and the rewards slower, but the Japanese cannot afford to ignore the European market if they are to reduce their dependence on the U.S., the authors believe. ■

OVERSEAS REGISTRATIONS

ITALY
Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	112,909	120,383
Austin Rover	24,456	20,641
BMW	21,028	27,236
Ferrari	716	641
Fiat Auto	912,414	888,192
Fiat	747,139	747,443
Lancia/ Autobianchi	165,275	140,749
Ford	69,335	73,421
GM-Opel	58,204	52,732
Innocenti	14,462	17,297
Maserati	4,124	2,812
Mercedes-Benz	20,030	15,010
Peugeot SA	117,927	108,784
Citroen	61,357	50,828
Peugeot/Talbot	56,570	50,828
Porsche	869	1,003
Renault	175,052	146,455
Saab	2,400	1,995
Seat	37,089	31,191
VW-Audi Group	146,366	95,980
Audi	17,549	17,117
Volkswagen	128,549	78,863
Volvo	17,610	21,155
Others	11,877	10,590
Total	1,746,868	1,635,518

FINLAND
Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	194	145
BMW	2,651	2,508
Daihatsu	929	829
Fiat Auto	6,325	6,539
Ford	10,957	11,203
FSO	441	189
GM-Opel	12,998	10,755
Isuzu	143	116
Lada	11,620	11,483
Mazda	8,481	8,575
Mercedes-Benz	3,054	2,741
Mitsubishi	5,629	4,863
Nissan	15,388	14,860
Peugeot SA	7,591	8,576
Citroen	1,867	1,389
Peugeot/Talbot	5,724	7,187
Porsche	14	8
Renault	1,086	906
Saab	6,774	6,509
Seat	943	0
Skoda	2,174	2,731
Subaru	341	186
Suzuki	1,602	1,771
Toyota	17,010	12,947
VW-Audi Group	10,309	7,897
Audi	1,897	1,550
Volkswagen	8,412	6,347
Volvo	7,313	6,046
Wartburg	398	493
Others	63	220
Total	138,272	126,995

UNITED KINGDOM
Cars

	3 mos., 1986	3 mos., 1985
Alfa Romeo	677	897
BL	85,787	90,786
Austin Rover	84,526	89,773
Range Rover	1,261	1,013
BMW	10,763	9,688
Daihatsu	1,465	1,326
Fiat Auto	16,134	13,999
Ford	130,834	131,423
FSO	1,191	1,527
GM-Vauxhall	83,321	92,673
Honda	4,525	3,952
Hyundai	1,375	1,235
Jaguar	2,246	2,453
Lada	4,336	3,346
Lotus	145	174
Mazda	4,916	3,974
Mercedes-Benz	5,473	5,494
Mitsubishi	3,145	3,493
Nissan	20,730	19,459
Panther	9	21
Peugeot SA	31,472	28,659
Citroen	9,658	7,323
Peugeot/Talbot	21,814	21,336
Reliant	60	58
Renault	18,822	21,059
Rolls-Royce	260	203
Saab	2,591	2,333
Seat	1,412	0
Skoda	2,546	2,139
Subaru	812	678
Suzuki	1,194	1,157
Toyota	7,946	7,753
VW-Audi Group	31,580	31,671
Volvo	19,692	18,275
Zastava	1,957	1,887
Others	1,576	1,429
Total	498,992	503,151

SWEDEN
Cars

	3 mos., 1986	3 mos., 1985
Alfa Romeo	210	312
BMW	1,025	939
Daihatsu	339	203
Fiat Auto	1,544	1,575
Ford	6,340	7,933
GM-Opel	5,694	7,624
Honda	1,042	897
Lada	330	322
Mazda	2,750	2,576
Mercedes-Benz	1,974	2,247
Mitsubishi	544	543
Nissan	3,615	1,935
Peugeot SA	1,414	1,776
Citroen	612	736
Peugeot/Talbot	802	1,040
Porsche	92	55
Renault	654	426
Saab	6,779	7,694
Skoda	35	106
Subaru	316	364
Suzuki	183	137
Toyota	2,725	2,857
VW-Audi Group	7,488	7,004
Audi	2,500	2,768
Volkswagen	4,988	4,236
Volvo	15,179	18,179
Others	6	12
Total	60,278	65,716

WEST GERMANY
Cars

	2 mos., 1986	2 mos., 1985
Alfa Romeo	830	1,467
Austin Rover	1,570	1,248
Bertone	33	43
BMW	20,920	18,653
Daihatsu	1,606	911
Fiat Auto	20,811	17,497
Ford	43,429	32,618
GM-Opel	58,879	51,873
Honda	5,848	3,764
Isuzu	909	756
Jaguar	276	372
Lada	1,426	1,175
Mazda	11,211	8,148
Mercedes-Benz	48,753	43,911
Mitsubishi	7,779	6,011
Nissan	10,377	7,220
Peugeot SA	20,676	12,314
Citroen	7,507	5,071
Peugeot/Talbot	13,169	7,243
Porsche	1,695	1,724
Renault	13,418	10,792
Saab	619	581
Seat	591	494
Skoda	406	236
Subaru	2,519	2,035
Suzuki	3,064	3,213
Toyota	11,700	7,790
VW-Audi Group	104,498	88,482
Audi	19,699	19,039
Volkswagen	84,790	69,443
Volvo	2,636	1,734
Others	328	342
Total	396,798	325,404

AUSTRIA
Cars

	2 mos., 1986	2 mos., 1985
Alfa Romeo	328	427
Austin Rover	39	22
BMW	1,207	1,124
Daihatsu	171	81
Fiat Auto	2,180	2,055
Ford	2,626	3,401
GM-Opel	4,249	5,103
Honda	742	455
Lada	169	206
Mazda	2,824	2,396
Mercedes-Benz	1,295	1,269
Mitsubishi	593	683
Nissan	1,442	1,523
Peugeot SA	2,010	2,208
Citroen	954	1,116
Peugeot/Talbot	1,056	1,092
Porsche	68	61
Renault	1,306	1,563
Saab	49	39
Seat	195	104
Skoda	106	122
Subaru	675	617
Suzuki	104	167
Toyota	2,130	1,396
VW-Audi Group	6,288	6,760
Audi	1,105	1,851
Volkswagen	5,183	4,909
Volvo	497	492
Others	6	42
Total	31,299	32,316

DENMARK
Cars

	2 mos., 1986	2 mos., 1985
Alfa Romeo	100	22
BMW	534	497
Dacia	65	90
Daihatsu	588	240
Fiat Auto	1,422	1,147
Ford	3,287	3,773
FSO	160	272
GM-Opel	5,281	3,949
Honda	345	240
Lada	456	454
Mazda	2,799	1,941
Mercedes-Benz	195	148
Mitsubishi	552	359
Nissan	1,156	974
Peugeot SA	2,001	1,274
Citroen	1,407	869
Peugeot/Talbot	594	405
Renault	169	216
Saab	454	329
Seat	134	0
Skoda	485	566
Subaru	75	8
Suzuki	38	78
Toyota	3,331	2,619
VW-Audi Group	2,192	1,468
Audi	186	124
Volkswagen	2,006	1,344
Volvo	1,028	942
Wartburg	99	213
Zastava	235	253
Others	51	6
Total	27,098	22,130

IRELAND
Cars

	2 mos., 1986	2 mos., 1985
Alfa Romeo	15	31
Austin Rover	609	611
BMW	123	115
Daihatsu	143	0
Fiat Auto	922	677
Ford	1,561	2,556
GM-Opel	1,571	1,902
Honda	200	55
Mitsubishi	425	51
Nissan	1,470	1,405
Peugeot SA	410	448
Citroen	111	95
Peugeot/Talbot	299	353
Renault	668	1,126
Subaru	100	3
Suzuki	198	34
Toyota	2,380	2,560
VW-Audi/Mazda/ Mercedes-Benz	2,236	1,495
Volvo	217	234
Others	303	109
Total	13,551	13,412

SPAIN
Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	1,818	1,346
Austin Rover	4,317	2,344
BMW	4,683	3,191
Fiat Auto	7,397	4,091
Ford	76,829	73,578
GM-Opel	68,824	42,992
Mercedes-Benz	4,670	1,521
Nissan	994	109
Peugeot SA	102,493	102,328
Citroen	32,755	37,844
Peugeot/Talbot	69,738	64,484
Porsche	232	87
Renault	170,906	146,152
Saab	303	92
Seat	72,445	82,040
Skoda	725	287
Toyota	1,561	1,075
VW-Audi	49,017	27,763
Volvo	1,888	1,505
Trabant	330	61
Others	2,820	4,235
Total	572,306	493,890

OVERSEAS PRODUCTION

THE NETHERLANDS
Cars

	12 mos., 1985	12 mos., 1984
Volvo	108,083	108,598

Vans, trucks, buses

Bova	173	175
Daf	13,638	12,984
Den Oudsten	0	19
FTF	13	28
Ginaf	50	21
Scania	6,641	6,906
Terberg	129	142
Volvo	245	248
Total	20,889	20,523
Total vehicles	128,972	129,121

Benton quits Anglo American post

By Jenny L. King
Detroit Reporter

Growth plans are proceeding on schedule at one of the largest wholesale auto auctions in the U.S., despite the resignation of its chairman.

William P. Benton, chairman of Anglo American Auto Auctions, Inc., quietly left his post at the end of January after less than two years with the British-based company.

Benton, a former Ford Motor Co. vice president, had been instrumental in forming Sandgate Corp., with All-State Vehicles, Inc., and Anglo American Auto Auctions, Inc., as subsidiaries.

Benton remains a member of the board. The posh Bloomfield Hills (Mich.) office he occupied has been closed.

Michael Richardson, Anglo American president and chief executive, said only that Benton's activity in Anglo American was limited. Richardson said Benton was hired in England by David Wickins, head of British Car Auction Group plc, which was Anglo's parent.

Along with consolidation and fleet management programs, Benton was "occupied with Lotus, which we sold—a good move for us, I think," Richardson said from his Nashville office.

"If the premise is that Bill Benton got fed up with Anglo and that the company is not as well off without him, that is totally false," Richardson added.

Richardson, who has directed Anglo American's meteoric growth in the U.S. since 1982, said the company is studying the business of truck auctions. With 12 auto auctions in the fold, Anglo opened its first truck venture at its Taylor (Mich.) site last December for the sale of heavy trucks, trailers and equipment.

The new-truck market appears to be slumping, he said, indicating an opportunity to deal in used heavy equipment and trucks.

The situation differs from cars in several respects. There are fewer buyers, prices—and profits—are higher per vehicle, and turnover is slower since trucks last longer than cars. In addition, storage and transportation must be handled differently.

Anglo American, which sells as many as 10,000 cars a week, may be experimenting with trucks, but it will never move into retail auto auctions, Richardson said. "I'm often asked the question because there are retail auctions in England," he said.

"There is no point in selling to retail customers," he continued. "To the buyer who is not knowledgeable, cars at auction appear cheap. If something happens after the purchase, you know whom they'll blame.

"Dealers know what to expect, what has to be done (with cars). Our warranties necessarily are short-term."

Strap-Eze

Strap-Eze Corp., Riverdale, N.Y., introduces Strap-Eze, a cushioned pad designed to make seat belts more comfortable. The hand-washable pad can be positioned on the shoulder or neck once the seat belt is secured, the company said.

auction directory

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
April 30—End of the Month Sale! Clear the decks. Get ready for May Sale.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612 / 546-2403
The Auction with the Action!!

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday-11 A.M. Pickup service.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

MICHIGAN

WEDNESDAY 11:00 a.m.
AccuSafe Odometer Protection
BUY and SELL
With Complete Confidence
4 LANES
• Since 1953
• I-475 to Stewart Ave. exit
• Ultra-Modern Facilities
• Guaranteed Titles
• Auction Checks
• Airport Pick-up
• Truck fleet for Quick Pick-up and Delivery
Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

factories list auction dates

American Motors

April 29—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

April 30—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid States Auto Auction, South Bend

May 1—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 2—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

April 29—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

April 30—Butler Auto Auction, Gibsonia, Pa.; Boaz Auto Auction, Sand Mountain, Ala.; Minneapolis Auto Auction, Minneapolis; Southwest Auto Auction, Phoenix, and Denver Auto Auction, Denver

May 1—Northway Exchange, Inc., Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 6—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 7—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

May 8—Fredericksburg Auto Auction, Fredericksburg, Va., and Indianapolis Auto Auction, Indianapolis

May 9—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 29—Harrisonburg Auto Auction, Harrisonburg, Va.

April 30—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

May 1—Nasville Auto Auction, Nashville

General Motors

April 29—Dallas Auto Auction, Grand Prairie, Tex.

April 30—Hatfield Auto Auction, Hatfield, Pa.

May 1—Aptco Auto Auction, Taylor, Mich.; Florida Auto Auction of Orlando, Ocoee, Fla.

May 6—166 Auto Auction, Springfield Mo., and Denver Auto Auction, Englewood, Colo.

May 7—Brasher's Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 8—Nashville Auto Auction, Nashville

May 13—South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, East Windsor, Conn.

Used Car Sales
Auction Averages

April to date	$5,076
Month ago	$4,899
Year ago	$4,957

Model Breakdown
Auction Averages

	APR. 1986	MAR. 1986	FEB. 1986
1986	$11,351	$10,173	$10,059
1985	$8,835	$8,774	$8,655
1984	$6,352	$6,248	$6,158
1983	$5,491	$5,370	$5,232
1982	$4,302	$4,213	$4,089
1981	$3,449	$3,382	$3,302
1980	$2,494	$2,477	$2,478
1979	$2,216	$2,246	$2,348
Overall Average	$5,076	$4,932	$4,811

Insurance cut for sober drivers

By John A. Russell
New York Staff Writer

NEW YORK—Sentry Insurance has introduced an automotive insurance policy which rewards persons for not driving while intoxicated. If the policyholder remains claim-free for five years, the company will refund 50 percent of one year's premium annually.

There are strict guidelines to this coverage, called the "Payback Policy." The policyholder must have a clean driving record for the past three years and he/she must sign an agreement forfeiting collision and uninsured-motorist coverage if he/she is involved in an accident while legally intoxicated.

The policy was introduced in New York and Madison, Wis., recently. Sentry Chairman Larry Ballard said, "We think this is the first policy to offer people a meaningful financial incentive to drink and drive responsibly."

According to a Sentry spokesperson, the policy will be offered in Wisconsin initially and will be extended to about 21 states after the required state approvals are obtained. Since each state has its own insurance regulations, the spokesperson said it is doubtful that this type of program would be available in all states.

Under the policy agreement, the "first-party" coverage—the person who actually purchases the Sentry plan—is waived only if the driver is legally intoxicated and is involved in an accident or makes a claim. The intoxication level may vary from state to state, but in Wisconsin and many other states, it is a blood alcohol content of 0.10 percent

However, all liability claims are covered under the program.

The only coverages the policyholder waives are collision; rental expense; uninsured motorist insurance (beyond required financial responsibility limits); auto liability insurance, which is an optional coverage that pays a weekly benefit is the disability resulted directly from an injury caused by a car accident, and accidental death.

Under the program, if a motorist remains claim-free after five years, Sentry will pay 50 percent of the first year's premium to the policyholder. Those payments will continue as long as the person remains claim-free.

General Electric acquires Bay Cities Auto Auction

FREMONT, Calif.—Bay Cities Auto Auction here has been acquired by General Electric Credit Corp. through its Auto Financial Services Operations.

Bay Cities joins three other auctions, all purchased within the past year, in AFSO's auction group, General Electric Credit Auto Auction. Bay Cities will relocate to a 48-acre, eight-lane facility in Hayward late this year.

Lamont appointed

WESTLAKE, VILLAGE, Calif.—Dennis D. Lamont has been appointed president of Security Pacific Credit Corp., which provides retail sales financing and leasing programs for automobile dealers and manufacturers.

Production

'86 auto build loses more ground

With production cuts taking their toll last week, the year's domestic auto output fell farther behind 1985's.

So far this year, 2,768,353 cars have been assembled, 3.76 percent below the 2,876,528 assembled last year at this point.

Last week's targeted production of 165,609 cars was 1.93 percent more than the previous week's 162,475, but it was 7.98 percent below the year-ago week's 179,980.

The prior week's build was the lowest production of any full work week this year.

Estimated production last week was split this way: General Motors, 54.70 percent; Ford Motor Co., 24.13 percent; Chrysler Corp., 14.61 percent; Honda of America Mfg. Co., 2.29 percent; New United Motor Mfg., Inc., 1.85 percent; American Motors, 1.21 percent, and Volkswagen of America, 1.21 percent.

Nissan's car line in Smyrna, Tenn., remains down for model changeover to the new four-door Sentra.

AMC's Kenosha plant resumed production last week (April 21) after being idle for inventory adjustment.

GM's Fiero plant in Pontiac is scheduled to resume output today (April 28).

The plant had been down one week for inventory adjustment, affecting 1,450 workers.

GM's temporary layoffs now total 8,700.

Ford has slated daily overtime this week at all of its plants.

Saturday overtime (May 3) is scheduled at Ford's plant in Wayne, Mich.

Chrysler slated overtime Saturday (April 26) as well as daily overtime this week at its Belvidere (Ill.) plant.

Chrysler may review need for another truck plant

By Mary Connelly
Detroit Reporter

Chrysler Corp. may review the need for an additional plant for pickup truck assembly, according to its chief manufacturing executive.

Richard E. Dauch, executive vice president—manufacturing, said Chrysler's sales ratio of trucks to cars is increasing. He raised the possibility that truck production could be boosted by integrating truck and car assembly in one plant.

"I think we need to be reviewing a vehicle assembly plant as a second assembly plant for pickup trucks," Dauch told the Detroit Auto Writers Group.

"The ratio of trucks to cars is continuing to grow. There is a good margin and we have an excellent reputation of being good truck producers.

"Chrysler was a strong truck company in its heyday. Then we had a weaker market and difficult times in the past and we neglected our truck business. Now, we're back into trucks 100 percent."

Dauch said the aging Jefferson Avenue assembly plant in Detroit, which has no product scheduled after the 1987 model year, is a potential candidate for truck or car production but not a mixed-volume line.

Currently, Chrysler pickups are produced at the Dodge City plant in Warren, Mich., which has recently resumed production after a $500 million modernization project. On May 8, Chrysler will mark the formal production launch of the new 1987 mid-sized Dodge Dakota pickup which is being assembled at the plant along with the present line of full-sized pickups.

Dauch spoke about trucks as he detailed Chrysler's constrained production capacity. Assembly plants are currently running at 118 percent of straight-time capacity, he said.

Because of the constrained domestic capacity, Chrysler's Mexican plants will get "good utilization," Dauch said.

The car assembly plant in Toluca, Mexico, is being upgraded, and line speed will be increased from 30 to 35 units an hour. It will supply about 40 percent of the volume of Chrysler's 1987 intermediate J-coupe, Dauch said.

"This also gives us flexibility so we have more than one source for this very important image car," he said.

The domestic source will be the St. Louis I assembly plant. Production is expected to begin in October.

"The number one priority for Chrysler in vehicle assembly capacity is to decide in three or four months the question of Jefferson's future," Dauch said. "We are hopeful we can work out a business equation that is good for everybody."

Dauch said that even if Jefferson continues in operation, there is "a potentially strong need for a vehicle assembly plant in addition to that. Then (the question is) would it be car or truck or would it be a mixture of volume."

He continued, "It's not wise to run vehicle assembly plants consistently at the rates we have in the last 2½ or three years. One hundred eighteen percent is just too much utilization of your vehicle assembly capacity."

Dauch also said Chrysler is working to increase its in-house production of stampings. Presently, 25 percent of the stamping work is handled outside the company, he said, and the goal is to reduce that to 7 to 8 percent.

Truck production holding steady

Last week's scheduled domestic truck production of 75,346 units was about the same as (0.68 percent below) the previous week's 75,864 and 3.29 percent more than the year-ago week's 72,947.

Year-to-date, 1,178,737 trucks have been completed, 5.07 percent more than the 1,121,905 assembled at this time last year.

Kenworth Truck Co.'s Kansas City plant will close indefinitely Wednesday (April 30).

A spokesman for PACCAR, Kenworth's parent firm, said the shutdown is due to overcapacity in Class 8 truck production in North America.

General Motors slated Saturday (April 26) overtime at its Janesville (Wis.) and Detroit plants.

Ford Motor Co. has scheduled daily overtime at all of its truck plants this week (April 28).

Ford's Twin Cities and Norfolk plants are slated for overtime Saturday (May 3).

Canadian output climbs to 25,670

Canadian auto makers scheduled production of 25,670 units last week, 1.02 percent more than the previous week's 25,412 and 7.43 percent above the year-ago week's 23,894.

So far this year, 375,902 cars have been built, 13.88 percent more than the 330,077 assembled last year at this point.

The makers targeted production of 19,428 trucks last week, 1.07 percent below the previous week's 19,639 but 2.84 percent more than the year-ago week's 18,892.

Year-to-date, 312,573 trucks have been assembled, 3.99 percent more than the 300,577 completed last year at this time.

CANADIAN CAR	Week Ended April 26, 1986	Week Ended April 27, 1985	Week Ended April 19, 1986	April to Date	Jan. 1, to April 27, 1985	Jan. 1, to April 26, 1986
AMERICAN MOTORS	120	0	116	437	3,898	2,013
FORD MOTOR	11,645	10,785	11,401	43,494	164,020	184,651
GENERAL MOTORS	13,680	12,884	13,670	51,602	158,520	185,667
VOLVO	225	225	225	855	3,639	3,571
Total Cars, Canada	25,670	23,894	25,412	96,388	330,077	375,902

U.S. TRUCK☆	Week Ended April 26, 1986	Week Ended April 27, 1985	Week Ended April 19, 1986	April to Date	Jan. 1, to April 27, 1985	Jan. 1, to April 26, 1986
CHEVROLET	23,086	24,736	23,270	86,230	378,712	408,901
DODGE	1,700	4,557	1,572	4,820	68,653	5,094
FORD	31,641	25,955	32,902	115,102	400,152	483,000
GMC	7,626	8,694	7,704	28,417	114,039	121,862
NAVISTAR	1,605	1,799	1,603	6,097	26,793	24,900
JEEP	3,850	4,100	3,446	9,890	65,860	66,691
NISSAN	3,788	1,334	3,317	11,573	36,160	30,467
AM GENERAL*	50	50	50	190	820	822
MISCELLANEOUS*	2,000	1,720	2,000	7,920	30,716	37,000
Total Trucks, U.S.	75,346	72,947	75,864	270,240	1,121,905	1,178,737

CANADIAN TRUCK	Week Ended April 26, 1986	Week Ended April 27, 1985	Week Ended April 19, 1986	April to Date	Jan. 1, to April 27, 1985	Jan. 1, to April 26, 1986
AMERICAN MOTORS	816	0	890	3,339	0	5,768
CHRYSLER	8,624	8,885	8,757	31,919	139,316	145,106
FORD	3,648	3,670	3,594	13,810	59,582	58,193
GENERAL MOTORS	6,120	6,067	6,159	23,262	97,706	100,262
NAVISTAR	220	270	239	870	3,973	3,244
Total Trucks, Canada	19,428	18,892	19,639	73,200	300,577	312,573
N. American Trucks	94,774	91,839	95,503	343,440	1,422,482	1,491,310

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended April 26, 1986	Week Ended April 27, 1985	Week Ended April 19, 1986	April to Date	Jan. 1, to April 27, 1985	Jan. 1, to April 26, 1986
AMERICAN MOTORS	2,000	3,594	0	4,010	32,819	16,563
Renault Total	2,000	3,594	0	4,010	32,819	16,563
Alliance	1,700	2,240	0	3,410	19,373	14,421
Encore	300	1,354	0	600	13,446	2,142
CHRYSLER CORP.	24,200	31,000	25,174	96,346	452,400	474,353
Plymouth Total	8,000	9,318	8,018	28,053	132,236	132,866
Horizon	3,500	3,660	3,453	11,162	46,256	50,125
Reliant	3,100	4,306	3,263	11,643	60,536	58,181
Caravelle	900	980	979	3,577	19,030	19,337
Gran Fury	500	372	323	1,671	6,414	5,223
Chrysler Total	6,700	9,392	7,188	30,881	149,416	166,291
LeBaron	2,000	1,963	2,172	7,660	38,016	40,268
LeBaron GTS	0	2,460	0	4,317	29,929	26,930
Laser	900	1,255	915	3,350	17,184	18,512
New Yorker/E-Class	1,400	1,528	1,479	5,311	24,759	33,320
Fifth Avenue	2,400	2,186	2,622	10,244	39,528	47,261
Dodge Total	9,500	12,290	9,968	37,412	170,748	175,196
Omni	3,700	3,645	3,311	11,120	49,074	50,884
Aries	2,200	3,393	2,483	8,749	47,623	42,900
Daytona	1,100	936	1,289	4,414	15,246	17,212
Dodge 600	1,800	1,358	1,970	6,941	24,642	28,950
Lancer	0	1,895	0	2,951	22,671	24,637
Diplomat	700	1,063	915	3,236	11,492	10,613
FORD MOTOR	39,966	37,252	40,331	148,702	593,642	601,892
Ford Division	27,481	24,761	27,926	101,689	392,330	410,593
Escort	8,272	7,021	9,165	31,628	103,120	133,305
Mustang	4,210	2,981	4,208	15,222	59,110	66,213
LTD	0	6,151	0	0	83,050	0
Taurus	7,245	0	6,805	27,229	0	85,669
Thunderbird	3,651	4,533	3,653	12,673	72,815	57,330
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,103	4,075	4,095	14,936	63,275	68,076
L-M Division	12,485	12,491	12,405	47,012	201,312	191,299
Mercury Total	8,795	9,070	8,715	32,999	144,082	129,689
Lynx	1,178	2,272	1,349	4,526	24,963	21,632
Capri	380	330	388	1,387	6,611	5,827
Marquis	0	2,949	0	0	40,688	0
Sable	3,465	0	3,240	12,990	0	41,096
Cougar	2,431	2,445	2,403	9,253	46,749	39,631
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,341	1,074	1,335	4,843	20,338	21,503
Lincoln Total	3,690	3,421	3,690	14,014	57,230	61,510
Continental	414	621	414	1,566	10,367	7,000
Lincoln	2,768	2,423	2,768	10,512	40,538	46,217
Mark VII	508	377	508	1,936	6,325	8,393
GENERAL MOTORS	90,573	102,196	88,133	330,850	1,705,378	1,506,525
Buick Total	17,258	22,374	16,797	59,610	334,987	246,039
Skylark (X-car)	0	2,460	0	0	39,209	0
Skyhawk	1,867	2,012	1,913	6,919	35,511	29,325
Somerset/Skylark	2,508	2,043	2,456	8,817	43,598	33,077
Century	6,021	6,360	5,796	21,159	78,723	82,600
Regal	1,379	2,979	1,371	4,160	37,091	15,896
Wagon/LeSabre (rwd)	285	3,095	251	1,045	47,063	4,530
LeSabre	2,930	0	2,897	9,682	0	35,137
Riviera	703	1,418	618	2,255	22,158	7,221
Electra	1,565	2,007	1,495	5,574	31,634	38,253
Cadillac Total	7,843	7,271	7,212	26,104	128,979	103,459
Cimarron	630	538	568	2,232	9,850	8,701
Seville	669	791	552	2,106	14,614	5,853
Eldorado	669	1,480	571	2,111	27,001	7,273
Cadillac (rwd)	2,040	1,179	1,898	7,143	18,907	27,801
DeVille (fwd)	3,835	3,283	3,623	12,512	58,607	53,831
Chevrolet Total	27,940	34,969	24,434	98,221	593,807	490,255
Chevette	2,415	3,680	2,542	8,896	53,945	40,902
Cavalier	8,669	10,030	7,622	29,511	164,392	143,181
Celebrity	5,194	5,806	5,380	19,875	99,192	101,728
Camaro	4,970	4,799	3,065	15,955	78,361	72,189
Citation	0	1,606	0	0	27,491	0
Monte Carlo	2,287	3,838	2,148	8,089	54,621	39,869
Chevrolet	3,765	4,284	3,145	13,438	101,257	83,537
Corvette	640	946	532	2,458	14,548	8,849
Oldsmobile Total	21,453	26,235	22,300	82,516	428,288	387,050
Firenza	669	1,305	1,329	4,158	25,767	18,173
Cutlass Supreme	2,641	5,292	2,632	11,318	71,402	65,239
Cutlass Ciera	4,405	7,476	4,903	17,262	130,025	93,839
88 (rwd)	360	5,836	333	1,270	81,567	7,605
88 (fwd)	8,615	0	8,400	30,890	0	107,269
Olds 98	1,827	3,091	1,980	7,728	48,712	43,269
Calais	2,292	2,613	2,277	8,115	55,182	46,322
Toronado	644	622	446	1,775	15,633	5,334
Pontiac Total	16,079	11,327	17,390	64,398	219,317	279,722
Acadian**	0	239	435	1,344	4,826	4,899
2000 Sunbird	2,945	2,128	2,953	10,815	46,424	47,344
1000	1,410	398	828	3,817	10,549	9,122
Firebird	2,650	2,224	1,617	8,529	42,077	38,607
6000	2,784	1,212	3,229	11,017	11,952	51,182
Parisienne	1,490	986	1,209	5,401	22,881	28,587
Fiero	0	2,097	2,285	5,950	38,570	27,020
Grand Am	4,800	2,043	4,794	17,526	42,038	72,961
HONDA	3,800	2,950	3,757	14,357	54,764	60,176
NISSAN	0	557	0	0	2,080	21,517
NUMMI*	3,070	455	3,070	11,666	2,605	58,708
VOLKSWAGEN	2,000	1,976	2,010	7,136	32,840	28,619
Total Cars, U.S.	165,609	179,980	162,475	613,065	2,876,528	2,768,353
Total Cars, Canada	25,670	23,894	25,412	96,388	330,077	375,902
N. American Cars	191,279	203,874	187,887	709,454	3,206,605	3,144,255
N. American Trucks	94,774	91,839	95,503	343,440	1,422,482	1,491,310
North American Cars and Trucks	286,053	295,713	283,390	1,052,894	4,629,087	4,635,565

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2703-1

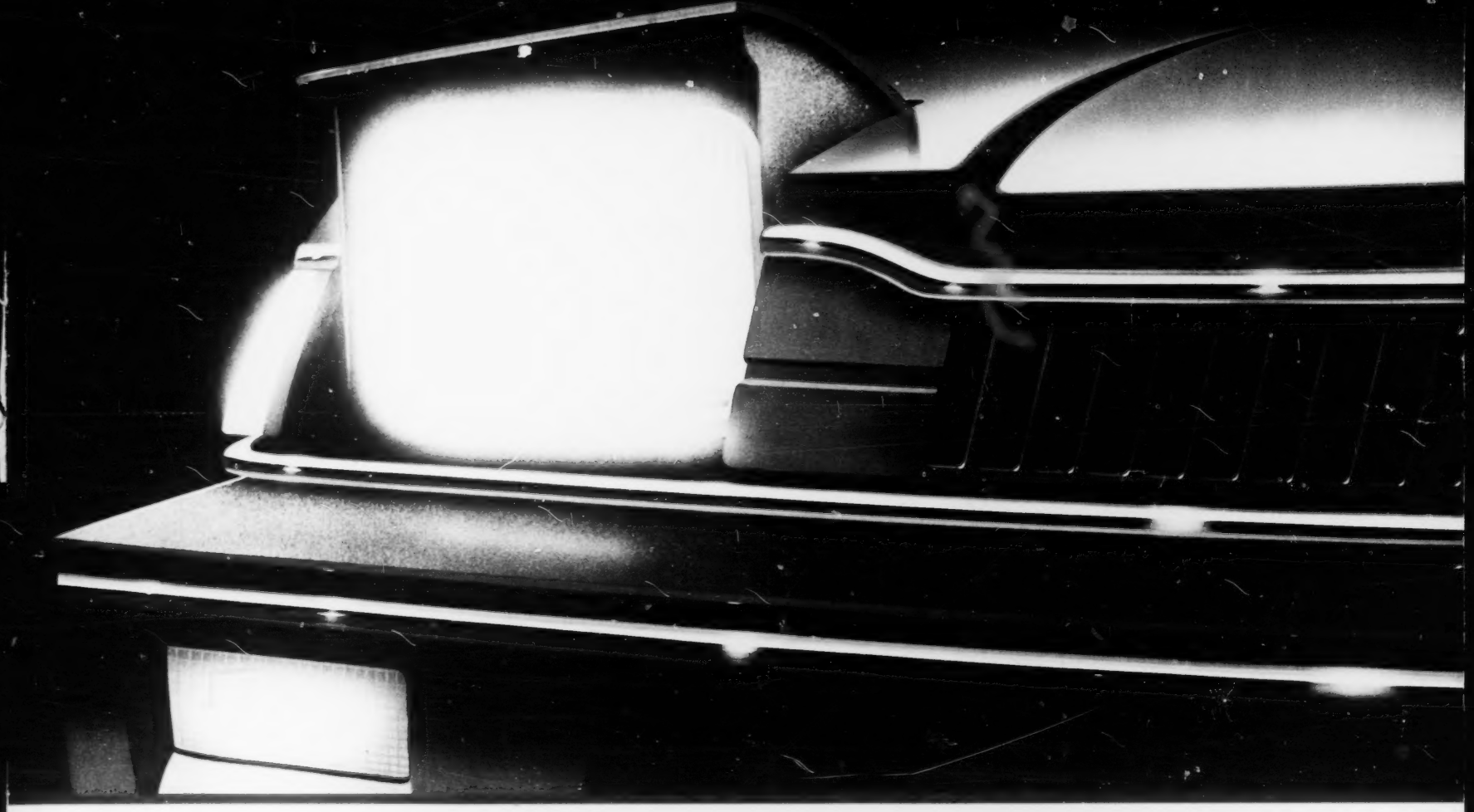
Automotive News®

April 30, 1986

© Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

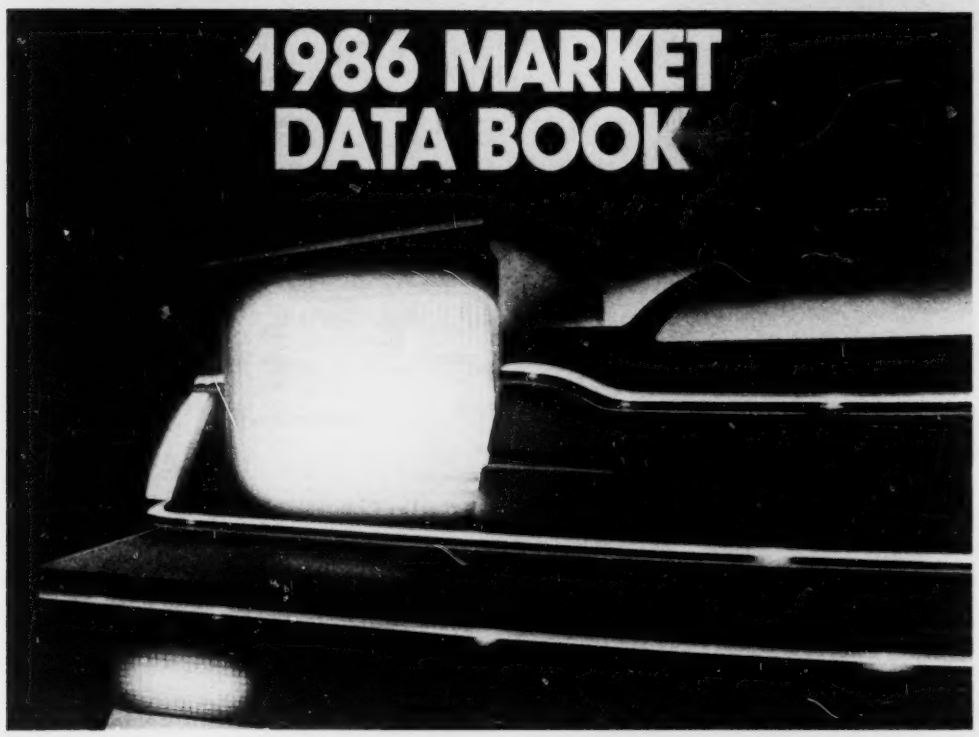
61st year—$50.00 per year; this issue $25.00 per copy

1986 MARKET DATA BOOK



PRODUCTION ■ SUPPLIERS
PRICES ■ PRODUCTS/SPECIFICATIONS
MANUFACTURERS ■ DEALERS
DIRECTORIES ■ OPTIONS/EQUIPMENT
SALES/REGISTRATIONS ■ ET CETERA

1986 MARKET DATA BOOK



COVER ILLUSTRATION BY DAVID N. FRASER

PRODUCTION 3

The U.S. wasn't the only country whose auto makers posted production gains last year. Here are the global totals.

SALES/ REGISTRATIONS 19

When 1985 sales figures were tallied, all domestic auto makers heaved a tremendous sigh of satisfaction — except for AMC.

PRODUCTS/ SPECIFICATIONS 37

Need to know the wheelbase of an '86 Chevette diesel? How about a Maserati Quattroporte? We've got those and more.

PRICES 53

Here are all the prices: Domestic and import auto prices, average new-car selling prices, and more.

OPTIONS/ EQUIPMENT 59

Installation of amenities like AM/FM cassette stereos, power equipment and rear window defrosters continues to rise.

MANUFACTURERS 71

A list of overseas vehicle makers and their addresses, along with 1985 financial highlights for the U.S. Big Three.

DEALERS 75

The number of new-car retail outlets in the U.S. rose last year — but that's because the import-dealer population exploded.

SUPPLIERS 79

The U.S. motor vehicle and parts manufacturing industry last year operated at its highest capacity since 1978.

DIRECTORIES 83

Who's who in the auto industry ■ Roster of auto firms and executives ■ 1986 dealer buyers' guide.

ET CETERA 203

Import model count ■ Auto industry advertising data ■ Car and truck scrappage ■ Domestic and import car inventories.

INDEX 208

A handy guide to what's inside the 1986 Market Data Book Issue, by subject.

Automotive News

The weekly newspaper of the industry

Established in 1925

Published every Monday by Crain Automotive Group, Inc., a Division of CRAIN COMMUNICATIONS, INC.
DETROIT, MICH. 48207

Cable Address—TWX 810-221-5122 AUTNEW DET
1400 Woodbridge Ave. Telephone 313-446-6000

NEW YORK	WASHINGTON	LOS ANGELES	CHICAGO	AKRON
10017	20004	90048	60611	44313
220 E. 42nd St.	814 Nat'l. Press Bldg.	6404 Wilshire Blvd.	740 Rush St.	34 North Hawkins Avenue
212-210-0100	202-662-7200	213-651-3710	312-649-5256	216-836-9180

CRAIN AUTOMOTIVE GROUP, INC., A Division of CRAIN COMMUNICATIONS, INC.

Mrs G. D. Crain Jr.—Chairman; S. R. Bernstein—Chairman Executive Committee; Keith E. Crain—Vice Chairman; Rance Crain—President; M. K. Crain—Treasurer; M. P. Crain—Secretary William Morrow—Sr. Vice President; H. L. Stevenson—Corporate Editor

ABP

EDITORIAL

Publisher and Editorial Director: Keith E. Crain

1986 Market Data Book Editors
Al Fleming
Edward Peabody
Scott Miner

Automotive News Editor: Andrew R. McGill
Editor-at-Large: Robert M. Lienert
Senior Editor: John K. Teahen Jr.
Managing Editor: Kathleen Hamilton
News Editor: Mary Beth Mayer
Editorial Staff: Joseph J. Bohn, Kathy Boyer, Mary Connelly, Matt DeLorenzo, Richard Feast, Arthur Flax, Francis J. Gawronski, Richard Johnson, Helen Kahn, Louise Kertesz, Jenny L. King, Michelle Krebs, Edward Lapham, Roger Rowand, John A. Russell, Geoff Sundstrom, Joe Wissens, Dave Zola
Editorial Assistant: Karen Ratkowski
Library Staff: Grace Wilson, Mary Pashenee

ADVERTISING

Director of Marketing: M. Reid MacGuidwin
Detroit: Michael J. Bradley, Anthony J. Merpi
New York: Howard Bradley, Manager; Thomas J. Collins
Chicago: William Gallagher, Manager; James R. Farnan Jr.
West Coast: James S. Mills, Manager
Akron: Edward J. Noonan
England: Paul Dimmock (Intergroup Communications, Inc.)
Japan: Tadashi Mori (Media Sales Japan, Inc.)
Korea: Hak Choi (Total Communications Assoc.)
Promotions: Penelope Geismar, Manager; Maureen McNamara

PRODUCTION

Director: Robert C. Adams
Manager: Diane Carver

COMPOSITION

Systems Manager: Larry Williams
Production Supervisor: Roger Pierce
Production Staff: Jim Abbamonte, Vincent Agius, Larry Bennett, Donald M. Berkseth, John J. Cadariu, Andrew Spanos, Angelo Spanos

61st Year — No. 5125

Automotive News (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge Ave., Detroit, Michigan 48207. Second-class postage is paid at Detroit, MI, and at additional mailing offices.

Postmaster: Send address changes to Automotive News, Circulation Dept., 740 Rush St., Chicago, IL 60611.

PRODUCTION

All points of the globe saw increases in car production for 1985. Especially noticeable were increases in countries down under and in the Far East.

Australia posted the biggest gain of 1985 with a 72-percent increase from the previous year. In the Far East, South Korea wasn't far behind Australia's performance.

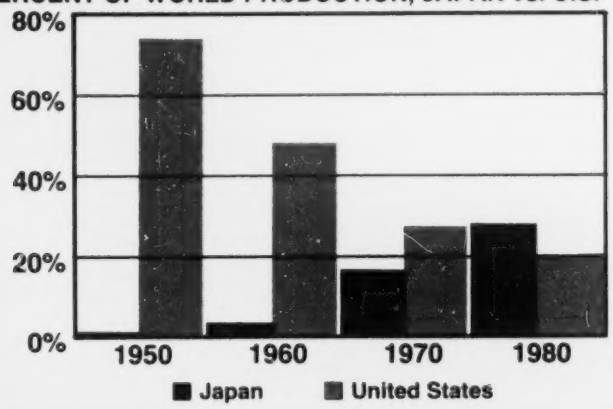
Although Korea's 1985 volume was a small 378,162 units compared with the world's biggest producers, it increased 58.35 percent from 1984. Korea has made steady gains since the mid-'60s.

North America production climbed 6.3 percent in 1985 with Canada reaching an all-time high 1,936,511. The U.S. had a strong showing with 11,671,475 units manufactured in 1985, second only to Japan's 12,271,083 units.

Most of Western Europe showed increases in 1985. Of six Western European countries, four posted gains. France and Italy lost ground to the others. After a slow year in 1984, Spain rebounded in 1985 for a 35-percent increase.

Among the leading manufacturers worldwide, Renault fell behind as Chrysler and Volkswagen moved ahead in 1985. Honda dropped behind Mazda while General Motors, Ford and Toyota continued to command the top three positions. ■

PERCENT OF WORLD PRODUCTION, JAPAN vs. U.S.



12 LEADING MOTOR VEHICLE PRODUCERS WORLDWIDE

	1985	1984	1983	1982	1981
General Motors	8,467,577	8,256,000	7,769,000	6,244,000	6,762,000
Ford Motor Co.	5,550,500	5,584,651	4,934,231	4,267,587	4,402,462
Toyota	3,540,646	3,429,249	3,182,614	3,155,784	3,254,942
Nissan	2,500,088	2,481,686	2,462,436	2,557,269	2,811,580
Volkswagen	2,389,000	2,148,000	2,060,992	2,039,869	2,196,000
Chrysler Corp.	1,926,113	1,887,473	1,338,972	1,006,245	1,082,500
Renault	1,674,549	2,362,300	2,780,816	1,992,985	1,527,000
Fiat	1,631,054	1,409,000	1,441,870	1,335,187	1,364,000
Peugeot-Citroen	1,626,000	1,634,000	1,737,012	1,616,393	1,585,000
Honda	1,363,491	1,304,833	1,087,775	1,020,698	1,045,000
Mazda	1,330,211	1,336,100	1,261,350	1,202,583	1,230,000
Mitsubishi	1,236,351	1,165,500	1,018,403	1,024,243	1,095,000

WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Korea	Mexico	Spain	Sweden	UK	U.S.	USSR	W. Germany	World Total
1985	695,856	961,775	1,936,511	3,016,107	1,572,907	12,271,083	378,162	391,513	1,230,071	461,000	1,311,256	11,671,475	N.A.	4,445,920	____
1984	405,084	831,237	1,877,966	3,062,152	1,594,788	11,392,711	238,807	343,698	909,270	403,940	1,106,337	10,924,077	2,136,400	4,001,273	41,771,874
1983	368,267	694,061	1,523,324	3,335,862	1,575,151	11,055,711	197,876	285,485	1,288,721	396,697	1,289,111	9,512,781	2,094,000	4,083,055	39,749,897
1982	408,570	860,593	1,270,012	3,148,807	1,453,043	10,731,794	163,484	472,637	1,069,507	349,066	1,156,477	6,876,034	2,172,700	4,062,655	36,112,594
1981	391,614	779,836	1,198,416	3,019,370	1,433,743	11,179,962	133,905	597,118	987,474	313,679	1,184,205	7,981,167	2,197,500	3,897,007	37,230,055
1980	364,109	1,165,207	1,373,054	3,378,433	1,611,856	11,042,884	123,135	490,006	1,181,659	298,400	1,312,904	8,010,374	2,199,200	3,878,553	38,513,635
1979	461,468	1,127,966	1,602,369	3,613,458	1,632,289	9,635,546	204,447	444,426	1,122,918	354,820	1,478,512	11,391,867	2,173,200	4,249,725	41,518,599
1978	384,966	1,062,197	1,805,737	3,507,930	1,656,115	9,269,153	156,418	384,128	1,143,831	305,534	1,607,467	12,830,046	2,150,984	4,186,364	42,299,436
1977	452,592	919,242	1,698,904	3,507,881	1,583,917	8,514,522	83,000	280,813	1,129,700	286,091	1,714,020	12,727,243	2,088,369	4,104,216	40,946,772
1976	456,216	985,469	1,640,912	3,402,715	1,596,677	7,841,447	48,292	324,979	866,240	367,780	1,705,506	11,484,169	2,024,660	3,868,089	38,341,012
1975	456,167	929,805	1,446,330	2,861,305	1,458,629	6,941,591	36,264	360,678	814,164	366,753	1,648,399	8,991,091	1,964,056	3,186,208	32,998,363
1974	489,339	858,479	1,481,595	3,462,847	1,772,515	6,551,840	30,290	350,755	837,414	368,359	1,936,685	10,052,265	1,846,000	3,099,777	34,732,826
1973	454,190	729,135	1,587,500	3,569,179	1,957,994	7,082,757	26,314	285,513	822,020	378,042	2,163,941	12,674,613	1,602,000	3,949,065	39,917,733
1972	466,197	608,985	1,459,695	3,328,320	1,839,793	6,294,438	18,648	229,766	695,217	350,989	2,329,430	11,299,236	1,379,000	3,815,982	35,577,783
1971	470,122	516,038	1,372,328	3,010,294	1,817,019	5,810,774	23,002	210,840	532,358	317,295	2,198,146	10,655,574	1,142,700	3,982,722	33,423,579
1970	473,790	416,047	1,157,476	2,750,086	1,854,252	5,289,157	28,819	192,841	536,026	310,887	2,098,498	8,266,718	916,118	3,842,247	29,403,479
1969	451,917	349,519	1,350,708	2,459,072	1,595,951	4,674,932	30,994	165,164	454,571	271,440	2,182,793	10,181,263	844,300	3,604,567	29,809,527
1968	418,307	278,473	1,169,498	2,075,617	1,663,648	4,085,826	17,657	143,478	393,433	244,786	2,225,122	10,797,851	800,900	3,106,958	28,356,002
1967	366,547	225,418	939,635	2,009,672	1,542,669	3,146,486	6,604	126,365	361,637	214,650	1,937,199	8,996,490	728,800	2,482,319	24,022,706
1966	343,929	224,574	896,119	2,024,552	1,365,898	2,286,399	3,430	113,807	340,418	199,910	2,042,354	10,363,418	675,300	3,050,708	24,851,947
1965	407,569	185,187	852,274	1,641,696	1,175,548	1,875,614	141	96,654	228,935	205,717	2,177,261	11,118,020	634,312	2,976,477	24,266,799
1964	411,750	183,707	668,508	1,615,896	1,090,078	1,702,475	249	90,752	178,128	184,184	2,332,376	9,304,403	603,100	2,909,657	21,727,002
1963	374,058	174,191	631,356	1,736,977	1,180,536	1,283,531	1,254	69,135	131,988	167,850	2,011,720	9,108,305	587,012	2,667,896	20,373,248
1962	329,629	191,194	505,187	1,536,133	946,793	990,706	1,777	66,637	100,163	151,568	1,674,530	8,191,494	577,500	2,356,612	17,999,263
1961	231,651	145,584	386,923	1,244,223	759,140	813,879	____	62,563	75,000	131,755	1,464,134	6,650,282	555,330	2,147,825	15,228,245
1960	326,250	133,041	397,739	1,369,210	644,633	481,551	____	49,807	58,209	128,527	1,810,700	7,901,502	523,591	2,055,149	16,488,340
1959	263,592	96,114	367,939	1,283,159	500,784	262,814	____	51,118	56,800	112,394	1,560,427	6,723,204	494,994	1,718,566	13,916,125
1958	241,324	60,983	356,418	1,127,549	403,560	188,303	____	38,955	31,050	91,179	1,365,407	5,114,807	511,074	1,495,256	11,289,036
1957	213,620	30,542	413,577	927,956	351,815	181,977	____	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,232	12,399,816
1956	204,176	____	471,350	827,079	315,802	111,066	____	39,387	4,500	57,274	1,004,544	6,905,458	464,632	1,075,619	11,675,203
1955	218,004	____	452,114	725,061	268,766	68,932	____	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,742	13,628,103
1954	200,605	____	352,109	600,040	216,715	70,073	____	33,380	620	44,735	1,037,879	6,536,729	403,873	680,597	10,348,996
1953	159,307	____	486,049	497,348	174,320	49,778	____	35,709	600	29,427	834,275	7,349,123	354,175	490,681	10,436,544
1952	116,293	____	434,102	498,962	138,446	38,966	____	46,987	400	21,233	689,658	5,561,796	307,936	428,383	8,324,023
1951	129,259	____	415,420	445,655	145,533	38,490	____	46,081	308	22,950	733,883	6,757,014	288,683	374,151	9,352,635
1950	126,721	____	387,726	357,552	127,847	31,597	____	21,575	253	17,553	783,677	8,005,859	362,895	306,064	10,577,426
1949	____	____	290,664	285,641	86,054	28,700	____	____	486	11,069	628,196	6,243,834	275,992	163,583	8,044,190
1948	____	____	261,009	198,372	59,953	20,367	____	____	760	9,497	507,608	5,220,755	197,056	61,294	6,564,946
1947	____	____	242,107	137,383	43,736	11,320	____	____	____	9,287	441,284	4,795,587	132,968	23,343	5,853,636
1946	____	____	170,695	96,062	28,983	14,921	____	____	____	7,336	359,634	3,100,820	102,171	30,671	3,913,410

NOTE: Totals do not add because of double counting of CKD kits and production in other countries. 1985 World Total was not available as of press time.

SOURCES: Automotive News, MVMA, Automotive Industry Data, Ltd., JAMA

PRODUCTION

WORLD CAR AND TRUCK PRODUCTION BY COUNTRY: 1985 vs. 1984

	Cars		Trucks*		Total	
	1985	1984	1985	1984	1985	1984
North America						
United States	8,186,040	7,777,721	3,485,435	3,146,356	11,671,475	10,924,077
Canada	1,090,983	1,062,183	845,528	815,783	1,936,511	1,877,966
TOTAL	9,277,023	8,839,904	4,330,963	3,962,139	13,607,986	12,802,043
Latin America						
Argentina	113,788	117,973	23,887	28,209	137,675	146,182
Brazil**	758,156	706,237	209,066	125,000	961,775	831,237
Chile	N.A.	3,000	N.A.	1,500	N.A.	4,500
Colombia***	22,802	25,000	6,358	1,700	29,160	26,700
Mexico**	N.A.	231,578	N.A.	112,120	391,513	343,698
Peru	N.A.	5,000	—	—	N.A.	5,000
Venezuela	N.A.	25,000	N.A.	1,500	N.A.	26,500
TOTAL	894,746	1,113,788	239,311	270,029	1,520,123	1,383,817
Western Europe						
Austria	7,118	6,000	6,605	6,000	13,723	12,000
Belgium	229,705	212,896	36,977	36,870	266,682	249,766
France**	2,642,710	2,713,289	379,590	348,863	3,022,300	3,062,152
Italy	1,389,156	1,439,283	183,751	155,505	1,572,907	1,594,788
Netherlands	108,083	108,500	20,644	12,873	128,727	121,373
Spain	1,238,543	777,394	185,502	131,876	1,424,045	909,270
Sweden	400,700	350,218	60,300	53,722	461,000	403,940
Switzerland	N.A.	30	—	—	N.A.	30
U.K.	N.A.	881,512	N.A.	224,825	1,311,256	1,106,337
West Germany	N.A.	3,745,975	N.A.	255,298	4,445,920	4,001,273
TOTAL	6,076,368	10,280,097	910,644	1,240,832	11,520,929	11,982,353
TOTAL	2,207,994	2,245,864	1,089,400	987,343	3,297,394	3,233,207
Asia-Oceania						
Australia	375,084	342,314	30,000	25,953	405,084	368,267
China	N.A.	6,000	N.A.	57,725	N.A.	63,725
India	53,230	58,220	117,997	70,000	171,227	128,220
Japan	7,646,816	7,073,173	4,544,698	4,319,538	12,191,514	11,392,711
S. Korea	264,458	158,503	113,704	80,304	378,162	238,807
Taiwan	49,619	150,000	32,921	—	82,540	150,000
TOTAL	8,389,207	7,788,210	4,792,550	4,553,520	13,181,757	12,341,730

Note: In some cases, figures are preliminary and subject to slight change. Totals will not add due to CKD kits counted by more than one country.
*European truck figures include car-derived vans; U.S. figures include minivans. **1985 figures are projections. ***Includes assemblies.
SOURCES: Automotive News; Automotive Industry Data, Ltd.; MVMA; JAMA.

WORLD VEHICLE PRODUCTION AND ASSEMBLY

	North America	Europe	Asia	South America
1984	13,097,762	15,355,823	11,911,200	1,032,098
1983	11,015,273	15,682,826	11,486,316	1,055,457
1982	8,734,684	14,787,194	11,047,858	992,709
1981	9,862,814	14,412,699	11,462,754	952,199
1980	9,874,206	15,412,225	11,279,345	1,454,124
1979	13,556,095	16,269,079	9,941,266	1,394,210
1978	15,101,822	16,097,613	9,524,417	1,256,884
1977	14,759,040	15,873,698	8,686,667	1,175,823
1976	13,462,687	15,206,985	7,974,797	1,192,417
1975	10,771,197	13,472,708	7,052,131	1,180,931
1974	11,946,671	14,408,058	6,670,019	1,180,931
1973	14,541,846	15,607,461	7,206,988	1,040,749

Definitions: North America — Canada, Mexico, U.S.; Europe — Western Europe and Eastern Bloc including U.S.S.R.; Asia — India, Japan, Korea; South America — Argentina, Brazil. Totals will not match with other production tables because of CKD kits.
SOURCE: MVMA

CAR AND TRUCK PRODUCTION IN JAPAN 1985 vs. 1984

1985	Cars	Trucks	Total
Toyota	2,569,284	1,058,248	3,627,532
Nissan	1,864,701	622,480	2,487,181
Mazda	815,074	373,253	1,188,327
Mitsubishi	570,865	574,180	1,145,045
Honda	956,410	163,901	1,120,311
Suzuki	236,198	545,703	781,269
Daihatsu	161,559	416,535	578,094
Fuji (Subaru)	259,673	324,711	584,384
Isuzu	213,052	367,677	580,729
Hino	0	62,985	62,985
Nissan Diesel	0	34,071	34,071
Others	0	954	954
Total	7,646,816	4,544,698	12,191,514

1984	Cars	Trucks	Total
Toyota	2,413,133	981,675	3,394,808
Nissan	1,846,407	621,856	2,468,263
Mazda	764,309	366,335	1,130,644
Mitsubishi	547,838	539,403	1,087,241
Honda	843,807	145,229	989,036
Suzuki	164,058	525,813	689,871
Daihatsu	162,405	402,567	564,972
Fuji (Subaru)	242,680	306,735	549,415
Isuzu	88,563	338,224	426,760
Hino	0	55,859	55,859
Nissan Diesel	0	35,268	35,268
Others	0	574	574
Total	7,073,173	4,319,538	11,392,711

SOURCE: Japan Automobile Mfrs. Assn.

1985 JAPANESE PRODUCTION BY CATEGORY

	1985	1984
CARS		
Standard	494,792	480,618
Small	6,991,352	6,397,853
Midget	160,672	194,702
Passenger Car Total	7,646,816	7,073,173
TRUCKS		
Standard	1,161,096	969,383
Small	1,995,019	2,045,133
Midget	1,388,583	1,305,022
Trucks Total	4,544,698	4,319,538
BUSES		
30 passengers & over	15,525	13,651
Under 30 passengers	64,044	58,558
Buses Total	79,569	72,209
GRAND TOTAL	12,271,083	11,464,920

SOURCE: JAMA

EUROPEAN CAR PRODUCTION, 1984-1985

	Belgium		France①		Italy		Netherlands		Spain		Sweden		UK		W.Germany②		Totals	
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984
Alfa Romeo	—	—	—	—	157,625	200,103	—	—	—	—	—	—	—	—	—	—	157,625	200,103
Aston Martin	—	—	—	—	—	—	—	—	—	—	—	—	N.A.	204	—	—	N.A.	204
Bertone	—	—	—	—	5,806	4,904	—	—	—	—	—	—	—	—	—	—	5,906	4,904
BL	—	—	—	—	—	—	—	—	—	—	—	—	465,104	383,324	—	—	465,104	383,324
BMW	—	—	—	—	—	—	—	—	—	—	—	—	—	—	431,085	412,447	431,085	412,447
DeTomaso	—	—	—	—	56	71	—	—	—	—	—	—	—	—	—	—	56	71
Ferrari	—	—	—	—	3,125	2,841	—	—	—	—	—	—	—	—	—	—	3,125	2,841
Ford	229,480	212,896	—	—	—	—	—	—	254,906	262,099	—	—	317,689	272,767	505,231	539,779	1,307,306	1,288,541
Fiat-Lancia	—	—	—	—	1,199,905	1,205,224	—	—	—	—	—	—	—	—	—	—	1,199,905	1,205,224
Innocenti	—	—	—	—	15,218	17,151	—	—	—	—	—	—	—	—	—	—	15,218	17,151
Jaguar	—	—	—	—	—	—	—	—	—	—	—	—	38,378	33,342	—	—	38,378	33,342
Lamborghini	—	—	—	—	249	231	—	—	—	—	—	—	—	—	—	—	249	231
Lotus	—	—	—	—	—	—	—	—	—	—	—	—	813	837	—	—	813	837
Maserati	—	—	—	—	5,668	6,180	—	—	—	—	—	—	—	—	—	—	5,668	6,180
Mercedes-Benz	—	—	—	—	—	—	—	—	—	—	—	—	—	—	537,909	462,797	537,909	462,797
Opel-Vauxhall	—	—	—	—	—	—	—	—	277,101	259,971	—	—	152,587	117,114	903,150	776,486	1,332,838	1,153,571
Peugeot SA	—	—	1,309,479	1,284,151	—	—	—	—	169,217	184,713	—	—	67,066	67,728	—	—	1,356,759	1,351,879
Pininfarina	—	—	—	—	1,504	2,578	—	—	—	—	—	—	—	—	—	—	1,504	2,578
Porsche	—	—	—	—	—	—	—	—	—	—	—	—	—	—	54,458	44,017	54,458	44,017
Reliant	—	—	—	—	—	—	—	—	—	—	—	—	738	135	—	—	738	135
Renault	—	—	1,322,887	1,429,138	—	—	—	—	224,094	214,786	—	—	—	—	—	—	1,322,887	1,429,138
Rolls-Royce	—	—	—	—	—	—	—	—	—	—	—	—	2,588	2,201	—	—	2,588	2,201
Saab	—	—	—	—	—	—	—	—	—	—	111,000	102,018	—	—	—	—	111,000	102,018
Seat	—	—	—	—	—	—	—	—	209,434	255,324	—	—	—	—	—	—	209,434	255,324
TVR	—	—	—	—	—	—	—	—	—	—	—	—	472	397	—	—	472	397
VW-Audi	—	—	—	—	—	—	—	—	95,319	—	—	—	—	—	1,733,853	1,510,449	1,829,172	1,510,449
Volvo	—	—	—	—	—	—	111,000	108,500	—	—	289,700	248,200③	—	—	—	—	400,700	356,700
Others	—	—	—	—	—	—	—	—	—	—	—	—	2,538	2,667	—	—	2,538	2,667
Totals	229,480	212,896	2,632,366	2,713,289	1,389,156	1,439,283	111,000	108,500	741,441	777,394	400,700	350,218	1,028,187	881,512	4,165,686	3,745,975	10,698,016	10,229,067

①Includes all Renault and PSA production in Spain. Renault also includes U.S. Encores and Alliances. PSA also includes all Talbot U.K. except for Arrow kits for Iran.
②Includes cars recorded as Kombis; excludes commercial vehicles recorded as Kombis. VW includes VWs assembled by Seat in Spain.
③Estimates.
Totals will not add due to double counting.

SOURCE: Automotive Industry Data, Ltd.

PRODUCTION

1985 U.S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
AMERICAN MOTORS	7,768	6,374	11,377	25,519	8,730	12,734	7,089	28,553	9,313	12,467	11,497	33,277	9,780	8,496	5,513	23,789	111,138
Renault Total	7,768	6,374	11,377	25,519	8,730	12,734	7,089	28,553	9,313	12,467	11,497	33,277	9,780	8,496	5,513	23,789	111,138
Alliance	4,932	3,839	6,291	15,062	5,485	8,105	4,276	17,866	6,495	8,873	7,912	23,280	6,812	6,704	4,568	18,084	74,292
Encore	2,836	2,535	5,086	10,457	3,245	4,629	2,813	10,687	2,818	3,594	3,585	9,997	2,968	1,792	945	5,705	36,846
CHRYSLER CORP.	110,511	95,975	128,863	335,349	128,988	134,508	124,531	388,027	102,031	49,007	111,452	262,490	84,962	108,068	87,172	280,202	1,266,068
Plymouth Total	31,994	28,290	37,190	97,474	38,245	39,179	33,945	111,369	29,101	16,151	32,607	77,859	22,928	32,712	27,145	82,785	369,478
Horizon	11,007	9,744	12,931	33,682	14,004	15,700	13,285	42,989	13,410	8,846	11,602	33,858	8,022	13,187	10,873	32,082	142,611
Reliant	14,033	12,715	17,210	43,958	18,105	16,599	14,587	49,291	11,635	5,753	15,745	33,133	10,841	14,014	11,453	36,308	162,690
Caravelle	5,455	4,499	5,104	15,058	4,444	4,903	4,372	13,719	2,915	1,051	4,158	8,124	2,931	5,323	3,851	12,105	49,006
Gran Fury	1,499	1,332	1,945	4,776	1,692	1,977	1,701	5,370	1,141	501	1,102	2,744	1,134	188	968	2,290	15,180
Chrysler Total	39,136	31,099	43,257	113,492	39,814	44,038	42,075	125,927	32,450	13,496	36,395	82,341	30,732	32,684	29,017	92,433	414,193
LeBaron	10,553	8,592	10,905	30,050	8,651	8,939	8,774	26,364	6,169	1,244	5,398	12,811	7,682	10,707	8,725	27,114	96,339
LeBaron GTS	5,970	5,574	9,184	20,728	10,184	11,475	10,831	32,490	7,215	2,908	10,584	20,707	7,731	10,916	2,615	21,262	95,187
Laser	5,205	3,131	4,436	12,772	5,061	6,258	5,942	17,261	4,293	1,864	4,795	10,952	3,552	4,382	3,290	11,224	52,209
N.Y./E-Class	6,119	5,608	7,156	18,883	6,539	6,811	7,016	20,366	4,181	2,210	5,224	11,615	3,873	5,377	4,228	13,478	64,342
Fifth Ave.	11,289	8,194	11,576	31,059	9,379	10,555	9,512	29,446	10,592	5,270	10,394	26,256	7,894	1,302	10,159	19,355	106,116
Dodge Total	39,381	36,586	48,416	124,383	50,929	51,291	48,511	150,731	40,480	19,360	42,450	102,290	31,302	42,672	31,010	104,984	482,388
Omni	11,843	10,248	14,039	36,130	14,207	13,828	12,561	40,596	11,840	7,947	10,378	30,165	7,788	12,309	9,835	29,932	136,823
Aries	10,356	9,942	13,658	33,956	14,908	14,476	12,928	42,312	10,729	5,222	13,902	29,853	8,194	11,648	9,223	29,065	135,186
Daytona	4,009	3,867	3,630	11,506	4,089	5,953	5,438	15,479	4,343	1,417	3,720	9,480	3,462	4,355	3,464	11,281	47,746
Dodge 600	6,516	6,035	6,599	19,150	5,991	6,503	6,540	19,034	4,738	1,560	5,523	11,821	5,102	6,680	5,048	16,830	66,835
Lancer	4,422	4,117	7,052	15,591	7,802	7,622	7,025	22,449	4,684	1,796	6,442	12,922	4,941	7,328	1,866	14,135	65,097
Diplomat	2,235	2,377	3,438	8,050	3,933	2,909	4,019	10,861	4,146	1,418	2,485	8,049	1,815	352	1,574	3,741	30,701
FORD MOTOR	169,824	146,073	137,387	453,284	153,675	154,682	133,420	441,777	86,013	142,375	120,861	349,249	162,113	128,983	100,744	391,840	1,636,150
Ford Division	110,753	96,874	90,933	298,560	103,240	106,737	85,475	295,452	56,780	95,777	86,099	238,656	113,976	84,791	67,212	265,979	1,098,647
Escort	30,378	26,550	18,413	75,341	29,987	34,152	29,946	94,085	19,379	32,983	29,665	82,027	38,695	30,446	23,995	93,136	344,589
Mustang	15,199	13,850	17,311	46,360	14,143	19,239	15,154	48,536	9,610	16,819	17,595	44,024	20,338	16,071	12,447	48,856	187,776
LTD	22,322	19,014	18,541	59,877	25,725	19,896	12,191	57,812	9,432	15,768	16,583	41,783	20,685	4,274	0	24,959	184,431
Taurus	0	0	0	0	0	0	0	0	0	0	0	0	1,056	4,777	6,417	12,250	12,250
Thunderbird	16,773	20,816	20,652	58,241	16,032	15,880	12,122	44,034	7,957	12,703	7,924	28,584	17,513	11,301	10,840	39,654	170,513
Crown Victoria	7,122	0	0	7,122	0	0	0	0	0	0	0	0	0	0	0	0	7,122
EXP	2,384	1,458	0	3,842	0	0	0	0	0	0	0	0	0	0	0	0	3,842
Tempo	16,575	15,186	16,016	47,777	17,353	17,570	16,062	50,985	10,402	17,504	14,332	42,238	15,689	17,922	13,513	47,124	188,124
L-M Division	59,071	49,199	46,454	154,724	50,435	47,945	47,945	146,325	29,233	46,598	34,762	110,593	48,137	44,192	33,532	125,861	537,503
Mercury Total	43,370	35,049	32,411	110,830	36,033	35,171	33,781	104,985	20,370	31,184	23,248	74,802	31,539	29,768	22,502	83,809	374,426
Lynx	7,492	7,231	4,086	18,809	6,549	6,556	6,616	19,721	4,526	6,083	5,273	15,882	7,208	7,934	5,524	20,666	75,078
Capri	1,682	2,621	1,019	5,322	1,310	434	2,326	4,070	1,907	1,428	1,607	4,942	1,820	1,881	2,060	5,761	20,095
Marquis	10,029	8,420	10,940	29,389	12,491	10,410	6,874	29,775	4,644	8,217	6,331	19,192	5,231	1,275	0	6,506	84,862
Sable	0	0	0	0	0	0	0	0	0	0	0	0	629	2,036	3,145	5,810	5,810
Cougar	13,955	11,372	10,964	36,291	11,395	12,740	13,383	37,518	6,384	10,111	5,151	21,646	12,559	13,553	8,221	34,333	129,788
Grand Marquis	4,733	0	0	4,733	0	0	0	0	0	0	0	0	0	0	0	0	4,733
Topaz	5,479	5,405	5,402	16,286	4,288	5,031	4,582	13,901	2,909	5,345	4,886	13,140	4,092	3,089	3,552	10,733	54,060
Lincoln Total	15,701	14,150	14,043	43,894	14,402	12,774	14,164	41,340	8,863	15,414	11,514	35,791	16,598	14,424	11,030	42,052	163,077
Continental	2,853	2,554	2,548	7,955	2,615	1,971	1,974	6,560	1,232	2,140	1,595	4,967	2,236	2,012	1,529	5,777	25,259
Lincoln	11,121	10,022	9,947	31,090	10,203	9,382	10,616	30,201	6,633	11,560	8,633	26,826	12,578	10,819	8,273	31,670	119,787
Mark VII	1,727	1,574	1,548	4,849	1,584	1,421	1,574	4,579	998	1,714	1,286	3,998	1,784	1,593	1,228	4,605	18,031
GENERAL MOTORS	451,626	404,251	444,392	1,300,269	440,288	444,669	397,229	1,282,186	392,122	317,899	362,071	1,072,092	466,557	387,093	314,281	1,167,931	4,822,478
Buick Total	90,377	74,257	81,173	245,807	97,039	96,008	82,421	275,468	91,645	69,057	78,516	239,218	100,959	81,118	58,891	240,968	1,001,461
Skylark	11,064	9,589	9,350	30,003	10,190	760	0	10,950	0	0	0	0	0	0	0	0	40,953
Skyhawk	8,745	9,356	8,977	27,078	9,257	11,560	10,560	31,387	8,463	6,165	6,588	21,216	10,273	8,318	7,345	25,936	105,617
Somerset	10,106	10,543	12,238	32,887	10,790	11,879	6,404	29,073	9,412	10,555	12,625	32,592	12,627	10,019	8,395	31,041	125,593
Century	19,875	18,035	16,980	54,890	26,333	30,238	23,961	80,532	25,528	21,349	27,486	74,363	37,783	30,431	21,105	89,319	299,104
Regal	12,508	5,737	8,510	26,755	11,699	13,167	12,122	36,988	15,738	10,097	13,368	39,203	15,357	10,158	8,557	34,072	137,018
LeSabre (rwd)	17,907	6,955	9,334	34,196	13,921	12,954	12,582	39,457	10,439	3,956	2,004	16,399	3,848	2,034	718	6,600	96,652
LeSabre (fwd)	0	0	0	0	0	0	0	0	0	4	197	201	2,325	3,675	3,759	9,759	9,960
Riviera	5,529	5,432	5,781	16,742	5,675	6,391	6,222	18,288	4,985	5,237	162	10,384	665	802	1,001	2,468	47,882
Electra (fwd)	4,643	8,610	10,003	23,256	9,164	9,059	10,570	28,793	17,080	11,694	16,086	44,860	18,081	15,681	8,011	41,775	138,682
Cadillac Total	34,896	31,419	33,848	100,163	31,067	30,717	28,984	90,768	29,270	19,850	15,482	64,602	24,659	23,613	18,960	67,232	322,765
Cimarron	2,210	2,457	3,079	7,746	2,237	2,551	2,523	7,311	2,335	1,122	956	4,413	2,961	2,551	1,721	7,233	26,703
Seville	3,841	3,594	3,889	11,324	3,434	2,854	2,756	9,044	2,995	3,246	153	6,394	486	629	801	1,916	28,678
Eldorado	7,203	6,362	7,289	20,854	6,420	5,604	5,384	17,408	5,879	6,282	196	12,357	737	844	1,101	2,682	53,301
Cadillac	5,568	4,199	4,341	14,108	5,133	5,323	2,700	13,156	1,749	729	1,162	3,640	2,760	3,220	2,889	8,869	39,773
DeVille (fwd)	16,074	14,807	15,250	46,131	13,843	14,385	15,621	43,849	16,312	8,471	13,015	37,798	17,715	16,369	12,448	46,532	174,310
Chevrolet Total	159,610	146,404	156,333	462,347	144,964	146,356	132,626	423,946	116,254	103,023	127,555	346,832	154,421	132,801	107,420	394,642	1,627,767
Chevette	13,304	13,422	14,795	41,521	13,804	14,792	14,610	43,206	14,192	12,574	10,525	37,291	12,468	10,321	9,076	31,865	153,883
Cavalier	43,404	38,911	44,506	126,821	42,080	45,224	43,717	131,021	39,442	36,861	40,198	116,501	47,032	38,699	31,930	117,661	492,004
Celebrity	25,112	23,870	27,324	76,306	25,027	23,826	22,644	71,497	22,917	15,001	20,709	58,627	19,327	21,601	16,739	57,667	264,097
Camaro	21,046	18,456	19,978	59,480	20,534	22,269	20,219	63,022	14,585	5,413	16,123	36,121	22,509	18,771	14,526	55,806	214,429
Citation	7,445	6,584	7,295	21,324	6,818	555	0	7,373	0	0	0	0	0	0	0	0	28,697
Monte Carlo	11,556	14,334	15,119	41,009	14,905	12,039	8,294	35,238	8,261	10,862	11,184	30,307	13,631	9,778	8,569	31,978	138,532
Chevrolet	35,082	26,777	23,098	84,957	17,831	23,492	19,201	60,524	12,680	18,287	25,059	56,026	34,840	29,863	23,611	88,314	289,821
Corvette	2,661	4,050	4,218	10,929	3,965	4,159	3,941	12,065	4,177	4,025	3,757	11,959	4,614	3,768	2,969	11,351	46,304
Oldsmobile Total	111,778	102,141	115,664	329,583	108,282	106,452	95,145	309,879	103,520	80,891	78,777	263,188	106,171	84,235	75,926	266,332	1,168,982
Firenza	7,017	5,189	7,684	19,890	6,217	4,724	4,833	15,774	3,146	4,232	4,528	11,906	5,750	4,730	4,102	14,582	62,152
Cutlass Supreme	17,857	15,562	21,853	55,272	19,014	22,149	21,650	62,813	22,220	17,283	19,580	59,083	24,677	19,800	13,851	58,328	235,496
Cutlass Ciera	34,491	31,446	36,611	102,548	29,668	30,933	28,342	88,943	27,642	24,477	24,179	76,298	36,419	27,537	25,053	89,009	356,798
88 (rwd)	25,280	19,603	16,122	61,005	22,888	18,563	20,983	62,434	25,694	10,524	1,818	38,036	2,535	2,506	2,424	7,465	168,940
88 (fwd)	0	0	0	0	0	0	0	0	0	8	277	285	6,507	6,166	10,502	23,175	23,460
Olds 98	10,875	12,718	13,240	36,833	13,648	12,464	9,592	35,704	12,070	8,188	15,428	35,686	15,090	11,096	8,868	35,054	143,277
Calais	12,009	13,762	15,862	41,633	13,635	14,822	7,081	35,538	9,817	13,059	12,864	35,740	14,716	11,818	10,384	36,918	149,829
Toronado	4,249	3,861	4,292	12,402	3,212	2,797	2,664	8,673	2,931	3,120	103	6,154	477	582	742	1,801	29,030
Pontiac Total	54,965	50,030	57,374	162,369	58,936	65,136	58,053	182,125	51,433	45,078	61,741	158,252	80,347	65,326	53,084	198,757	701,503
Acadian	2,273	1,019	817	4,109	956	985	753	2,694	817	649	1,655	3,121	2,925	3,103	650	6,678	16,602
2000 Sunbird	13,070	11,422	12,223	36,715	11,757	12,856	12,990	37,603	11,382	11,631	11,222	34,235	13,984	12,204	8,206	34,394	142,947
1000	1,869	1,684	2,152	5,705	1,896	1,795	2,130	5,821	1,932	1,716	2,527	6,175	2,776	2,580	1,838	7,194	24,895
Firebird	11,317	9,906	11,026	32,249	11,246	11,269	10,765	33,280	7,967	2,948	8,416	19,331	11,412	10,352	7,666	29,430	114,290
Parisienne	1,527	2,320	3,242	7,089	5,520	6,772	6,023	18,315	6,515	4,568	2,688	13,771	7,133	6,101	6,543	19,777	58,952
6000	6,654	6,389	5,197	18,240	5,270	6,846	7,884	20,000	6,617	4,905	9,947	21,469	13,004	10,305	7,971	31,280	90,989
Fiero	9,049	9,202	9,806	28,057	11,550	10,656	10,706	32,912	8,610	5,303	9,602	23,515	11,129	6,724	7,232	25,085	109,569
Grand Am	9,206	8,088	12,911	30,205	10,741	13,957	6,802	31,500	7,593	13,358	15,684	36,635	17,984	13,957	12,978	44,919	143,259
HONDA	13,744	12,856	15,636	42,236	13,501	13,857	12,228	39,586	12,082	9,122	9,786	30,990	10,846	10,806	10,873	32,525	145,337
NISSAN	0	0	396	396	1,910	3,143	5,052	10,105	3,266	5,697	5,160	14,123	6,772	6,198	6,216	19,186	43,810
NUMMI	0	0	622	622	2,266	3,917	5,544	11,727	7,988	8,169	7,350	23,507	9,186	9,764	9,795	28,745	64,601
VOLKSWAGEN	8,448	8,053	8,760	25,261	8,394	9,301	9,029	26,724	5,722	5,733	7,152	18,607	10,754	8,675	6,437	25,866	96,458
Total Cars, U.S.	761,921	673,582	747,433	2,182,936	757,752	776,811	694,122	2,228,685	618,537	550,469	635,329	1,804,335	760,970	668,083	541,031	1,970,084	8,186,040

PRODUCTION

The 1985 calendar-year production of 8,186,040 units was the highest since 1979.

The total showed an increased of 5.25 percent over 1984's total.

General Motors gained the most U.S. auto output with 477,867, followed by Volkswagen, 21,673; Chrysler Corp., 13,852; and Honda of America, 6,759.

New United Motor Mfg. Inc. started full production line-speeds of the Nova in 1985 bringing its increase to 64,581. First-year U.S. production of the Sentra was started by Nissan Motor Mfg. Co. U.S.A., totaling 43,810.

Ford Motor Co.'s output decreased by 139,165 and American Motors by 81,058.

U.S. CAR OUTPUT BY CALENDAR YEAR

1985	8,186,040
1984	7,777,721
1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,574
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471

Model-year U.S. auto production in 1985 was 7,975,390, or 1.57 percent below the 1984 model-run total.

Two domestic makers showed an increase in production during the model year: Chrysler Corp. by 139,182 and Honda of America Mfg. Co., 37,902.

New United Motor Mfg. Inc. began output of the Nova and Nissan Motor Mfg. Co. U.S.A., began production of the Sentra.

The other U.S. makers cut auto output: General Motors by 191,594; Ford Motor Co., 77,741; American Motors, 58,435; Volkswagen of America, 21,504.

The 1984 model-run production had been the highest since 1979.

U.S. CAR OUTPUT BY MODEL YEAR

1985	7,975,390
1984	8,102,269
1983	5,768,893
1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527

U.S. CAR MODEL-YEAR OUTPUT, '85 vs. '84

	1985 Model Year	Pct. of Output	1984 Model Year	Pct. of Output	Pct. of Change '85 vs. '84
AMERICAN MOTORS	150,189	1.88	208,624	2.57	−0.69
Renault Total	150,189	1.88	208,624	2.57	−0.69
Alliance	91,664	1.15	121,015	1.49	−0.34
Encore	58,525	0.73	87,609	1.08	−0.35
CHRYSLER CORP.	1,315,326	16.49	1,176,144	14.52	+1.97
Plymouth Total	393,711	4.94	357,764	4.42	+0.52
Horizon	156,073	1.96	147,902	1.83	+0.13
Reliant	166,966	2.09	187,245	2.31	−0.22
Caravelle**	51,504	0.65	7,932	0.10	+0.55
Gran Fury	19,168	0.24	14,685	0.18	+0.06
Chrysler Total	420,780	5.27	375,853	4.64	+0.63
LeBaron	101,028	1.26	111,808	1.38	−0.12
LeBaron GTS	70,957	0.89	0	0.00	+0.89
Laser	58,337	0.73	59,720	0.86	−0.13
New Yorker/E-Class	70,143	0.88	106,240	1.31	−0.43
Fifth Avenue	120,315	1.51	88,085	1.09	+0.42
Dodge Total	500,835	6.28	442,527	5.46	+0.82
Omni	146,731	1.84	142,494	1.76	+0.08
Aries	141,841	1.78	150,702	1.86	−0.08
Daytona	50,107	0.62	53,635	0.66	−0.04
Dodge 600	69,352	0.87	72,070	0.89	−0.02
Lancer	50,942	0.64	0	0.00	+0.64
Diplomat	41,862	0.53	23,626	0.29	+0.24
FORD MOTOR	1,735,782	21.76	1,813,523	22.39	−0.63
Ford Division	1,149,427	14.41	1,180,708	14.57	−0.16
Escort	364,345	4.57	331,802	4.10	+0.47
Mustang	156,514	1.96	141,480	1.75	+0.21
LTD	205,535	2.58	213,742	2.64	+0.06
Thunderbird	151,852	1.90	170,551	2.10	−0.20
Crown Victoria	43,184	0.54	86,084	1.06	−0.52
EXP	26,462	0.33	23,016	0.28	+0.05
Tempo	201,535	2.53	214,033	2.64	−0.11
L-M Division	586,355	7.35	632,815	7.82	−0.47
Mercury Total	419,869	5.27	475,381	5.88	−0.61
Lynx	80,551	1.01	66,056	0.82	+0.19
Capri	18,654	0.24	20,642	0.26	−0.02
Marquis	104,198	1.31	107,812	1.33	−0.02
Cougar	117,274	1.47	131,171	1.62	−0.15
Grand Marquis	37,101	0.47	90,341	1.12	−0.65
Topaz	62,091	0.77	59,359	0.73	+0.04
Lincoln Total	166,486	2.08	157,434	1.95	+0.13
Continental	28,253	0.35	30,468	0.38	−0.03
Lincoln	119,878	1.50	93,622	1.16	+0.34
Mark VII	18,355	0.23	33,344	0.41	−0.18
GENERAL MOTORS	4,490,883	56.31	4,682,477	57.78	−1.47
Buick Total	1,002,906	12.57	987,980	12.20	+0.37
Skylark	93,157	1.17	111,211	1.38	−0.21
Skyhawk	82,516	1.03	145,393	1.79	−0.76
Somerset Regal	86,071	1.08	0	0.00	+1.08
Century	257,192	3.22	219,858	2.71	+0.51
Regal	124,546	1.56	224,754	2.77	−1.21
LeSabre/Electra (rwd)	157,256	1.97	228,901	2.83	−0.86
Riviera	65,305	0.82	57,863	0.72	+0.10
Electra	136,863	1.72	0	0.00	+1.72
Cadillac Total	384,840	4.83	300,300	3.70	+1.13
Cimarron	19,890	0.25	21,898	0.27	−0.02
Seville	39,755	0.50	39,997	0.49	+0.01
Eldorado	76,401	0.96	77,806	0.96	−0.00
Cadillac	51,701	0.65	160,599	1.98	−1.33
DeVille(fwd)	197,093	2.47	0	0.00	+2.47
Chevrolet Total*	1,418,098	17.78	1,655,151	20.41	−2.64
Chevette	123,499	1.55	240,189	2.96	−1.41
Cavalier	383,785	4.80	462,612	5.68	−0.88
Celebrity	270,418	3.39	279,111	3.45	−0.06
Camaro	180,018	2.26	261,592	3.23	−0.97
Citation	62,722	0.79	102,205	1.26	−0.47
Monte Carlo	122,057	1.53	136,778	1.69	−0.16
Chevrolet	235,870	2.96	121,117	1.50	+1.46
Corvette	39,729	0.50	51,547	0.64	−0.14
Oldsmobile Total	1,165,649	14.62	1,144,225	14.12	+0.50
Omega	0	0.00	52,986	0.65	−0.65
Firenza	49,040	0.62	82,475	1.02	−0.40
Cutlass Supreme	240,216	3.01	309,124	3.82	−0.81
Cutlass Ciera	316,753	3.97	280,839	3.47	+0.50
88/98 (rwd)	241,765	3.03	370,701	4.57	−1.54
Olds 98	169,433	2.12	0	0.00	+2.12
Calais	106,257	1.33	0	0.00	+1.33
Toronado	42,185	0.54	48,100	0.59	−0.04
Pontiac Total	519,390	6.51	594,821	7.34	−0.83
Acadian**	8,992	0.11	5,866	0.07	+0.04
2000 Sunbird	111,899	1.40	169,290	2.09	−0.69
1000	25,855	0.32	55,083	0.69	−0.37
Firebird	95,880	1.20	128,304	1.58	−0.38
Phoenix	0	0.00	22,847	0.28	−0.28
6000	35,726	0.45	0	0.00	+0.45
Grand Prix/Bon'vle	0	0.00	53,222	0.65	−0.65
Parisienne	82,107	1.03	25,624	0.32	+0.71
Fiero	76,371	0.96	134,585	1.66	−0.70
Grand Am	82,560	1.04	0	0.00	+1.04
HONDA	155,102	1.95	117,200	1.45	+0.50
NISSAN	17,368	0.22	0	0.00	+0.22
NUMMI (Nova)	27,943	0.35	0	0.00	+0.35
VOLKSWAGEN	82,797	1.04	104,301	1.29	−0.25
Total Cars, U.S.	7,975,390	100.00	8,102,269	100.00	

*Chevrolet Division 1984 figures have been revised to include only U.S. production.
**Built for sale in Canada only.

U.S. CAR OUTPUT, CALENDAR '85 vs. '84

	1985 Model Year	Pct. of Output	1984 Model Year	Pct. of Output	Pct. of Change '85 vs. '84
AMERICAN MOTORS	111,138	1.36	192,196	2.47	−1.11
Renault Total	111,138	1.35	192,196	2.47	−1.11
Alliance	74,292	0.91	110,173	1.42	−0.51
Encore	36,846	0.45	82,023	1.05	−0.60
CHRYSLER CORP.	1,266,068	15.47	1,252,216	16.10	−0.63
Plymouth Total	369,487	4.52	380,652	4.89	−0.37
Horizon	142,611	1.74	159,247	2.04	−0.30
Reliant	162,690	1.99	174,793	2.25	−0.26
Caravelle**	49,006	0.60	25,348	0.33	+0.27
Gran Fury	15,180	0.19	21,264	0.27	−0.08
Chrysler Total	414,193	5.06	403,699	5.19	−0.13
LeBaron	96,339	1.17	116,459	1.51	−0.34
LeBaron GTS	95,187	1.16	10,589	0.15	+0.01
Laser	52,209	0.64	70,066	0.90	−0.26
New Yorker/E-Class	64,342	0.79	89,783	1.13	−0.34
Fifth Avenue	106,116	1.30	116,802	1.50	−0.20
Dodge Total	482,388	5.89	467,865	6.02	−0.13
Omni	136,823	1.66	146,350	1.88	−0.22
Aries	135,186	1.65	144,448	1.86	−0.21
Daytona	47,746	0.58	52,974	0.68	−0.10
Dodge 600	66,835	0.82	74,704	0.96	−0.14
Lancer	65,097	0.80	8,289	0.11	+0.69
Diplomat	30,701	0.38	41,100	0.53	−0.15
FORD MOTOR	1,636,150	19.99	1,775,315	22.83	−2.84
Ford Division	1,098,647	13.43	1,145,116	14.72	−1.29
Escort	344,589	4.21	341,757	4.39	−0.18
Mustang	187,776	2.29	140,338	1.80	+0.49
LTD	184,431	2.26	225,933	2.90	−0.64
Taurus	12,250	0.15	0.00	0.00	+0.15
Thunderbird	170,513	2.08	146,186	1.88	+0.20
Crown Victoria	7,122	0.09	83,081	1.07	−0.98
EXP	3,842	0.05	42,501	0.55	−0.50
Tempo	188,124	2.30	165,320	2.13	+0.17
L-M Division	537,503	6.56	630,199	8.11	−1.55
Mercury Total	374,426	4.57	461,495	5.94	−1.37
Lynx	75,078	0.92	69,778	0.90	+0.02
Capri	20,095	0.25	18,254	0.23	+0.02
Marquis	84,862	1.04	121,049	1.56	−0.52
Sable	5,810	0.07	0.00	0.00	+0.07
Cougar	129,788	1.57	116,536	1.50	+0.07
Grand Marquis	4,733	0.06	89,312	1.15	−1.09
Topaz	54,060	0.66	46,566	0.60	+0.06
Lincoln Total	163,077	1.99	168,704	2.17	−0.18
Continental	25,259	0.31	36,105	0.46	−0.15
Lincoln	119,787	1.46	106,998	1.38	+0.08
Mark VII	18,031	0.22	25,601	0.33	−0.11
GENERAL MOTORS	4,822,478	58.89	4,344,611	55.86	+3.03
Buick Total	1,001,461	12.23	987,833	12.70	−0.47
Skylark	40,953	0.50	110,649	1.42	−0.92
Skyhawk	105,617	1.29	127,327	1.64	−0.35
Somerset Regal	125,593	1.53	28,352	0.36	+1.17
Century	299,104	3.67	227,973	2.93	+0.74
Regal	137,018	1.67	174,120	2.24	−0.57
LeSabre/Electra (rwd)	96,652	1.18	178,500	2.30	−1.12
LeSabre (fwd)	9,960	0.12	0.00	0.00	+0.12
Riviera	47,882	0.58	53,093	0.68	−0.10
Electra (fwd)	138,682	1.69	87,819	1.13	+0.56
Cadillac Total	322,765	3.94	328,418	4.22	−0.28
Cimarron	26,703	0.33	14,362	0.19	+0.14
Seville	28,678	0.35	38,683	0.50	−0.15
Eldorado	53,301	0.65	75,957	0.97	−0.32
Cadillac	39,773	0.49	117,150	1.50	−1.01
DeVille (fwd)	174,310	2.12	82,265	1.06	+1.06
Chevrolet Total	1,627,767	19.87	1,457,066	18.73	+1.14
Chevette	153,883	1.88	174,377	2.24	−0.36
Cavalier	492,004	6.00	400,254	5.14	+0.86
Celebrity	264,097	3.23	280,653	3.61	−0.38
Camaro	214,429	2.62	230,082	2.96	−0.34
Citation	28,697	0.35	104,045	1.34	−0.99
Monte Carlo	138,532	1.69	97,922	1.26	+0.43
Chevrolet	289,821	3.53	134,072	1.72	+1.81
Corvette	46,304	0.57	35,661	0.46	+0.11
Oldsmobile Total	1,168,982	14.28	1,065,528	13.70	+0.58
Omega	0	0.00	29,288	0.38	−0.38
Firenza	62,152	0.76	67,986	0.87	−0.11
Cutlass Supreme	235,496	2.88	247,458	3.18	−0.30
Cutlass Ciera	356,798	4.36	251,506	3.23	+1.13
88/98 (rwd)	168,940	2.06	282,378	3.63	−1.57
88 (fwd)	23,460	0.29	0.00	0.00	+0.29
Olds 98	143,277	1.75	109,321	1.41	+0.34
Calais	149,829	1.83	33,195	0.43	+1.40
Toronado	29,030	0.35	44,396	0.57	−0.22
Pontiac Total	701,503	8.57	505,766	6.51	+2.06
Acadian**	16,602	0.20	14,395	0.19	+0.01
2000 Sunbird	142,947	1.75	136,582	1.76	−0.01
1000	24,895	0.30	25,063	0.32	−0.02
Firebird	114,290	1.40	108,396	1.39	+0.01
Phoenix	0	0.00	14,195	0.18	−0.18
6000	58,952	0.72	106	0.00	+0.72
Grand Prix/Bon'vle	0	0.00	20,003	0.26	−0.26
Parisienne	90,989	1.11	48,356	0.62	+0.49
Fiero	109,569	1.34	114,002	1.47	−0.13
Grand Am	143,259	1.75	24,667	0.32	+1.43
HONDA	145,337	1.78	138,578	1.78	+0.00
NISSAN	43,810	0.54	0	0.00	+0.54
NUMMI (Nova)	64,601	0.79	20	0.00	+0.79
VOLKSWAGEN	96,458	1.18	74,785	0.96	+0.22
Total Cars, U.S.	8,186,040	100.00	7,777,721	100.00	

**Built for sale in Canada only.

PRODUCTION

U.S. CALENDAR YEAR OUTPUT (By Size Classification)

1985 Position	1985 Total	Make	1984 Total	1984 Position
SUBCOMPACTS				
1	344,589	Escort	341,757	1
2	153,883	Chevette	174,337	2
3	145,337	Accord	138,578	5
4	142,611	Horizon	159,247	3
5	136,832	Omni	146,350	4
6	109,569	Fiero	114,002	6
7	96,458	Golf/Rabbit	74,785	9
8	75,078	Lynx	69,778	11
9	74,292	Alliance	110,173	7
10	64,601	Nova (NUMMI)	20	16
11	52,209	Laser	70,066	10
12	47,746	Daytona	52,974	12
13	43,810	Sentra	—	
14	36,846	Encore	82,023	8
15	24,895	Pontiac 1000	25,063	14
16	16,602	Acadian	14,396	15
17	3,842	EXP	42,501	13
	1,569,191	Total	1,616,090	
COMPACTS				
1	492,004	Cavalier	400,254	1
2	214,429	Camaro	230,082	2
3	188,124	Tempo	165,320	4
4	187,776	Mustang	140,338	6
5	162,690	Reliant	174,793	3
6	142,947	2000 Sunbird	136,582	7
7	135,186	Aries	144,448	5
8	114,290	Firebird	108,396	10
9	105,617	Skyhawk	127,327	8
10	96,339	LeBaron	116,459	9
11	62,152	Firenza	67,986	11
12	54,060	Topaz	46,566	12
13	26,703	Cimarron	14,362	14
14	20,095	Capri	18,254	13
	2,002,412	Total	1,891,167	
INTERMEDIATES				
1	356,798	Cutlass Ciera	251,506	2
2	299,104	Century	227,973	4
3	264,097	Celebrity	280,653	1
4	235,496	Cutlass Supreme	247,458	3
5	184,431	LTD	225,993	5
6	170,513	Thunderbird	146,186	7
7	149,829	Calais	33,195	15
8	143,259	Grand Am	24,667	19
9	138,532	Monte Carlo	97,922	12
10	137,018	Regal	174,120	6
11	129,788	Cougar	116,536	9
12	125,593	Somerset	28,352	17
13	95,187	LeBaron GTS	10,589	22
14	90,989	Pontiac 6000 E	106	24
15	84,862	Marquis	121,049	6
16	66,835	Dodge 600	74,704	14
17	65,097	Lancer	8,289	23
18	64,342	N. Yorker/E Class	89,783	13
19	49,006	Caravelle	25,348	18
20	40,953	Skylark	110,649	10
21	28,697	Citation	104,045	11
22	12,250	Taurus	—	
23	5,810	Sable	—	
	—	Omega	29,288	16
	—	Grand Prix	20,003	20
	—	Phoenix	14,195	21
	2,938,486	Total	2,462,549	
STANDARDS				
1	289,821	Chevrolet	134,072	3
2	168,940	Olds 88 (rwd)	282,378	1
3	96,652	LeSabre (rwd)	178,500	2
4	58,952	Parisienne	48,356	6
5	30,701	Diplomat	41,100	7
6	23,460	Olds 88 (fwd)	—	
7	15,180	Gran Fury	21,264	8
8	9,960	LeSabre (fwd)	—	
9	7,122	Crown Victoria	83,081	5
10	4,733	Grand Marquis	89,312	4
	705,521	Total	878,063	
LUXURY				
1	174,310	Deville	82,266	5
2	143,277	Olds 98 (fwd)	82,610	4
3	138,682	Electra (fwd)	61,580	7
4	119,787	Lincoln	106,998	2
5	106,116	Fifth Avenue	116,802	3
6	53,301	Eldorado	75,957	6
7	47,882	Riviera	53,093	8
8	46,304	Corvette	35,661	12
9	39,773	Cadillac	117,150	1
10	29,030	Toronado	44,396	9
11	28,678	Seville	38,683	10
12	25,259	Continental	36,105	11
13	18,031	Mark VII	25,601	15
	—	Olds 98 (rwd)	26,711	13
	—	Electra (rwd)	26,239	14
	970,430	Total	929,852	
	8,186,040	Grand Total	7,777,721	

MODEL RUN OUTPUT IN U.S. (By Size Classification)

1985 Position	1985 Total	Make	1984 Total	1984 Position
COMPACTS				
1	364,345	Escort	331,802	1
2	156,073	Horizon	147,902	3
3	155,102	Accord	117,200	7
4	146,731	Omni	142,494	4
5	123,499	Chevette	240,189	2
6	91,664	Alliance	121,015	6
7	82,797	Golf/Rabbit	104,301	8
8	80,551	Lynx	66,056	11
9	76,371	Fiero	134,585	5
10	58,525	Encore	87,609	9
11	58,337	Laser	69,720	10
12	50,107	Daytona	53,635	13
13	27,943	Nova (NUMMI)	—	
14	26,462	EXP	23,016	14
15	25,855	Pontiac 1000	55,083	12
16	17,368	Sentra	—	
17	8,992	Acadian	5,866	15
	1,550,722	Total	1,700,473	
COMPACTS				
1	383,785	Cavalier	462,612	1
2	201,535	Tempo	214,033	3
3	180,018	Camaro	261,592	2
4	166,966	Reliant	187,245	4
5	156,514	Mustang	141,480	8
6	141,841	Aries	150,702	6
7	111,899	2000 Sunbird	169,290	5
8	101,026	LeBaron	111,808	10
9	95,880	Firebird	128,304	9
10	82,516	Skyhawk	145,393	7
11	62,091	Topaz	59,359	12
12	49,040	Firenza	82,475	11
13	19,890	Cimarron	21,898	13
14	18,654	Capri	20,642	14
	1,771,657	Total	2,156,833	
INTERMEDIATES				
1	316,753	Cutlass Ciera	280,839	2
2	270,418	Celebrity	279,111	3
3	257,192	Century	219,858	5
4	240,216	Cutlass Supreme	309,124	1
5	205,535	LTD	213,742	6
6	151,852	Thunderbird	170,551	7
7	124,546	Regal	224,754	4
8	122,057	Monte Carlo	136,778	8
9	117,274	Cougar	131,171	9
10	106,257	Calais	—	
11	104,198	Marquis	107,812	11
12	93,157	Skylark	111,211	10
13	86,071	Somerset	—	
14	82,560	Grand Am	—	
15	70,957	LeBaron GTS	—	
16	70,143	New Yorker/E Class	106,240	14
17	69,352	Dodge 600	72,070	13
18	62,722	Citation	102,205	12
19	51,504	Caravelle	7,932	19
20	50,942	Lancer	—	
21	35,726	Pontiac 6000	—	
	—	Omega	52,986	15
	—	Bonneville	29,269	16
	—	Grand Prix	23,953	17
	—	Phoenix	22,847	18
	2,689,432	Total	2,602,453	
STANDARDS				
1	241,765	Olds 88 (rwd)	293,868	1
2	235,870	Chevrolet	121,117	3
3	157,256	LeSabre/Electra (rwd)	228,901	2
4	82,107	Parisienne	25,624	6
5	43,184	Crown Victoria	86,084	5
6	41,862	Diplomat	23,626	7
7	37,101	Grand Marquis	90,341	4
8	19,168	Gran Fury	14,685	8
	858,313	Total	884,246	
LUXURY				
1	197,093	Deville	—	
2	169,433	Olds 98	76,833	5
3	136,863	Electra	—	
4	120,315	Fifth Avenue	88,085	3
5	119,878	Lincoln	93,622	2
6	76,401	Eldorado	77,806	4
7	65,305	Riviera	57,863	6
8	51,701	Cadillac	160,599	1
9	42,185	Toronado	48,100	9
10	39,755	Seville	39,997	10
11	39,729	Corvette	51,547	8
12	28,253	Continental	30,468	12
	18,355	Mark VII	33,344	11
	1,105,266	Total	756,264	
	7,975,390	Grand Total	8,102,269	

1984 figures have been revised to include only U.S. production.

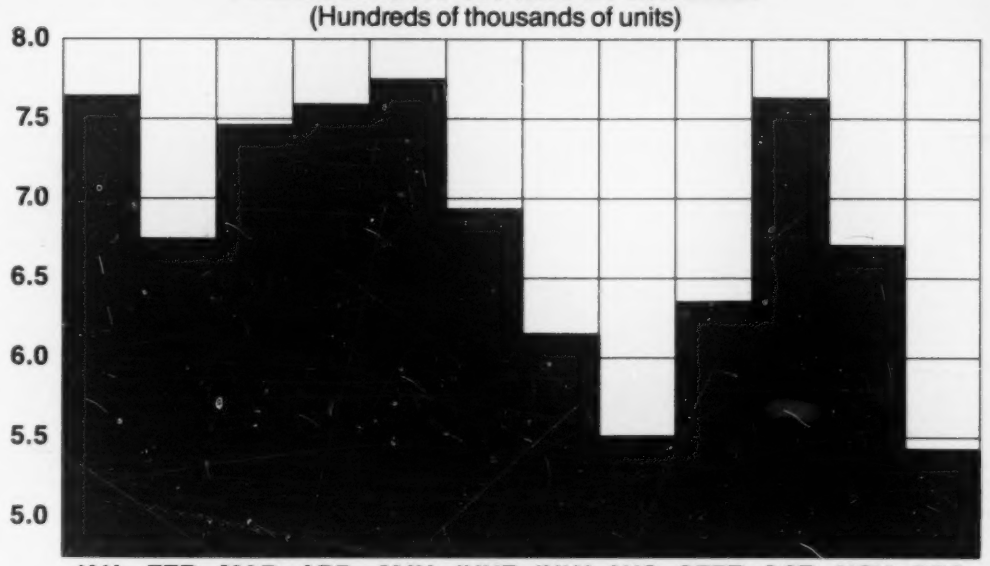
PRODUCTION

U.S. AUTO PRODUCTION BY MONTHS

	1980	1981	1982	1983	1984	1985
January	531,670	459,862	266,858	452,949	670,687	761,921
February	624,301	482,098	311,926	511,981	695,171	673,582
March	643,200	623,571	455,808	589,394	783,807	747,433
April	580,855	653,306	474,222	549,322	672,200	757,752
May	527,353	666,389	499,242	627,517	712,979	776,811
June	534,085	712,524	546,807	692,046	684,381	694,122
July	417,038	518,456	436,644	473,239	524,872	618,537
August	312,758	397,334	353,656	536,421	557,060	550,469
September	534,480	457,731	425,047	663,210	541,792	635,329
October	675,001	535,129	415,197	717,972	701,686	760,970
November	562,380	418,948	404,542	684,263	678,927	668,083
December	473,764	354,697	383,921	614,038	554,159	541,031
Yearly Totals	6,416,885	6,280,045	4,973,870	7,112,352	7,777,721	8,186,040

PRODUCTION FOR 1985 BY MONTHS

(Hundreds of thousands of units)



WHERE 1986-MODEL CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis. — Alliance, Encore

CHRYSLER CORP.

Belvidere, Ill. — Omni, Horizon, Charger, Shelby Charger, Turismo
Jefferson (Detroit) — Aries, Reliant, Dodge 600, Caravelle, New Yorker
Newark, Del. — Aries, Aries Wagon, Reliant, LeBaron, Chrysler Town & Country Wagon
St. Louis (No. 1) — Reliant, Aries, Dodge 600, LeBaron, Caravelle, Daytona, Laser
St. Louis (No. 2) — Gran Fury, Diplomat, Caravelle*, Fifth Avenue
Sterling Heights, Mich. — LeBaron GTS, Lancer, Plymouth Sundance and Dodge Shadow (spring 1986)

*Built for sale in Canada

FORD MOTOR CO.

Atlanta — Taurus, Sable
Chicago — Taurus, Sable
Dearborn — Mustang, Capri
Edison, N.J. — Escort, Lynx
Kansas City — Tempo, Topaz
Lorain, Ohio — Thunderbird, Cougar
Wayne, Mich. — Escort, Lynx, Escort EXP
Wixom, Mich. — Lincoln, Mark VII, Continental

GENERAL MOTORS

Arlington, Tex. — Monte Carlo, Cutlass Supreme
Bowling Green, Ky. — Corvette
Detroit (Clark Ave.) — Cadillac (rwd), Olds 88 (rwd), Caprice
Detroit-Hamtramck — Toronado, Riviera, Eldorado, Seville
Doraville, Ga. — Cutlass Ciera, Century
Fairfax, Kans. — Chevrolet, Olds 88, LeSabre (rwd), Parisienne
Flint, Mich. — LeSabre (fwd)
Flint (Buick City) — Estate Wagons, Caprice Classic, Cutlass Supreme, Regal
Framingham, Mass. — Celebrity, Cutlass Ciera
Janesville, Wis. — Cavalier, Cimarron
Lake Orion, Mich. — Cadillac/DeVille (rwd), Olds 98, Electra
Lakewood, Ga. — Chevette, 1000, Acadian
Lansing — Calais, Grand Am, Somerset
Leeds, Mo. — Cavalier, Firenza, Skyhawk
Linden, N.J. — GM-25 1987 models (fall 1986)
Lordstown, Ohio — Cavalier, Sunbird
Norwood, Ohio — Camaro, Firebird
Oklahoma City — Celebrity, Century
Pontiac — Fiero
Pontiac (No. 8) — Cutlass Supreme, Regal
Tarrytown, N.Y. — 6000, Century
Van Nuys, Calif. — Camaro, Firebird
Wentzville, Mo. — Electra, Olds 98, Old 88 (fwd)
Willow Run, Mich. — Olds 88 (fwd)
Wilmington, Del. — Caprice, GM-25 1987 models (fall 1986)

HONDA OF AMERICA MFG. CO.

Marysville, Ohio — Accord

VOLKSWAGEN OF AMERICA

Westmoreland, Pa. — Golf/GTI

NISSAN MOTOR MFG. CO.

Smyrna, Tenn. — Sentra

NEW UNITED MOTOR MFG. INC.

Fremont, Calif. — Nova

Canada

AMERICAN MOTORS

Brampton, Ont. — Eagle

FORD MOTOR CO.

Oakville, Ont. — Tempo, Topaz, Escort, Lynx
St. Thomas, Ont. — Crown Victoria, Grand Marquis

GENERAL MOTORS

Oshawa, Ont. (No. 1) — Cutlass Ciera, 6000
Oshawa, Ont. (No. 2) — Celebrity
Ste. Therese, Que. — Cutlass Supreme, Grand Prix, Bonneville

VOLVO

Halifax, N.S. — Volvo

GEOGRAPHICAL TRENDS IN U.S. CAR OUTPUT

(Breakdown by states, 1985 vs. 1984)

	Total Output 1985	Pct. of Output 1985	Overall Pos., 1985	Total Output 1984	Pct. of Output 1984	Overall Pos., 1984	Pct. Pt. Change '85 vs. '84
Michigan	2,430,785	29.70	1	2,156,567	27.74	1	+1.96
Missouri	1,046,739	12.79	2	1,137,822	14.64	2	−1.85
Ohio	898,341	10.97	3	791,053	10.18	3	+0.79
Georgia	581,070	7.10	4	527,654	6.79	5	+0.31
Illinois	488,332	5.97	5	539,676	6.94	4	−0.97
Delaware	450,582	5.50	6	415,205	5.34	7	+0.16
Wisconsin	373,062	4.56	7	426,458	5.49	6	−0.93
Oklahoma	318,748	3.89	8	328,690	4.23	9	−0.34
New Jersey	272,081	3.32	9	342,932	4.41	8	−1.09
Texas	260,322	3.18	10	247,539	3.17	11	+0.01
Kansas	254,904	3.11	11	264,935	3.41	10	−0.30
California	251 332	3.07	12	205,879	2.65	12	+0.42
Massachusetts	191,718	2.34	13	170,877	2.20	13	+0.14
New York	181,166	2.21	14	76,856	0.99	14	+1.22
Pennsylvania	96,458	1.18	15	74,785	0.96	15	+0.22
Kentucky	46,290	0.57	16	35,661	0.46	16	+0.11
Tennessee	43,810	0.54	17	-			+0.54
Maryland	-			30,742	0.40	17	−0.40
TOTALS	8,186,040	100.00	—	7,773,331	100.00	—	—

WHERE 1986-MODEL TRUCKS ARE BUILT

UNITED STATES

AMERICAN MOTORS

Toledo — Jeep Vehicles

CHRYSLER CORP.

Warren, Mich. — light-duty trucks, Ramcharger, standard and mid-size trucks (spring 1986)

FORD MOTOR CO.

Kansas City — light trucks
Kentucky Truck (Louisville) — medium, heavy and extra-heavy trucks
Lorain, Ohio — Econoline, Club Wagon
Louisville — Ranger, Bronco II
Michigan Truck (Wayne) — Bronco, light trucks
Norfolk — light trucks
St. Louis — Aerostar minivan
Twin Cities — light trucks

FREIGHTLINER CORP.

Mount Holly, N.C. — heavy trucks
Portland, Ore. — heavy trucks

GENERAL MOTORS

Baltimore — Chevrolet Astro, GMC Safari, compact vans
Detroit — commercial, recreational, specialty vehicle chassis
Flint — Chevrolet, GMC pickups, Blazer, Jimmy, Suburban wagons, CUCV military vehicles
Janesville, Wis. — Chevrolet, GMC light trucks
Lordstown, Ohio — Chevrolet, GMC vans
Moraine, Ohio — Chevrolet S-10, GMC S-15 trucks
Pontiac — Chevrolet, GMC light and medium-duty trucks, GMC heavy trucks, Chevrolet S-10 and GMC S-15 trucks, buses
Shreveport, La. — Chevrolet S-10, GMC S-15 trucks, Blazer, Jimmy
St. Louis — Chevrolet, GMC light trucks

KENWORTH TRUCK CO.

Chillicothe, Ohio — heavy trucks
Kansas City — heavy trucks
Seattle — heavy trucks

NAVISTAR INTERNATIONAL

Springfield, Ohio — medium and heavy trucks

MACK TRUCKS, INC.

Allentown, Pa. — heavy trucks
Macungie, Pa — heavy trucks

MERCEDES-BENZ TRUCK CO.

Hampton, Va. — medium trucks

NISSAN MOTOR MFG. CO.

Smyrna, Tenn. — pickup trucks

PETERBILT MOTORS CO.

Denton, Tex. — heavy trucks
Nashville — heavy trucks
Newark, Calif. — heavy trucks

VOLVO WHITE TRUCKS CORP.

Dublin, Va. — heavy trucks
Ogden, Utah — heavy trucks

CANADA

AMERICAN MOTORS

Brampton, Ont. — Jeep Wrangler (March 1986)

CHRYSLER CORP.

Windsor, Ont. — Dodge Caravan, Plymouth Voyager minivans, Mini Ram Van
Pillete Rd. (Windsor) — Dodge Ram Van, Ram Wagon

FORD MOTOR CO.

Ontario Truck (Oakville) — light trucks

FREIGHTLINER OF CANADA, LTD.

Burnaby, B.C. — heavy trucks

GENERAL MOTORS

Oshawa — Chevrolet, GMC pickups
St. Eustache, Que. — buses
Scarborough, Ont. — full-size Chevrolet and GMC vans

INTERNATIONAL HARVESTER

Chatham, Ont. — medium and heavy trucks

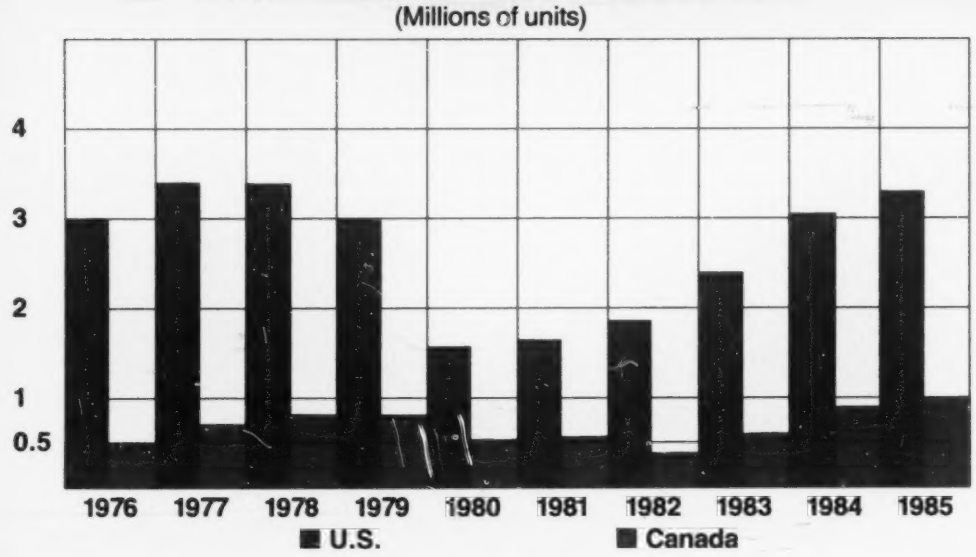
MACK TRUCKS, INC.

Oakville, Ont. — heavy trucks

PRODUCTION

NORTH AMERICAN TRUCK PRODUCTION

(Millions of units)



CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1985	845,528	1971	277,842
1984	815,783	1970	233,938
1983	560,864	1969	315,354
1982	468,327	1968	277,649
1981	555,829	1967	225,551
1980	526,277	1966	200,019
1979	657,436	1965	142,706
1978	674,687	1964	109,116
1977	569,329	1963	98,454
1976	497,430	1962	79,808
1975	389,728	1961	62,903
1974	338,558	1960	70,040
1973	352,934	1959	67,523
1972	304,757		

U.S. VAN AND LIGHT TRUCK OUTPUT, '85 vs. '84

	Total '85 Output	% of '85 Output	Total '84 Output	% of '84 Output
CHEVROLET	1,325,491	39.72	968,709	34.07
Chevy Van/Sportvan	171,329	5.13	120,878	4.25
S-10	250,194	7.50	199,631	7.02
S-10 Blazer	231,605	6.94	150,599	5.30
Blazer	40,011	1.20	46,919	1.65
Astro	90,104	2.70	7,895	0.28
Suburban	64,670	1.94	57,286	2.01
Pickups	430,600	12.90	332,404	11.69
P Models	46,978	1.41	53,097	1.87
CHRYSLER	213,930	6.41	213,115	7.49
Ramcharger	19,766	0.59	34,604	1.22
Pickups	194,164	5.82	169,951	5.97
Rampage/Scamp	.....	.....	8,560	0.30
FORD	1,148,279	34.40	1,116,834	39.28
Bronco	52,724	1.58	53,772	1.90
Bronco II	111,351	3.34	109,107	3.84
Econoline/Club Wagon	230,662	6.91	240,927	8.47
Pickups	439,512	13.16	465,512	16.37
Ranger	264,769	7.93	247,516	8.70
Aerostar	49,261	1.48	.....	.....
GMC	316,533	9.48	268,202	9.43
Vandura/Rally Vans	22,805	0.68	25,944	0.91
S-15	57,740	1.73	51,732	1.82
S-15 Jimmy	51,582	1.55	41,720	1.47
Jimmy	11,525	0.35	9,278	0.33
Safari	34,481	1.03	2,124	0.07
Caballero	3,057	0.09	2,834	0.10
Suburban	23,850	0.71	26,065	0.92
Pickups	105,651	3.16	98,759	3.47
P Models	5,842	0.18	9,746	0.34
AMC-JEEP	225,914	6.77	176,276	6.20
Cherokee	120,328	3.61	93,326	3.28
CJ	46,553	1.39	45,363	1.60
Pickups	1,953	0.06	3,082	0.11
Wagoneer	10,021	0.30	11,944	0.42
Grand Wagoneer	17,814	0.53	20,019	0.70
Comanche	29,245	0.88	.....	.....
Scrambler	.....	.....	2,492	0.09
NISSAN	107,422	3.22	100,510	3.53
Pickups	107,422	3.22	100,510	3.53
TOTAL	3,337,569	100.00	2,843,646	100.00

NOTE: 1984 figures revised to include only U.S. production.

FACTORY SALES OF SPECIAL TRUCKS

4x4 Trucks

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818
1981	241,889	56,633	298,522
1982	344,302	29,079	373,381
1983	673,720	49,307	723,027
1984	911,518	57,945	969,463
1985	997,861	72,752	1,070,613

Multi-Stop Delivery Trucks

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614
1981	25,979	3,451	29,430
1982	31,793	1,040	32,833
1983	46,431	1,519	47,950
1984	61,524	1,460	62,984
1985	47,623	1,910	49,533

Trucks with Diesel Engines

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146
1981	209,394	27,776	237,170
1982	219,748	16,853	236,601
1983	231,905	15,376	247,281
1984	333,122	27,664	360,786
1985	324,471	35,921	360,392

Trucks with 3 or More Axles

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,558	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319
1981	83,103	16,414	99,517
1982	59,170	7,176	66,346
1983	66,340	5,027	71,367
1984	113,512	10,170	123,682
1985	105,703	11,313	117,016

SOURCE: Motor Vehicle Manufacturers Assn.

1985 TRUCKS — U.S. PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
CHEVROLET	97,927	94,730	99,480	292,137	101,623	114,075	107,004	322,702	98,095	93,518	98,418	290,031	108,336	90,358	78,377	277,071	1,181,941
DODGE	17,553	15,198	18,373	51,124	19,279	20,458	19,357	59,094	15,581	17,590	21,138	54,309	13,867	20,251	15,285	49,403	213,930
FORD	95,915	97,892	105,791	299,598	110,104	115,513	101,746	327,363	62,671	102,832	95,759	261,262	130,813	109,397	89,541	329,751	1,217,974
GMC	26,503	29,618	29,521	85,642	32,131	37,188	33,791	103,110	30,303	30,035	27,505	87,843	30,033	26,354	23,503	79,890	356,485
NAVISTAR	6,856	6,560	6,875	20,291	7,310	7,492	6,612	21,414	3,931	5,249	6,320	15,500	6,518	5,681	4,470	16,669	73,874
JEEP	25,183	16,991	17,742	59,916	16,205	13,784	17,704	47,693	10,465	25,641	24,110	60,216	27,730	22,561	18,600	68,891	236,716
NISSAN	10,948	10,364	9,435	30,747	5,997	6,499	9,890	22,386	6,448	11,229	10,426	28,103	12,557	8,234	5,415	26,206	107,442
AM GENERAL*	220	200	210	630	210	220	200	630	210	220	240	670	230	210	150	590	2,520
MISCELLANEOUS*	9,240	7,716	7,224	24,180	7,232	7,652	6,956	21,840	7,983	8,800	8,150	24,933	9,200	8,400	6,000	23,600	94,553
TOTAL TRUCKS, U.S.	290,345	279,269	294,651	864,265	300,091	322,881	303,260	926,232	235,687	295,114	292,066	822,867	339,284	291,446	241,341	872,071	3,485,435

*Actual figures for AM General and Miscellaneous trucks were not reported in 1985. These figures are Automotive News estimates.
NOTE: GM and Chrysler totals include CKD units.

1985 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
CHRYSLER	37,061	31,377	38,286	106,724	35,678	36,866	35,892	108,436	21,179	27,722	36,115	85,016	25,312	38,187	26,445	89,944	390,120
FORD	15,534	13,795	14,132	43,461	15,472	15,964	14,505	45,941	5,633	13,122	14,162	32,917	15,359	15,033	10,843	41,235	163,554
GM	24,944	25,026	24,711	74,681	25,183	25,906	24,926	76,015	23,582	15,271	20,953	59,806	26,184	26,185	17,920	70,289	280,791
NAVISTAR	1,001	980	1,025	3,006	1,079	1,175	1,296	3,550	700	765	690	2,155	930	840	582	2,352	11,063
TOTAL	78,540	71,178	78,154	227,872	77,412	79,911	76,619	233,942	51,094	56,880	71,920	179,894	67,785	80,245	55,790	203,820	845,528

NOTE: GM and Chrysler totals include CKD units.

PRODUCTION

Production of autos in Canada rose 2.71 percent in the 1985 calendar year.

Canadian output of cars totaled 1,090,983 in 1985 — the highest production year since 1979.

The 1985 total compared with the 1,062,183 completed in 1984.

The record for Canadian produced cars remains at 1.14 million built in 1976.

Ford Motor Co. was the only company to show an outstanding increase in production of Canadian cars.

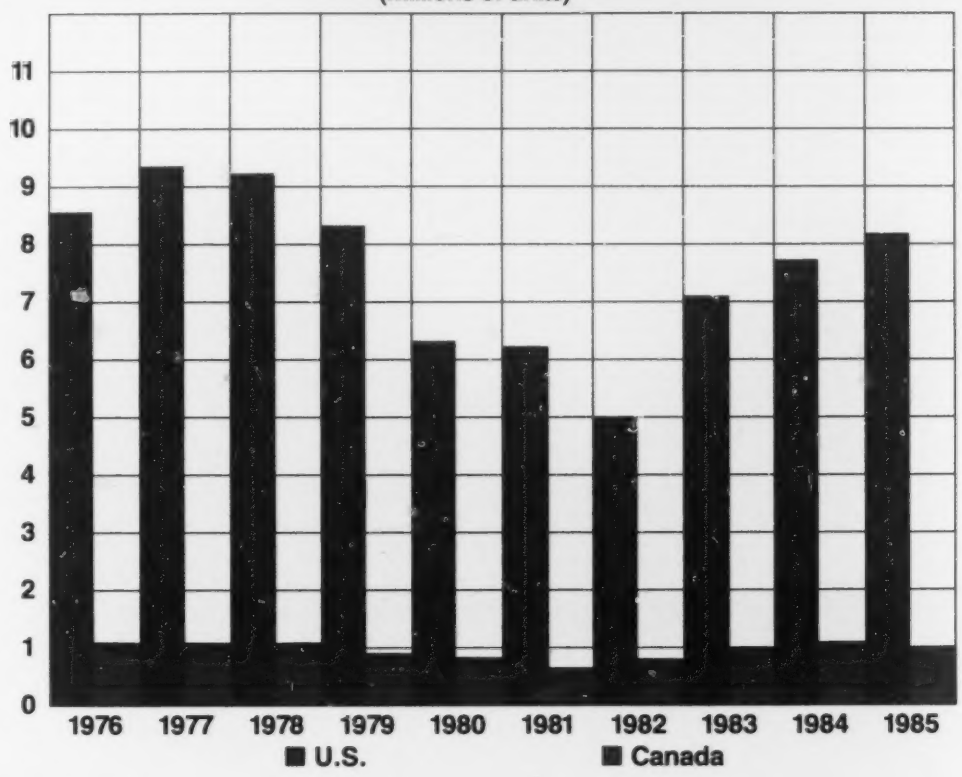
The company's increase of 7.05 percent brought Ford's total output to 495,955 compared to last year's 463,296.

General Motors increased production by 1.46 percent to 573,687 in 1985 compared with 1984's total of 565,457.

American Motors reported a 50.80-percent decrease at 11,311 cars in 1985 compared to last year's 22,992.

Volvo also showed a decrease of 3.91 percent, bringing the 1985 total to 10,030 compared to the 10,438 units completed last year.

NORTH AMERICAN AUTO PRODUCTION
(Millions of units)



CANADIAN CAR OUTPUT BY CALENDAR YEAR

1985	1,090,983
1984	1,062,183
1983	968,774
1982	801,685
1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,842
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849

CANADIAN AUTO PRODUCTION BY CORPORATION, YEAR

	AMC	Bricklin	Chrysler	Ford	GM	Renault	Studebaker	Volvo	Total
1985	11,311	*	—	495,955	573,687	—	—	10,030	1,090,983
1984	22,992	—	—	463,296	565,457	—	—	10,438	1,062,183
1983	29,551	—	104,365	272,642	551,826	—	—	10,390	968,774
1982	30,344	—	149,442	283,001	332,038	—	—	6,860	801,685
1981	34,535	—	69,149	191,928	437,622	—	—	10,336	743,570
1980	3,077	—	71,530	249,876	512,330	—	—	9,964	846,770
1979	—	—	134,086	284,610	517,471	—	—	8,766	944,933
1978	26,283	—	160,085	372,296	564,187	—	—	8,199	1,131,050
1977	41,708	—	219,747	341,329	198,456	—	—	4,506	805,746
1976	42,269	—	245,332	371,305	475,090	—	—	9,486	1,143,482
1975	48,373	2,085	261,275	324,783	406,323	—	—	13,763	1,056,602
1974	58,002	—	225,478	387,880	461,596	—	—	10,081	1,143,037
1973	74,290	—	260,722	445,299	443,806	—	—	10,449	1,234,566
1972	58,920	—	265,773	458,972	354,167	7,658	—	9,448	1,154,938
1971	42,908	—	232,749	392,433	406,186	11,930	—	8,280	1,094,486
1970	47,796	—	239,032	396,243	222,676	9,591	—	8,200	923,538
1969	35,819	—	201,115	391,105	391,561	9,739	—	6,015	1,035,354
1968	41,726	—	219,151	287,286	338,016	—	—	5,670	891,849
1967	33,094	—	186,675	177,689	312,275	—	—	4,351	714,084
1966	32,912	—	172,960	198,498	285,984	—	2,045	3,701	696,100
1965	31,347	—	135,846	169,176	351,304	—	18,542	3,353	709,568
1964	35,129	—	104,734	153,243	246,466	—	17,614	2,206	559,392
1963	30,167	—	86,805	142,273	264,341	—	8,190	1,139	532,915

CANADIAN OUTPUT SHARES, '85 vs. 84

	Total Output 1985	Pct. of 1985 Output	Total Output 1984	Pct. of 1984 Output	Pct. Pt. Change '85 vs '84
AMC—Eagle	11,311	1.04	22,992	2.16	– 1.12
FORD	495,955	45.46	463,296	43.62	+ 1.84
Escort	63,917	5.86	52,950	4.99	+ 0.87
Lynx	15,788	1.45	10,718	1.01	+ 0.44
Tempo	124,735	11.43	116,881	11.00	+ 0.43
Topaz	37,208	3.41	58,824	5.54	– 2.13
Crown Victoria	139,543	12.79	128,801	12.13	+ 0.66
Grand Marquis	114,764	10.52	95,122	8.95	+ 1.57
GENERAL MOTORS	573,687	52.58	565,457	53.24	– 0.66
Chevrolet	N.A.	—			
Celebrity	N.A.	—			
Parisienne	N.A.	—			
Grand Prix	N.A.	—			
Bonneville	N.A.	—			
6000	N.A.	—			
Cutlass Supreme	N.A.	—			
CKDS	10,704	0.98	19,124	1.80	– 0.82
VOLVO	10,030	0.92	10,438	0.98	– 0.06
TOTAL	1,090,983	100.00	1,062,183	100.00	

1985 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
AMC—Eagle	964	1,057	731	2,752	910	1,020	811	2,741	0	1,228	1,558	2,786	1,353	861	818	3,032	11,311
FORD—Tempo	13,211	11,595	7,596	32,402	8,727	13,179	12,246	34,152	4,719	12,101	9,968	26,788	9,932	11,663	9,798	31,393	124,735
Topaz	3,412	3,030	2,877	9,319	6,045	3,248	3,194	12,487	1,334	3,797	3,212	8,343	2,976	2,237	1,846	7,059	37,208
Crown Victoria	9,802	14,010	12,807	36,619	13,640	12,104	13,105	38,849	7,445	12,625	10,900	30,970	13,989	11,072	8,044	33,105	139,543
Grand Marquis	11,604	6,912	9,306	27,822	9,790	11,922	9,284	30,996	5,763	10,067	9,023	24,853	10,359	12,149	8,585	31,093	114,764
Escort	7,018	5,961	3,884	16,863	5,100	6,940	6,101	18,141	2,124	6,508	5,210	13,842	5,105	5,290	4,676	15,071	63,917
Lynx	1,225	1,347	1,435	4,007	1,012	1,252	1,616	3,880	890	1,488	1,370	3,748	1,342	1,664	1,147	4,153	15,788
FORD TOTAL	46,272	42,855	37,905	127,032	44,314	48,645	45,546	138,505	22,275	46,586	39,683	108,544	43,703	44,075	34,096	121,874	495,955
GM—Oshawa No. 1	14,139	12,550	17,476	44,165	19,896	19,112	21,121	60,129	20,043	13,272	22,732	56,047	24,593	25,058	17,659	67,310	227,651
Oshawa No. 2	5,549	6,758	7,032	19,339	15,364	19,963	19,360	54,687	16,556	11,457	11,761	39,774	20,839	18,523	14,271	53,633	167,433
Ste. Therese	16,383	15,259	16,267	47,909	15,882	16,649	12,323	44,854	7,597	14,789	14,972	37,358	16,444	14,464	6,870	37,778	167,899
CKD Car	790	570	245	1,605	650	1,270	1,235	3,155	1,649	1,425	970	4,044	1,385	270	245	1,900	10,704
GM TOTAL	36,861	35,137	41,020	113,018	51,792	56,994	54,039	162,825	45,845	40,943	50,435	137,223	63,261	58,315	39,045	160,621	573,687
VOLVO	990	855	939	2,784	945	989	658	2,592	990	315	787	2,092	990	897	675	2,562	10,030
GRAND TOTAL	85,087	79,904	80,595	245,586	97,961	107,648	101,054	306,663	69,110	89,072	92,463	250,645	109,307	104,148	74,634	288,089	1,090,983

SALES / REGISTRATIONS

1985: A year of incentives, a year of record-setting imported-car sales, a year of staggered new-car introductions, a year of record truck sales, a year of front-wheel-drive and four-wheel-drive, a year of extraordinary competition in the marketplace.

Total car-truck sales reached a staggering 15,723,116, up 8.55 percent from 14,484,168 in 1984 and erasing the previous record of 15,407,105 set in 1978.

Record truck sales included increasing numbers of light trucks doubling as passenger cars. The truck total was 4,680,458, up 14.39 percent from 4,092,803 in 1984. The former record was 4,103,196 in 1978.

Total new-car sales pushed over the 11-million mark for the first time since 1978 and were the fourth highest ever. Domestics topped their 1984 number by a quarter of a million units.

Import sales, on the strength of eight consecutive months of record totals, hit a new high in 1985 and gained more than two percentage points in the share of the U.S. market.

Car sales in the 1985 calendar year numbered 11,042,658, up 6.27 percent from 10,391,365 in 1984. It was the highest total since 11,308,498 in 1978. The record is 11,446,589 in 1973.

The 1985 grand total included 8,204,542 domestics, up 3.18 percent from 7,951,517, and 2,838,116 imports, up 16.32 percent from 2,439,848.

Domestic sales, characterized by sluggish months punctuated by incentive-induced records, were the best in six years. But their 3.18-percent growth was only a shadow of the 17.01-percent gain made in 1984.

Imports included record sales for several Japanese and European makes. Japanese imports passed the 2-million mark for the first time (reaching 2,217,860) and accounted for 78.15 percent of the import total.

Domestics, now seven companies strong, included sales increases for all except American Motors.

The biggest gained the least: General Motors reported domestic sales of 4,607,458, up 0.43 percent from 4,587,508 in 1984.

Ford Motor Co. sales were up 4.60 percent to 2,070,392 from 1,979,317. Chrysler had the best showing of the Big Three with a 15.50-percent increase, breaking through the 1-million-unit barrier to 1,139,936 domestic sales from 986,998 in 1984.

AMC slipped from fourth place to fifth with a 35.11-percent sales drop, to 123,449 from 190,255. Honda, up 5.01 percent to 145,976 from 133,601, became the number four domestic auto maker in terms of sales.

Volkswagen finished the year with sales of 77,976 U.S.-built Golfs, up 5.01 percent from 73,838 in 1984. Nissan dealers retailed 39,794 U.S.-built Sentras. ■

CANADIAN REGISTRATIONS OF NEW VEHICLES

	Cars	Trucks	Total
1953	362,409	101,252	463,661
1954	307,651	69,955	377,606
1955	381,782	73,689	455,471
1956	404,604	85,692	490,296
1957	391,661	76,782	468,443
1958	381,591	66,034	447,625
1959	427,274	74,824	502,098
1960	450,840	73,682	524,522
1961	440,377	74,738	515,115
1962	501,030	81,495	582,525
1963	541,942	90,608	632,550
1964	607,503	104,175	711,678
1965	686,828	115,660	802,488
1966	683,639	128,506	812,145
1967	667,814	130,964	798,778
1968	737,605	142,201	879,806
1969	756,015	153,277	909,292
1970	636,206	129,359	765,565
1971	745,026	138,876	883,902
1972	812,753	180,748	993,501
1973	935,533	234,683	1,170,216
1974	901,097	287,619	1,188,716
1975	839,942	265,015	1,104,957
1976	898,253	305,606	1,203,859
1977	953,078	333,551	1,286,629
1978	958,414	349,294	1,307,708
1979	998,004	382,074	1,380,078
1980*	948,967	335,827	1,284,794
1981	891,558	281,536	1,173,094
1982	727,097	204,794	931,891
1983	830,457	223,917	1,054,374
1984	914,679	292,273	1,206,952
1985**	958,358	351,488	1,309,846

* Incomplete. ** Quebec figures are incomplete.
SOURCE: R.L. Polk & Co.

WESTERN EUROPE CAR REGISTRATIONS BY MAKE, 1985 vs. 1984

	1985	1984
Ford	1,257,556	1,296,579
Fiat-Lancia	1,295,712	1,283,894
VW-Audi	1,360,828	1,220,602
Peugeot SA	1,224,542	1,164,185
GM	1,189,724	1,114,799
Renault	1,127,790	1,102,767
BL-Jaguar	431,614	405,471
Daimler-Benz	394,901	331,658
BMW	287,919	301,471
Nissan	298,238	280,263
Volvo	254,255	237,867
Toyota	269,946	224,588
Mazda	203,051	197,952
Alfa Romeo	158,446	180,145
Seat	144,722	153,607
Honda	114,001	111,084
Mitsubishi	113,629	108,952
Lada	87,953	90,120
Saab	57,110	62,784
Suzuki	48,227	42,480
Skoda	31,149	37,449
Subaru	39,702	29,949
Daihatsu	28,787	23,976
Porsche	20,474	19,599
Isuzu	5,471	4,000
Wartburg	3,013	2,527
Others	77,833	69,308
Totals	10,526,575	10,098,080

SOURCE: Automotive Industry Data, Ltd. Re-use or re-publication without permission is prohibited.

WESTERN EUROPE CAR REGISTRATIONS BY COUNTRY, 1985 vs. 1984

Country	1985	1984	%Change
Austria	242,670	215,646	12.5
Belgium	359,831	352,227	2.2
Denmark	157,474	134,345	17.2
Ireland	59,365	56,141	5.7
Finland	141,301	126,995	11.3
France	1,766,328	1,757,673	0.5
Germany	2,379,261	2,393,939	(0.1)
Italy	1,745,898	1,636,363	6.7
Netherlands	495,685	461,391	7.4
Norway	159,079	107,237	48.3
Portugal	99,375	85,636	16.0
Sweden	263,033	231,121	13.8
Switzerland	269,278	267,488	13.8
Spain	555,589	522,228	6.4
U.K.	1,832,408	1,749,650	4.7
Total	10,526,575	10,098,080	4.2

SOURCE: Automotive Industry Data, Ltd. Re-use, re-publication without permission is prohibited.

JAPANESE-CAR SALES AND MARKET SHARES IN EUROPE

	1985 Volume (Units)	Share Mrkt. (Pct.)	1984 Volume (Units)	Share Mrkt. (Pct.)	Change '85-'84 (Pct.)
Austria	64,628	26.63	58,285	27.03	10.88
Belgium	71,386	19.84	70,983	20.15	0.57
Denmark	50,072	31.80	39,775	29.61	25.88
Ireland	20,139	33.92	15,421	27.47	30.59
Finland	54,773	38.76	48,046	37.83	14.00
France	53,453	3.03	53,184	3.03	0.51
Germany	316,377	13.30	288,158	12.04	9.79
Italy	3,143	0.18	2,866	0.18	9.67
Netherlands	110,713	22.34	101,549	22.01	9.02
Norway	54,191	34.07	35,972	33.54	50.65
Portugal	9,434	9.49	5,519	7.08	70.94
Spain	3,984	0.72	3,742	0.72	6.47
Sweden	42,353	16.10	34,567	14.96	22.52
Switzerland	69,233	25.71	67,768	24.81	2.16
U.K.	200,316	10.93	197,885	11.31	1.23
Totals	1,124,195	10.68	1,023,721	10.14	9.81

SOURCE: Automotive Industry Data, Ltd. Re-use or re-publication without permission is prohibited.

WESTERN EUROPEAN CAR REGISTRATIONS AND MARKET SHARES, 1985

	Austria	Belgium	Denmark	Ireland	Finland*	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	Spain	U.K.	Total	Mkt. Share
VW-Audi Group	53,740	50,934	11,447	4,542	10,561	110,734	679,978	145,936	44,954	18,602	2,463	31,540	45,012	47,048	103,877	1,360,828	12.93
Fiat-Lancia	13,737	13,544	7,471	2,886	6,484	92,659	102,558	912,414	31,810	6,278	11,750	7,706	21,481	7,397	57,537	1,295,712	12.31
Ford	24,625	32,531	23,576	11,005	11,276	133,268	255,035	69,355	56,435	23,300	6,230	28,571	21,143	75,586	485,620	1,257,556	11.95
Peugeot SA	15,792	52,101	9,814	1,823	6,857	612,281	100,587	117,927	49,012	8,037	13,889	7,108	22,652	105,349	101,314	1,224,542	11.63
Opel-GM	32,138	45,239	26,272	7,823	13,200	87,143	367,838	58,204	87,766	22,039	13,257	26,800	36,165	62,367	303,473	1,189,724	11.30
Renault	10,358	33,499	1,255	4,255	1,087	507,788	74,099	175,052	28,904	1,100	31,024	2,683	17,003	169,061	70,622	1,127,790	10.71
BL	438	5,224	336	3,860	48	31,944	7,068	24,456	5,768	—	5,530	0	2,405	4,378	327,955	419,428	3.98
Daimler-Benz	9,077	10,070	1,132	376	3,093	20,939	273,528	20,030	11,909	2,911	1,968	10,271	6,841	4,670	18,086	394,901	3.75
Nissan	12,231	14,844	7,902	5,553	15,930	15,515	63,253	—	25,098	9,786	2,322	8,363	10,968	956	105,517	298,238	2.83
BMW	7,232	8,383	3,650	490	2,683	29,347	144,262	21,028	12,995	3,947	931	4,429	10,409	4,683	33,450	287,919	2.74
Toyota	12,994	23,215	19,759	10,543	17,324	11,933	61,182	—	24,560	17,059	4,646	12,305	18,143	1,561	34,722	269,946	2.56
Volvo	3,433	8,442	6,332	1,066	7,343	18,157	14,226	17,610	26,661	12,380	869	71,135	5,164	1,888	59,549	254,255	2.42
Mazda	20,749	8,903	14,129	1,374	8,698	13,836	66,863	—	16,782	14,046	442	12,018	7,733	306	17,172	203,051	1.93
Alfa Romeo	2,089	2,763	458	167	205	14,907	7,926	112,909	3,734	223	981	1,148	6,025	1,818	3,093	158,446	1.51
SEAT	1,201	4,159	682	17	934	22,010	4,362	37,089	7,213	0	221	0	2,142	64,692	0	144,722	1.37
Honda	4,748	9,097	1,863	683	3,908	8,824	37,332	—	11,890	3,731	1,075	3,518	7,821	527	18,984	114,001	1.08
Mitsubishi	5,742	8,876	2,780	847	5,781	3,341	45,182	—	12,692	5,158	724	2,485	8,046	386	11,589	113,629	1.08
Lada	1,779	13,268	3,617	40	11,768	20,094	8,306	—	8,732	2,754	0	1,586	0	677	15,314	87,935	0.84
Saab	342	1,299	1,774	177	6,754	1,565	3,240	—	2,462	2,599	39	26,838	1,343	303	8,375	57,110	0.54
Suzuki	3,593	2,345	509	430	1,683	4	18,429	—	12,262	244	105	611	3,934	128	3,950	48,227	0.46
Subaru	3,572	2,438	307	129	340	0	11,278	—	2,963	2,574	61	1,552	10,642	31	3,815	39,702	0.38
Skoda	1,161	2,973	4,001	129	2,254	3,222	2,484	—	3,269	605	0	332	110	725	9,884	31,149	0.30
Daihatsu	964	1,601	2,816	508	964	0	8,639	—	4,433	1,443	47	1,498	1,221	86	4,567	28,787	0.27
Porsche	451	460	7	5	0	1,432	11,394	867	225	0	61	455	1,447	232	3,438	20,474	0.19
Jaguar	132	318	34	37	6	273	2,350	—	402	—	5	35	435	110	8,049	12,186	0.12
Isuzu	35	67	7	72	145	0	4,219	—	33	150	12	3	725	3	—	5,471	0.05
Wartburg	0	1,080	1,192	0	410	1	0	—	0	—	—	0	0	330	—	3,013	0.03
Others	317	2,158	4,352	528	1,565	5,091	3,625	33,581	2,721	113	723	43	269	291	22,456	77,833	0.74
TOTALS	242,670	359,831	157,474	59,365	141,301	1,766,328	2,379,261	1,745,898	495,685	159,079	99,375	263,033	269,278	555,589	1,832,408	10,526,575	100.0

*Estimated from 11 months actuals.
SOURCE: Automotive Industry Data, Ltd. Re-use, re-publication without permission is prohibited.

SALES/REGISTRATIONS

DOMESTIC-CAR SALES BY NAMEPLATE AND MONTH, 1985

Sales and Rankings, 1985 vs. 1984

	Jan	Feb	March	April	May	June	July	Aug.	Sept.	Oct	Nov	Dec	Total 1985	1985 Position	Total 1984	1984 Position
Alliance	5,634	5,616	6,178	6,581	5,498	4,812	8,135	6,019	7,052	6,027	5,379	4,563	71,494	43	100,366	32
Encore	2,975	3,312	4,393	4,414	3,805	3,606	3,218	4,122	3,388	2,595	1,402	1,949	39,179	62	69,235	44
Total Renault	8,609	8,928	10,571	10,995	9,303	8,418	11,353	10,141	10,440	8,622	6,781	6,512	110,673	190,255	0	0
Eagle	1,378	1,171	822	827	760	648	791	1,324	1,748	1,266	966	1,075	12,776	76	20,654	67
Total AMC	1,378	1,171	822	827	760	648	791	1,324	1,748	1,266	966	1,075	12,776	20,654	0	0
AMERICAN MOTORS	9,987	10,099	11,393	11,822	10,063	9,066	12,144	11,465	12,188	9,888	7,747	7,587	123,449	190,255	0	0
Horizon	7,177	12,524	10,432	8,347	5,951	4,822	4,433	6,567	8,611	6,139	4,606	4,891	84,500	40	78,298	39
Turismo	3,756	7,377	6,679	5,739	4,170	3,574	3,624	4,422	4,735	3,150	2,621	2,970	52,817	54	47,109	53
Reliant	12,215	10,295	13,898	16,142	9,727	8,511	12,059	12,277	11,425	13,283	8,047	10,954	138,833	18	138,154	20
Caravelle	2,954	3,065	3,430	3,716	3,158	2,965	2,340	2,070	2,768	4,242	2,808	2,438	35,954	64	9,074	76
Plymouth	1,360	1,706	2,132	2,158	2,149	1,827	1,793	1,041	1,119	1,051	651	640	17,627	74	16,609	72
Total Plymouth	27,462	34,967	36,571	36,102	25,155	21,699	24,249	26,377	28,658	27,865	18,733	21,893	329,731	289,244	0	0
Laser	3,456	5,162	7,459	6,447	3,685	3,753	3,540	4,420	5,606	2,849	2,041	2,539	50,957	55	53,131	51
LeBaron K	6,920	6,903	8,568	7,995	9,017	6,991	7,196	7,348	8,017	7,499	5,427	5,601	87,482	37	98,830	33
LeBaron GTS	3,151	3,096	4,455	5,072	8,819	8,297	7,028	7,069	6,259	5,691	6,708	5,373	71,018	45	2,494	77
Cordoba	0	0	0	0	0	0	0	0	0	0	0	0	0	0	136	81
Fifth Avenue	7,290	6,993	8,628	7,730	9,022	12,282	6,735	10,478	14,327	14,509	5,172	5,844	109,010	31	94,340	34
New Yorker E	4,329	4,292	5,214	4,483	5,094	4,292	4,330	4,913	5,656	5,615	4,675	4,520	57,413	48	39,303	58
Total Chrysler	25,146	26,446	34,324	31,727	35,637	35,615	28,829	34,228	39,865	36,163	24,023	23,877	375,880	328,499	0	0
Omni	5,958	9,695	8,746	7,407	5,661	4,018	4,085	5,574	7,043	4,736	3,864	4,686	71,473	44	67,933	45
Charger	4,213	7,649	7,080	6,498	4,564	3,624	3,735	4,989	5,426	3,321	2,808	3,264	57,171	49	51,940	52
Daytona	3,119	4,738	6,613	6,056	3,595	3,718	3,591	4,703	5,086	2,760	2,357	3,197	49,533	58	44,717	54
Aries	9,961	8,809	10,035	12,791	8,145	7,703	10,783	10,783	10,285	11,375	6,815	8,799	116,284	27	111,964	27
Lancer	2,270	2,628	3,212	3,301	5,878	5,910	4,773	4,895	5,137	4,200	4,194	3,217	49,615	56	1,960	78
Diplomat	2,797	2,637	3,504	3,751	3,941	3,385	3,621	2,531	2,597	2,875	1,815	1,465	34,919	66	28,623	65
Mirada	0	0	0	0	0	0	0	0	0	0	0	0	0	0	282	80
Dodge 600	4,334	4,593	5,644	4,988	5,405	4,393	4,100	4,245	4,809	5,347	3,850	3,622	55,330	51	42843	55
Total Dodge	32,652	40,749	44,834	44,792	37,189	32,751	34,688	37,720	40,383	34,614	25,703	28,250	434,325	369,255	0	0
CHRYSLER CORP	85,260	102,162	115,729	112,621	97,981	90,065	87,766	98,325	108,906	98,642	68,459	74,020	1,139,936	986,998	0	0
EXP	2,909	2,932	2,837	2,313	2,061	1,378	1,211	996	664	154	76	396	17,927	73	31,213	61
Escort	29,001	29,539	26 484	27,536	54,413	34,659	29,535	38,286	48,538	33,359	31,688	37,652	420,690	2	353,578	2
Mustang	12,982	12,711	14,390	15,462	14,277	15,159	12,534	12,457	12,190	13,544	11,513	10,602	157,821	15	138,296	19
Tempo	19,861	25,874	46,546	30,020	17,349	17,689	17,871	22,684	33,795	14,836	16,809	17,810	281,144	6	256,532	7
Taurus	0	0	0	0	0	0	0	0	0	0	0	4,056	4,056	77	0	0
Thunderbird	10,982	10,831	14,211	16,256	15,770	14,193	14,283	16,316	16,365	9,556	8,050	10,396	157,209	16	154,865	17
LTD	13,900	14,644	18,987	20,381	18,411	19,050	17,254	15,335	19,922	12,444	7,161	7,525	185,014	12	196,907	11
Crown Victoria	10,882	12,624	14,860	16,643	14,040	14,685	15,310	14,536	20,425	10,995	8,398	8,936	162,334	14	169,253	14
Total Ford Div.	100,517	109,155	138,315	128,611	136,321	116,813	107,998	120,610	151,899	94,888	83,695	97,373	1,386,195	1,300,644	0	0
Lynx	5,613	6,276	5,525	5,945	10,399	7,306	6,556	9,204	10,028	6,376	5,575	7,068	85,871	38	67,725	46
Topaz	5,676	7,063	11,809	9,211	4,199	5,459	3,741	5,127	8,920	3,895	3,870	4,128	73,098	42	73,454	41
Sable	0	0	0	0	0	0	0	0	0	0	0	0	2,430	2,430	78	0
Cougar	8,599	9,308	10,510	11,989	11,564	11,221	10,983	12,845	11,588	6,522	5,940	8,156	119,225	24	120,964	25
Capri	1,281	1,360	1,499	1,406	1,218	1,183	1,305	1,694	1,774	946	827	896	15,389	75	17.739	70
Marquis	6,780	8,031	8,686	9,117	8,130	7,952	9,536	7,989	9,151	6,230	3,179	3,063	87,844	36	103,722	29
Grand Marquis	9,640	10,656	13,212	12,539	10,680	11,669	12,267	13,723	17,633	7,947	7,027	8,209	135,202	19	143,594	18
Total Mercury	37,589	42,694	51,241	50,207	46,190	44,790	44,388	50,582	59,094	31,916	26,418	33,950	519,059	527,198	0	0
Continental	3,115	3,215	3,098	1,899	1,757	1,986	2,173	2,265	2,588	1,835	1,741	2,007	27,679	69	31,110	62
Lincoln	7,911	9,528	9,891	9,337	9,014	8,444	9,237	10,568	13,943	10,160	9,108	10,465	117,606	25	90,869	37
Mark VII	1,630	2,270	1,770	1,257	1,265	2,042	1,825	1,498	1,879	1,484	1,379	1,554	19,853	72	29,496	64
Total Lincoln	12,656	15,013	14,759	12,493	12,036	12,472	13,235	14,331	18,410	13,479	12,228	14,026	165,138	151,475	0	0
Total L-M Div.	50,245	57,707	66,000	62,700	58,226	57,262	57,623	64,913	77,504	45,395	38,646	47,976	684,197	678,673	0	0
FORD MOTOR	150,762	166,862	204,315	191,311	194,547	174,075	165,621	185,523	229,403	140,283	122,341	145,349	2,070,392	1,571,321	0	0
Skyhawk	6,607	6,972	9,021	12,307	6,379	7,804	6,791	5,954	6,241	6,020	4,899	6,644	85,639	39	121,858	24
Skylark	8,653	10,049	10,145	10,849	6,096	3,312	2,011	1,146	909	438	752	151	54,513	52	104,589	28
Somerset Regal	7,521	7,001	8,379	9,092	16,785	6,436	4,711	7,519	6,914	7,591	6,326	6,823	95,098	34	13,811	74
Century	16,542	17,596	17,193	19,346	22,462	22,468	16,383	24,524	27,497	19,150	14,657	16,600	234,508	7	217,042	9
Regal	8,978	8,699	8,443	8,569	10,263	10,694	7,508	13,269	17,067	7,768	5,718	5,614	112,590	29	182,185	13
LeSabre	12,925	12,318	12,407	13,623	12,601	13,287	10,018	8,250	7,159	4,243	4,149	4,232	115,212	28	164,314	16
Electra	4,399	5,305	6,701	6,627	6,702	7,268	9,292	11,459	15,252	8,996	7,787	9,397	99,185	33	84,414	38
Riviera	4,253	4,620	4,432	4,262	4,464	5,395	4,661	4,141	4,070	4,231	2,518	1,787	48,834	59	53,398	50
Total Buick	69,878	72,560	76,721	84,675	85,754	76,664	61,375	76,262	85,109	58,437	46,806	51,338	845,579	941,611	0	0
Cimarron	1,090	1,376	2,508	3,301	1,655	1,623	1,506	2,528	3,245	1,273	1,293	2,356	23,754	70	18,014	69
Seville	2,365	2,105	2,575	2,541	4,651	2,401	2,382	2,080	2,103	2,308	1,911	1,612	29,034	68	35,349	59
Cadillac	13,036	13,211	14,768	14,206	15,062	15,369	17,127	18,909	21,283	13,604	12,930	18,139	187,664	11	195,177	12
Eldorado	5,002	4,705	5,335	5,300	9,484	4,695	4,962	4,075	4,278	4,832	3,281	2,361	58,310	47	70,577	42
Total Cadillac	21,493	21,397	25,186	25,348	30,872	24,088	25,977	27,592	30,909	22,017	19,415	24,468	298,762	320,017	0	0
Chevette	13,738	10,136	10,744	9,174	10,151	10,184	9,026	15,359	17,594	8,744	7,754	7,323	129,927	20	164,917	15
Nova	0	0	0	0	1	3,195	4,043	3,935	5,149	5,605	5,873	7,793	35,594	65	0	0
Cavalier	33,147	28,745	41,501	56,816	46,764	25,611	28,604	40,750	40,273	23,773	25,863	39,184	431,031	1	377,446	1
Citation	6,338	6,163	7,077	6,502	5,406	2,604	2,221	2,713	3,214	647	399	393	43,677	60	92,174	36
Camaro	17,237	15,475	18,484	18,136	20,864	18,120	17,019	21,821	18,020	12,733	11,741	10,335	199,985	9	202,172	10
Celebrity	26,445	25,682	28,560	29,971	37,184	33,775	31,656	34,493	38,121	25,742	26,994	24,996	363,619	3	322,198	3
Malibu	0	0	0	0	0	0	0	0	0	0	0	0	0	0	881	79
Monte Carlo	8,067	8,936	10,874	11,171	11,859	10,028	9,414	7,059	8,721	10,707	8,563	7,186	112,585	30	115,930	26
Chevrolet	21,863	20,242	21,775	20,810	25,553	20,748	18,695	19,785	25,058	16,436	16,842	18,019	245,826	5	258,902	5
Corvette	3,030	2,618	3,920	3,818	3,876	3,069	2,909	2,429	2,542	3,614	2,970	3,161	37,956	63	30,424	63
Total Chevrolet	129,865	117,997	142,935	156,398	161,658	127,334	123,587	148,344	158,692	108,001	106,999	118,390	1,600,200	1,565,143	0	0
Firenza	5,748	3,691	5,490	8,263	3,569	4,042	3,058	2,528	2,974	3,407	3,116	3,694	49,580	57	62,456	48
Calais	8,443	8,142	10,463	11,356	22,537	8,461	6,550	11,579	10,897	10,358	8,097	5,927	122,810	21	14,881	73
Cutlass Ciera	25,164	24,575	29,593	30,630	33,186	31,714	25,954	30,599	35,282	24,649	21,829	20,400	333,585	4	242,209	8
Cutlass Supreme	18,621	15,516	19,312	19,781	21,315	19,851	15,266	23,805	24,917	15,259	12,020	11,841	217,504	8	302,087	4
Olds 88	18,140	16,336	17,852	19,258	19,211	20,039	18,122	15,734	15,645	8,879	9,495	9,418	188,129	10	258,297	6
Olds 98	8,378	8,270	9,619	9,225	9,971	10,477	11,640	13,229	12,049	9,966	9,985	9,612	122,421	22	100,419	31
Toronado	3,649	2,595	2,894	3,094	2,943	3,087	2,800	2,663	2,954	2,713	1,627	1,074	32,093	67	41,605	56
Total Oldsmobile	88,143	79,125	95,223	101,607	112,732	97,671	83,400	100,137	104,718	75,231	66,169	61,966	1,066,122	1,056,053	0	0
Fiero	5,484	6,362	12,385	13,008	9,199	6,295	6,495	8,927	8,180	5,569	4,377	4,022	90,303	35	93,485	35
1000	2,029	1,797	1,934	1,742	2,658	1,753	1,274	2,099	2,434	1,897	1,393	1,414	22,424	71	28,004	66
Sunbird	7,865	8,137	10,958	14,950	14,890	6,532	6,978	11,992	11,903	7,353	6,647	8,632	116,837	26	126,916	22
Phoenix	855	41	0	0	0	0	0	0	0	0	0	0	896	79	13,202	75
Firebird	6,981	7,284	9,922	10,504	12,930	9,003	8,369	9,528	7,048	6,738	6,457	5,296	100,160	32	104,414	30
Grand Am	7,471	7,451	11,127	10,654	12,807	6,644	6,541	7,507	11,640	14,390	13,305	11,736	121,273	23	16,751	71
6000	9,792	10,818	12,761	15,387	17,755	12,680	12,407	17,359	18,600	13,897	12,126	12,146	165,728	13	125,828	23
Bonneville	3,751	4,414	5,112	4,706	5,711	3,915	3,660	5,038	7,088	3,494	2,677	3,406	52,972	53	65,387	47
Grand Prix	4,052	4,582	5,361	5,086	5,818	4,186	4,151	6,503	8,263	3,496	2,669	2,986	57,153	50	71,609	43
Parisienne	5,121	4,651	5,593	6,543	6,770	4,706	4,722	7,890	8,295	5,052	4,844	4,862	69,049	46	62,084	49
Total Pontiac	53,401	55,537	75,153	82,580	88,538	55,714	54,597	76,943	83,451	61,886	54,495	54,500	796,795	704,684	0	0
GENERAL MOTORS	362,780	346,616	415,218	450,608	479,554	381,471	348,936	429,278	462,879	325,572	293,884	310,662	4,607,458	4,587,508	0	0
VOLKSWAGEN	5,882	6,236	7,249	6,586	8,068	6,098	6,198	6,561	6,492	6,370	6,120	5,836	77,716	41	73,838	40
HONDA	13,366	13,342	15,039	14,067	15,096	12,141	9,338	9,987	12,873	10,691	11,240	8,796	145,976	17	133,601	21
NISSAN	0	0	0	1,267	2,261	3,759	3,524	3,625	6,641	6,953	6,011	5,753	39,794	61	0	0
Total Sales	628,037	645,317	768,943	788,282	807,590	676,675	633,527	744,764	839,382	598,399	515,802	558,003	8,204,721	7,951,517	0	0

SALES/REGISTRATIONS

NEW-CAR SHARES BY MARKET CLASS

BY MONTH, JANUARY 1978-FEBRUARY 1986

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
	1983	11.32	14.97	24.67	12.98	5.37	30.69	595,746
	1984	14.21	16.92	25.95	9.75	8.11	25.06	778,558
	1985	13.67	17.87	26.07	9.89	7.66	24.90	836,221
	1986	13.54	17.05	28.22	6.40	7.61	27.18	873,255
February	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
	1983	11.79	14.85	24.68	13.87	5.17	29.64	628,853
	1984	14.85	18.24	25.56	10.28	7.93	22.14	841,234
	1985	15.82	17.39	26.36	9.68	7.80	23.05	838,607
	1986	14.01	16.50	27.85	7.14	8.13	26.37	832,993
March	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
	1982	18.86	20.42	20.83	9.21	4.78	25.90	776,793
	1983	12.20	15.53	25.58	14.26	5.57	26.86	820,782
	1984	14.55	18.05	27.83	10.67	7.36	21.54	963,783
	1985	14.41	21.17	26.67	9.41	7.59	20.75	970,268
April	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
	1982	15.48	17.96	23.14	12.10	5.91	25.41	668,463
	1983	13.03	15.77	27.18	14.38	5.61	24.03	763,375
	1984	14.32	18.09	28.54	11.28	8.30	19.47	895,402
	1985	13.48	22.09	27.58	9.65	7.02	20.18	987,522
May	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
	1982	16.04	17.78	24.09	11.63	5.94	24.52	773,864
	1983	13.17	16.57	26.70	13.56	5.31	24.69	836,561
	1984	13.28	18.62	26.62	10.74	7.48	23.26	1,046,805
	1985	14.14	16.05	29.11	8.87	7.31	24.52	1,069,934
June	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.69	10.53	4.52	28.41	723,342
	1982	15.13	16.68	21.47	11.19	4.92	30.61	650,523
	1983	13.86	17.60	25.01	12.75	4.74	26.04	903,427
	1984	13.46	19.20	24.88	11.03	7.91	23.52	951,058
	1985	12.83	14.71	27.56	9.76	8.27	26.87	925,334
July	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
	1982	16.07	16.09	20.59	10.77	4.80	31.68	529,272
	1983	11.76	17.13	26.05	12.85	5.11	27.10	791,310
	1984	14.53	18.91	24.00	11.19	8.22	23.15	890,202
	1985	12.41	15.42	24.82	9.41	8.42	29.52	898,925
August	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
	1982	16.07	16.75	19.46	10.09	4.89	32.74	608,752
	1983	11.15	16.11	26.56	12.41	5.51	28.26	740,073
	1984	14.45	18.12	22.10	10.58	8.78	25.97	815,199
	1985	13.97	16.88	26.86	9.34	8.37	25.58	1,000,695
September	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	671,005
	1981	18.69	19.33	21.64	10.73	5.15	24.46	686,413
	1982	19.10	15.42	21.62	10.85	5.80	27.21	671,051
	1983	12.34	16.37	29.52	12.10	6.08	23.59	704,470
	1984	15.03	19.31	23.32	10.25	8.29	23.80	743,640
	1985	15.38	16.53	27.95	9.10	9.04	21.99	1,076,051
October	1978	8.85	23.01	27.85	19.48	5.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.98	21.79	10.34	6.08	24.23	648,184
	1982	14.98	16.43	22.99	13.17	6.77	25.66	656,250
	1983	12.68	16.72	29.31	12.42	6.07	22.80	860,318
	1984	13.54	16.43	25.89	11.31	9.26	23.57	902,263
	1985	13.56	14.80	25.15	6.65	9.05	30.79	864,677
November	1978	9.35	22.21	25.98	20.12	7.01	15.32	938,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
	1982	16.58	17.79	22.33	12.00	6.40	24.90	743,205
	1983	13.35	16.96	26.87	12.20	6.24	24.36	780,704
	1984	14.08	17.79	24.54	9.72	8.70	25.17	802,708
	1985	13.78	14.97	23.93	6.97	7.92	32.43	763,382
December	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
	1982	15.93	16.67	20.27	11.72	6.32	29.09	631,375
	1983	14.35	17.43	25.37	9.12	8.09	25.64	752,288
	1984	12.39	17.07	25.26	10.04	9.06	26.18	759,486
	1985	14.02	16.71	22.74	6.85	8.23	31.45	814,019
Total for Year	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	*8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	*8,531,531
	1982	16.65	17.51	19.03	13.39	5.58	27.84	*7,977,570
	1983	12.65	16.75	26.17	9.97	8.50	25.96	*9,178,101
	1984	14.04	18.08	25.54	10.61	8.25	23.48	*10,391,775
	1985	13.97	17.11	26.39	8.77	8.06	25.70	*11,042,658

*Import yearly total adjusted in each grand total.

IMPORT SALES BY NAMEPLATE, 1985 vs. 1984

	Calendar Year 1985	Calendar Year 1984
ALFA ROMEO	4,502	3,702
AUDI	74,051	71,237
4000	——	10,430
4000S	17,352	4,890
4000CS Quattro	4,951	3,983
5000S	39,742	41,651
5000CS Turbo	7,735	6,667
5000CS Turbo Quattro	751	65
Coupe GT	3,633	3,520
BMW	87,873	70,897
318	23,111	28,675
325e/es	30,819	15,773
524 TD	1,831	——
528/535i/533	17,749	15,395
635/633CSI	4,423	2,695
735/733i	9,937	8,359
CHEVROLET	84,860	7,463
Spectrum	53,593	2,077
Sprint	31,267	10,927
CHRYSLER-MITSUBISHI	105,293	91,718
Colt	76,313	69,379
Conquest	5,387	7,069
Vista	23,593	15,270
FIAT	——	316
HONDA	406,413	374,819
Civic	155,170	137,405
Civic CRX	52,861	47,445
Accord	121,994	123,045
Prelude	75,938	66,924
I.A.I.	——	1,466
ISUZU	26,953	17,233
I-Mark	12,780	4,427
Impulse	14,173	12,806
JAGUAR	20,528	18,044
XJ-6	16,744	14,564
XJ-S	3,784	3,480
LANCIA	——	21
MASERATI BITURBO	1,190	2,023
MAZDA	211,093	169,666
323GLC	64,444	45,221
626	92,839	71,407
RX-7	53,810	53,038
MERCEDES-BENZ	96,903	78,522
190D	3,067	5,309
190E	22,325	17,704
190E-16	628	——
240D	——	26
300D	18,596	16,659
300CD	1,556	1,539
300TD	3,112	2,465
300SD	6,746	12,189
380SE/420SEL	10,885	7,135
500/560SEL	7,842	4,557
380/560SLC	10,508	9,288
500/560SEC	1,638	1,651
MERCURY MERKUR	8,974	——
MITSUBISHI	49,734	39,104
Starion	4,841	6,375
Cordia	8,159	13,194
Tredia	10,902	13,724
Mirage	13,066	3,101
Galant	12,766	2,710
NISSAN	535,372	485,298
Sentra/210	179,235	189,480
Pulsar/310	49,816	37,287
Stanza	64,398	44,613
Maxima	99,051	68,209
200SX	65,792	63,465
300ZX	67,409	73,097
Hawaii	9,671	9,147
PEUGEOT	15,636	20,007
PORSCHE	25,173	19,611
944	16,705	13,036
911	5,882	4,472
928	2,586	2,103
RENAULT	7,205	12,243
18i	2,411	2,971
Fuego	4,794	9,272
ROLLS-ROYCE	1,110	1,083
SAAB	39,068	33,631
900	11,353	8,369
900S	11,836	9,993
900 Turbo	14,259	14,408
9000 Turbo	795	——
Tourist	825	861
SUBARU	178,175	157,385
TOYOTA	620,047	557,981
Starlet	——	259
Corolla	168,378	157,876
Tercel	88,841	103,013
Celica	80,480	85,213
Supra	23,569	29,871
Camry	128,132	93,725
Cressida	45,290	34,456
Land Cruiser	4,740	4,037
Van	32,631	33,626
4Runner SR5	5,495	6,498
MR2	32,309	——
Hawaii	10,179	9,404
Others	*3	3
VOLKSWAGEN	140,505	103,402
Rabbit Convertible	12,644	11,552
Jetta	83,783	37,975
Vanagon	16,803	17,985
Quantum	13,948	18,645
Scirocco	13,552	17,245
VOLVO	104,267	99,454
DL	39,169	44,339
GL	9,578	24,271
GLT Turbo	2,166	9,866
Diesel	1,938	5,589
740 Series (gas)	32,141	1,406
740 Series (diesel)	5,023	——
760 (gas)	10,186	8,872
760 Series (diesel)	2,104	3,485
Tourist	1,962	1,626
YUGO	3,895	——
TOTAL	2,839,226	2,441,713

DOMESTIC SALES

Retail sales of U.S. new cars

1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,816,858
1965	8,783,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,576,284
1972	9,321,502
1973	9,669,686
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,986
1979	8,315,622
1980	6,578,275
1981	6,208,296
1982	5,756,660
1983	6,795,302
1984	7,951,517
1985	8,204,542

IMPORT SALES

Retail Sales of Imported Cars

1967	769,300
1968	1,030,700
1969	1,117,700
1970	1,287,520
1971	1,565,500
1972	1,621,900
1973	1,776,900
1974	1,403,035
1975	1,577,000
1976	1,493,000
1977	2,071,100
1978	2,000,500
1979	2,327,932
1980	2,396,934
1981	2,328,376
1982	2,221,517
1983	2,385,734
1984	2,441,713
1985	8,204,542

TOTAL U.S. SALES

Retail sales: Domestics and Imports

1967	8,337,184
1968	9,655,519
1969	9,582,075
1970	8,403,057
1971	10,241,784
1972	10,943,402
1973	11,446,586
1974	8,851,956
1975	8,627,120
1976	10,099,573
1977	11,175,554
1978	11,308,498
1979	10,643,554
1980	8,975,209
1981	8,532,672
1982	7,978,177
1983	9,181,036
1984	10,393,230
1985	11,043,768

SALES/REGISTRATIONS

SALES OF DIESEL-POWERED NEW CARS IN THE U.S.

	1985 Sales	Percent Share of Market	1984 Sales	Percent Share of Market	1983 Sales	Percent Share of Market	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market
Buick	688	0.01	3,379	2.17	11,121	6.32	30,417	9.71	48,627	9.52
Cadillac	1,279	0.01	1,560	1.00	3,984	2.27	16,939	5.40	40,241	7.88
Chevrolet	1,857*	0.02	11,452*	7.36	4,877	2.77	27,549	8.79	27,600	5.40
Oldsmobile	N.A.	____	15,106	9.71	33,174	18.86	75,482	24.08	155,859	30.52
Pontiac	0	____	874	0.56	2,288	1.30	6,312	2.01	32,633	6.39
GM	3,824	0.03	32,371	20.80	55,444	31.52	156,699	49.99	304,960	59.71
Ford Motor Co.	15,199*	0.14	35,352*	22.72	3,100	1.76	____	____	____	____
VW	28,548	0.26	22,468	14.44	29,844	16.97	59,887	19.11	118,585	23.22
Audi	0	____	13	0.01	6,144	3.49	7,415	2.37	6,434	1.26
VWoA	28,548	0.26	22,481	14.45	35,988	20.46	67,302	21.48	125,019	24.48
Mercedes-Benz	33,077	0.30	38,887	24.99	54,044	30.73	52,051	16.61	49,354	9.67
Peugeot	2,053	0.02	4,104	2.64	5,454	3.10	9,637	3.07	14,341	2.81
Volvo	9,065	0.08	9,074	5.83	7,436	4.23	7,405	2.37	1,954	0.38
Nissan	0	____	4,063	2.61	5,894	3.35	8,836	2.82	4,683	0.92
Toyota	1,524	0.01	8,348	5.37	2,220	1.26	____	____	____	____
Isuzu	55	0.00	915	0.59	6,317	3.59	11,477	3.66	10,368	2.03
Diesel Total	93,345	100.00	155,595	100.00	175,897	100.00	313,407	100.00	510,679	100.00
Total U.S. new-car sales	11,043,768	0.85	10,393,230	1.50	9,181,036	1.92	7,978,177	3.93	8,532,672	5.98

*Production for model year

1985 IMPORT CAR SALES

	Jan	Feb	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1985 Total
Honda	35,938	29,610	30,228	35,997	35,662	35,414	28,062	33,620	20,442	42,559	37,565	40,886	406,413
Isuzu	2,413	1,849	1,980	1,126	1,721	2,597	2,787	3,091	3,115	2,443	1,913	1,918	26,953
Mazda	12,079	14,163	18,034	10,107	15,792	16,175	17,229	19,256	19,734	20,254	22,802	25,468	211,093
Mitsubishi	3,232	2,466	3,195	2,764	5,237	5,023	5,280	4,126	5,882	4,946	4,018	3,601	49,734
Nissan	42,430	36,493	38,985	28,661	51,251	53,473	53,564	51,129	51,747	44,679	43,690	39,270	535,372
Subaru	11,401	12,518	11,876	13,709	14,441	14,554	15,569	16,548	19,675	16,112	15,526	16,246	178,175
Toyota	42,952	43,161	32,906	42,942	59,846	52,125	58,753	63,298	40,578	60,554	49,187	53,745	620,047
Chevrolet	4,210	4,701	5,217	5,048	5,935	6,419	7,617	6,591	6,920	11,192	11,587	9,423	84,860
Chrysler	7,569	6,763	7,009	4,926	5,846	8,293	8,281	5,745	12,435	12,712	12,208	13,506	105,213
JAPANESE MODELS	162,224	151,724	149,430	145,280	205,731	194,073	207,142	203,404	180,528	215,451	198,496	204,063	2,217,860
Audi	5,371	4,715	5,722	6,727	8,050	6,707	7,417	6,152	4,699	6,253	6,111	6,343	74,061
BMW	5,439	6,138	7,467	7,516	7,968	7,821	7,827	7,936	8,180	7,507	6,381	7,692	87,873
Mercedes-Benz	5,920	6,226	7,740	8,046	8,491	7,476	7,706	6,614	6,787	4,467	7,311	10,119	86,903
Merkur	136	256	409	554	631	747	933	1,124	1,594	887	815	888	8,974
Porsche	1,982	1,724	2,226	2,005	2,284	1,879	2,072	1,664	1,904	2,407	2,542	2,484	25,173
Volkswagen	9,869	8,208	10,757	11,165	16,064	12,260	13,079	13,479	13,285	11,759	10,530	10,275	140,505
GERMAN MODELS	28,717	27,267	34,321	24,848	43,488	36,890	39,034	36,969	36,449	33,280	33,690	37,801	412,754
Alfa Romeo	385	252	376	505	609	361	363	352	433	365	319	182	4,502
Jaguar	849	1,419	1,984	1,643	1,714	1,713	1,784	1,392	767	2,619	1,530	3,114	20,528
Maserati	151	75	143	152	138	178	88	100	99	94	80	63	1,190
Peugeot	1,039	1,130	1,073	1,230	1,789	1,175	1,901	1,496	1,484	1,422	827	970	15,636
Renault	844	675	912	793	574	453	489	476	458	650	486	395	7,205
Rolls-Royce	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,110
Saab	2,890	2,655	3,294	3,736	3,413	4,224	3,679	3,291	2,107	3,016	3,426	3,445	39,068
Volvo	9,928	8,660	9,808	9,439	10,125	9,492	10,918	8,451	6,744	8,453	7,800	4,321	104,267
Yugo	____	____	____	____	____	____	____	____	380	928	926	1,698	3,895
OTHER MODELS	16,086	14,866	17,590	17,498	18,362	17,596	19,222	15,558	12,472	17,547	15,394	14,188	197,401
TOTAL IMPORTED CARS	207,916	193,633	201,341	198,791	267,581	248,659	265,398	255,931	229,369	266,278	247,580	256,016	2,838,116
Japanese pct. of import sales	78.02	78.36	74.22	73.08	76.89	78.05	78.05	79.48	78.71	80.91	80.17	79.71	78.15
Total U.S. sales (domestic and import)	835,953	838,950	970,268	986,073	1,075,171	925,334	898,925	1,000,695	1,068,751	863,677	763,382	814,019	11,042,658
Japanese pct. of total U.S. sales	19.41	18.08	15.40	14.73	19.13	20.97	23.04	20.33	16.89	24.95	26.00	25.07	20.08
Import pct. of total U.S. sales	24.90	23.05	20.75	20.18	24.52	26.87	29.52	25.58	21.99	30.79	32.43	31.45	25.70

Yugo monthly totals not available for January-August. Rolls-Royce monthly totals not available. Because of some year-end adjustments, monthly totals will not add to full-year import total.

IMPORTED NEW-CAR SALES IN U.S. SINCE 1974

	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	4,502	3,702	3,002	2,194	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	74,061	71,237	47,936	45,954	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	87,473	70,897	59,242	52,393	41,761	37,071	34,521	31,457	28,776	26,040	19,419	15,007
Capri	____	____	____	____	____	____	____	4,079	22,458	29,904	54,586	75,260
Challenger/Conquest	2,716	3,725	14,024	14,128	12,690	12,924	14,166	17,649	1,832	____	____	____
Chevrolet Spectrum	53,968	2,077	____	____	____	____	____	____	____	____	____	____
Chevrolet Sprint	30,892	10,927	____	____	____	____	____	____	____	____	____	____
Champ/Colt	36,491	32,819	34,513	____	42,128	55,474	48,680	28,296	47,345	30,430	____	____
Colt	39,724	36,560	39,158	75,031	42,796	50,689	62,705	44,570	70,679	48,542	60,356	42,925
DeLorean	____	____	____	2,830	3,009	____	____	____	____	____	____	____
Ferrari	N.A.	N.A.	N.A.	N.A.	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	N.A.	N.A.	6,184	14,113	32,185	37,814	58,934	50,435	63,479	61,540	100,511	72,209
Fiesta	____	____	____	____	32,856	68,595	78,109	76,145	40,549	____	____	____
Honda	406,413	374,819	350,670	365,865	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	26,953	17,233	20,731	15,462	17,805	____	____	____	____	____	____	____
Jaguar	20,528	18,044	15,815	10,349	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	____	____	637	1,174	1,068	2,100	1,602	2,811	5,500	____	____	____
Maserati	1,353	2,023	____	____	____	____	____	____	____	____	____	____
Mazda	211,093	169,666	173,388	163,150	166,105	161,623	156,533	75,309	50,609	35,383	63,351	61,190
Mercedes-Benz	86,903	79,222	73,692	65,963	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
Merkur	8,974	____	____	____	____	____	____	____	____	____	____	____
MG	____	____	____	3,712	13,370	26,025	26,658	34,794	28,436	27,946	25,015	____
Mitsubishi	49,734	39,104	32,755	3,950	____	____	____	____	____	____	____	____
Nissan	535,372	485,298	521,902	470,246	464,805	516,890	472,252	388,096	388,378	270,103	253,192	189,026
Opel	____	____	____	____	____	____	13,815	19,222	29,067	10,483	39,730	____
Peugeot	15,636	20,007	15,241	14,323	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	25,173	20,024	21,831	14,407	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	7,205	12,243	33,229	37,540	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	1,110	1,083	1,046	N.A.	1,158	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover	____	____	____	____	____	481	____	____	____	____	____	____
Saab	39,068	33,831	28,323	18,463	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo/Conquest	2,671	3,344	11,571	13,088	13,326	10,263	12,322	12,277	1,406	____	____	____
Subaru	178,175	157,385	156,840	150,335	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	620,047	557,981	555,766	530,246	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	____	____	____	____	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Vista	23,593	15,270	4,303	____	____	____	____	____	____	____	____	____
Volkswagen	140,505	103,479	77,009	67,352	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	104,267	99,541	88,857	72,352	64,477	56,999	56,027	50,880	46,796	43,887	60,338	53,043
Yugo	3,895	____	____	____	____	____	____	____	____	____	____	____
Total	2,838,116	2,441,341	2,386,064	2,220,911	2,326,378	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,900	1,403,035

SALES/REGISTRATIONS

U.S. NEW-CAR REGISTRATIONS BY MAKE SINCE WORLD WAR II

	Nash	Hudson	Rambler	American Motors	Plymouth	Dodge	DeSoto	Chrysler	Imperial	Chrysler Corp.	Ford	Mercury	Edsel	Lincoln	Ford Motor Co.
1946—	85,169	72,484	——	——	211,800	135,488	54,420	65,532	——	467,240	326,822	61,187	——	10,798	398,807
1947—	102,808	83,344	——	——	313,118	209,552	72,966	93,871	——	689,507	532,646	111,198	——	24,081	667,925
1948—	104,156	109,497	——	——	347,174	213,923	82,454	105,315	——	748,866	486,888	137,512	——	32,638	567,038
1949—	135,328	137,907	——	——	527,915	273,530	103,516	130,516	——	1,035,272	806,766	186,629	——	57,691	1,031,086
1950—	162,224	134,219	13,498	——	547,367	300,104	115,023	151,300	——	1,113,794	1,166,118	318,217	——	34,318	1,518,653
1951—	93,675	96,847	46,360	——	542,649	298,603	112,643	149,435	——	1,103,330	862,309	233,339	——	25,816	1,121,464
1952—	91,304	78,509	51,216	——	433,134	246,464	91,677	113,392	——	884,667	732,481	185,883	——	29,110	947,474
1953—	97,527	66,797	39,823	——	600,447	288,812	122,342	153,756	——	1,165,357	1,116,267	287,717	——	39,169	1,443,153
1954—	41,116	34,806	35,613	118,553	381,078	154,789	76,739	101,741	——	714,347	1,400,440	269,926	——	36,251	1,706,617
1955—	37,197	20,522	72,227	136,753	647,352	284,323	118,062	156,458	——	1,206,195	1,573,882	371,837	——	35,017	1,980,736
1956—	25,271	11,822	70,867	115,105	483,756	220,208	100,766	106,853	10,460	922,043	1,375,343	274,603	——	44,162	1,694,108
1957—	9,474	4,596	91,469	117,330	595,503	257,488	103,915	106,436	33,017	1,096,359	1,493,617	260,573	26,681	37,298	1,818,169
1958—	——	——	186,373	186,373	391,104	135,538	47,894	58,573	14,823	647,932	1,028,893	136,295	38,601	26,605	1,230,394
1959—	——	——	363,372	363,372	390 104	167,277	42,488	64,424	18,498	682,791	1,471,249	157,972	40,778	28,815	1,698,814
1960—	——	——	422,273	422,273	445,590	356,572	23,062	79,752	16,360	921,337	1,420,352	308,239	——	20,711	1,749,302
1961—	——	——	370,685	370,685	299,683	225,945	——	94,387	11,747	631,762	1,330,235	309,098	——	31,126	1,670,459
1962—	——	——	423,104	423,104	301,158	238,053	——	114,131	13,558	666,900	1,471,514	321,817	——	31,533	1,824,864
1963—	——	——	428,346	428,346	426,332	379,026	——	114,062	15,266	934,686	1,559,108	288,884	——	31,517	1,879,509
1964—	——	——	379,412	379,412	492,775	462,551	——	137,029	21,157	1,113,512	1,749,014	311,574	——	36,897	2,097,485
1965—	——	——	324,669	324,669	624,779	521,783	——	202,559	17,214	1,366,335	1,998,385	331,367	——	42,363	2,372,388
1966—	——	——	——	265,712	598,160	543,560	——	230,182	14,609	1,386,511	1,991,520	308,049	——	49,324	2,348,893
1967—	——	——	——	237,785	627,173	491,919	——	206,399	15,901	1,341,392	1,520,711	295,511	——	35,218	1,851,440
1968—	——	——	——	259,346	709,823	581,476	——	220,786	15,778	1,527,863	1,803,271	367,515	——	57,486	2,228,272
1969—	——	——	——	239,937	658,987	538,381	——	211,727	18,860	1,427,955	1,880,384	352,137	——	58,835	2,291,356
1970—	——	——	——	254,327	681,760	504,097	——	153,168	10,753	1,349,778	1,848,669	310,375	——	56,654	2,215,698
1971—	——	——	——	245,805	687,115	545,785	——	156,195	12,089	1,401,184	1,913,033	384,152	——	66,092	2,363,277
1972—	——	——	——	301,973	709,884	562,985	——	178,951	14,321	1,466,141	2,058,676	396,186	——	94,434	2,549,296
1973—	——	——	——	392,102	748,699	587,937	——	163,075	12,809	1,512,520	2,137,123	413,677	——	116,115	2,666,915
1974—	——	——	——	329,431	597,276	462,872	——	107,802	12,252	1,180,202	1,756,811	330,513	——	84,693	2,172,017
1975—	——	——	——	307,618	404,408	344,697	——	212,809	4,764	966,678	1,481,169	332,173	——	91,496	1,904,838
1976—	——	——	——	247,032	526,957	460,647	——	271,061	411	1,259,076	1,665,619	408,121	——	115,801	2,189,541
1977—	——	——	——	182,539	436,027	448,128	——	303,480	——	1,187,635	1,791,414	489,160	——	172,853	2,453,427
1978—	——	——	——	157,797	394,534	427,946	——	189,631	——	1,112,111	1,769,077	560,299	——	178,873	2,508,249
1979—	——	——	——	156,926	323,225	367,387	——	243,842	——	934,454	1,475,178	498,326	——	128,262	2,101,766
1980—	——	——	——	150,878	236,522	250,556	——	138,385	——	625,463	1,046,887	326,361	——	72,740	1,445,988
1981—	——	——	——	133,455	335,691	311,824	——	87,165	4,940	739,620	975,312	340,868	——	61,775	1,377,955
1982—	——	——	——	108,706	243,519	252,183	——	169,275	2,603	667,580	889,470	316,293	——	87,820	1,293,583
1983—	——	——	——	190,797	258,684	307,633	——	254,175	1,264	820,492	1,034,732	395,041	——	97,206	1,526,979
1984—	——	——	——	188,752	281,897	359,722	——	321,303	——	962,922	1,286,004	520,868	——	144,548	1,951,420
1985—	——	——	——	128,318	324,257	425,755	——	371,292	——	1,121,304	1,364,829	515,895	——	164,295	2,045,019

	Kaiser	Fraser	Willys	Kaiser*-Fraser	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	General Motors	Packard**	Studebaker**	Imports	Misc. Dom.	Total
1946—	3,501	1,873	2,329	5,374	126,322	23,666	329,601	93,094	113,109	685,792	36,435	58,051	——	3,515	1,815,196
1947—	55,571	51,158	23,400	106,729	246,115	53,379	640,709	180,078	206,411	1,326,692	47,875	102,123	——	16,828	3,167,231
1948—	108,367	57,994	21,408	166,361	244,762	59,379	709,609	175,531	226,939	1,418,200	77,843	143,120	——	——	3,400,954
1949—	57,995	15,827	28,576	73,822	372,425	80,880	1,301,466	269,351	321,033	2,075,155	97,771	199,460	12,191	11,714	4,838,342
1950—	100,171	11,884	33,926	112,055	535,806	101,825	1,420,399	372,519	440,528	2,871,078	73,155	268,229	16,337	9,271	6,326,438
1951—	103,658	——	26,049	103,658	392,285	97,093	1,067,042	273,472	337,821	2,167,713	66,999	205,514	20,828	8,466	5,060,903
1952—	71,306	——	41,016	71,306	310,806	87,806	852,542	218,189	266,351	1,735,694	66,346	157,902	29,299	3,661	4,158,394
1953—	34,210	——	42,433	76,643	454,320	98,612	1,342,480	305,593	385,692	2,586,697	71,079	161,257	28,961	13,080	5,738,989
1954—	10,012	——	17,002	27,014	613,497	110,328	1,417,453	407,150	358,167	2,806,595	38,396	95,914	25,385	3,766	5,535,437
1955—	959	——	6,267	7,226	737,879	141,038	1,640,681	589,515	530,007	3,639,120	52,103	95,761	51,658	356	7,169,908
1956—	——	——	——	——	529,371	132,952	1,565,399	437,899	358,668	3,024,286	28,396	76,402	91,042	3,866	5,955,248
1957—	——	——	——	——	394,553	141,209	1,456,288	371,596	319,719	2,683,365	5,189	62,565	195,036	4,329	5,982,342
1958—	——	——	——	——	263,981	122,651	1,234,414	306,566	229,831	2,157,443	——	47,798	365,305	19,269	4,654,513
1959—	——	——	——	——	245,909	135,387	1,419,131	360,525	382,137	2,543,089	——	133,382	614,131	5,696	6,041,275
1960—	——	——	——	——	267,837	149,593	1,696,925	355,798	399,646	2,869,799	——	106,244	498,785	8,910	6,576,650
1961—	——	——	——	——	290,623	142,195	1,589,734	328,586	372,871	2,724,009	——	72,155	378,622	7,055	5,854,747
1962—	——	——	——	——	400,267	151,528	2,078,029	440,995	528,654	3,599,473	——	77,877	339,160	7,485	6,938,863
1963—	——	——	——	——	454,237	159,233	2,161,653	474,786	606,791	3,866,700	——	64,570	385,624	7,282	7,556,717
1964—	——	——	——	——	481,043	151,638	2,124,905	513,134	687,902	3,958,622	——	27,073	484,131	5,915	8,065,150
1965—	——	——	——	——	608,620	189,661	2,424,358	608,930	831,448	4,663,017	——	12,042	569,415	6,046	9,313,912
1966—	——	——	——	——	569,131	196,498	2,158,811	580,550	830,856	4,335,846	——	——	658,123	7,636	9,008,488
1967—	——	——	——	——	565,313	209,546	1,978,758	551,274	834,146	4,139,037	——	——	779,220	8,440	8,357,421
1968—	——	——	——	——	627,159	205,593	2,060,249	624,262	877,382	4,394,645	——	——	985,767	7,969	9,403,862
1969—	——	——	——	——	677,319	243,905	2,060,202	642,889	759,605	4,419,920	——	——	1,061,617	5,739	9,446,524
1970—	——	——	——	——	493,207	165,042	1,668,288	461,732	544,715	3,332,984	——	——	1,230,961	4,456	8,388,204
1971—	——	——	——	——	726,542	253,002	2,195,345	666,958	680,097	4,521,944	——	——	1,293,743	4,673	9,830,626
1972—	——	——	——	——	646,526	257,795	2,289,407	729,153	712,775	4,635,656	——	——	1,529,402	5,326	10,487,794
1973—	——	——	——	——	696,333	285,709	2,455,063	808,889	807,546	5,053,540	——	——	1,719,913	6,002	11,350,995
1974—	——	——	——	——	428,194	219,993	1,973,706	519,062	504,081	3,645,056	——	——	1,369,146	5,240	8,701,094
1975—	——	——	——	——	489,290	256,135	1,749,877	604,882	478,142	3,578,326	——	——	1,500,928	3,452	8,261,840
1976—	——	——	——	——	700,778	293,716	2,035,858	867,485	706,460	4,604,297	——	——	1,446,637	4,902	9,751,485
1977—	——	——	——	——	735,396	325,724	2,205,566	953,875	800,230	5,020,791	——	——	1,976,512	5,330	10,926,234
1978—	——	——	——	——	762,532	335,053	2,294,990	967,896	857,083	5,217,554	——	——	1,946,094	4,299	10,946,104
1979—	——	——	——	——	687,182	307,897	2,106,404	931,836	774,525	4,807,844	——	——	2,351,053	4,652	10,356,695
1980—	——	——	——	——	707,544	212,557	1,725,874	807,000	612,794	4,065,769	——	——	2,469,180	3,659	8,760,937
1981—	——	——	——	——	718,304	224,458	1,437,091	830,892	546,936	3,757,681	——	——	2,431,680	3,528	8,443,919
1982—	——	——	——	——	713,671	240,197	1,222,624	775,702	461,149	3,413,343	——	——	2,268,631	2,499	7,754,342
1983—	——	——	——	——	818,256	291,552	1,310,503	971,229	536,404	3,927,944	——	——	2,457,357	617	8,924,186
1984—	——	——	——	——	919,904	310,257	1,546,098	1,038,774	685,361	4,501,394	——	——	2,523,974	267	10,128,729
1985—	——	——	——	——	851,031	301,228	1,577,349	1,067,881	785,098	4,582,587	——	——	3,011,132	248	10,888,608

SOURCE: R.L. Polk & Co.
* Became Kaiser-Willys in 1953. **Became Studebaker-Packard in 1955.

SALES/REGISTRATIONS

New-car registrations in the U.S. in 1985 climbed to their best total in seven years and entered the books as third-highest behind 1973 and 1978.

Figures from R.L. Polk & Co., which gathers registrations from 49 states and sales information from Oklahoma, showed 1985 U.S. new-car registrations at 10,888,608, up 7.50 percent from a year earlier, and up 22.01 percent from the 1983 total of 8,924,186.

Record registrations of 11,350,995 were reported back in 1973, with the 10,946,104 of 1978 second best.

Domestic registration in 1985 totaled 7,877,476, up 3.59 percent from 7,604,755. Imports, which expanded to 27.65 percent of the market from 24.92 percent, were up nearly 500,000 units, to 3,011,132 from 2,523,974.

REGISTRATION RECORDS

Best years for new cars

1973	11,350,995
1978	10,946,104
1985	10,888,608
1977	10,826,234
1972	10,487,794
1979	10,356,695
1984	10,128,729
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1983	8,924,186
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,989

U.S. NEW-CAR REGISTRATIONS, 1985-1984

Based on R.L. Polk & Co. Statistical Report

	1985	1984
AMC Alliance FWD	73,472	99,533
Encore FWD	41,534	68,666
Eagle 4WD	2,519	3,847
Eagle 4WD SW	10,793	16,706
TOTAL AMC	128,318	188,752
Chrysler Laser FWD	50,870	52,079
LeBaron GTS FWD	67,489	1,681
LeBaron FWD	79,304	86,803
LeBaron SW FWD	7,424	10,197
E Class-NY FWD	57,603	78,862
NY Fifth Ave-Newpt	108,602	91,681
Total	371,292	321,303
Plymouth Horizon FWD	83,120	77,546
Turismo FWD	52,246	46,684
Reliant FWD	106,192	98,221
Reliant SW FWD	31,021	36,500
Caravelle FWD	35,501	7,668
Gran Fury	16,177	15,278
Total	324,257	281,897
Dodge Omni FWD	70,650	66,940
Charger FWD	56,591	51,128
Daytona FWD	48,784	43,474
Aries FWD	87,692	78,485
Aries SW FWD	26,597	30,778
Lancer FWD	47,325	1,499
600/400 FWD	54,681	60,709
Diplomat	33,435	26,709
Total	425,755	359,722
TOTAL CHRYSLER	1,121,304	962,922
Ford Escort FWD	326,444	268,340
Escort SW FWD	80,417	81,375
EXP FWD	18,486	30,195
Mustang	157,357	136,172
Tempo FWD	278,475	254,680
Taurus FWD	1,274	0
Taurus SW FWD	379	0
LTD	147,522	144,623
LTD SW	37,646	50,015
LTD Crn. Victoria	135,064	137,450
LTD Crn. Victoria SW	25,409	29,081
Thunderbird	156,356	154,073
Total	1,364,829	1,286,004
Lincoln Town Car	116,193	86,331
Mark VII	20,401	26,381
Continental	27,701	29,836
Total	164,295	144,548
Mercury Lynx FWD	69,238	52,686
Lynx SW FWD	14,382	13,830
Capri	15,632	17,680
Topaz FWD	73,554	73,991
Sable FWD	755	0
Sable SW FWD	124	0
Marquis	78,975	87,788
Marquis SW	10,542	13,345
Grand Marquis	122,335	126,264
Grand Marquis SW	11,804	15,479
Cougar	118,554	119,805
Total	515,895	520,868
Lincoln-Mercury Total	680,190	665,416
TOTAL FORD	2,045,019	1,951,420
Buick Skylark FWD	58,323	102,345
Skyhawk FWD	79,578	108,921
Skyhawk SW FWD	5,833	10,685
Somerset Regal FWD	93,259	11,047
Century FWD	209,324	181,210
Century SW FWD	23,944	28,398
Regal	114,047	183,271
LeSabre	101,923	145,564
LeSabre FWD	2,351	0
Electra	0	34,628
Electra FWD	100,013	46,344
Buick SW	13,545	15,234
Riviera FWD	48,891	52,257
Total	851,031	919,904
Cadillac DeVille	1,827	82,279
DeVille FWD	113,418	47,388
Cimarron	22,768	18,012
Fleetwood & Chassis	40,536	39,761
Fleetwood FWD	31,939	18,803
Eldorado FWD	60,754	68,847
Seville FWD	29,986	35,167
Total	301,228	310,257
Chevrolet Nova	31,075	0
Chevette	129,007	165,740
Camaro	200,091	198,896
Cavalier FWD	345,311	286,548
Cavalier SW FWD	74,386	86,172
Citation FWD	45,788	90,418
Celebrity FWD	276,870	226,577
Celebrity SW FWD	84,093	90,643
Monte Carlo	111,169	115,495
Impala	40,394	49,691
Caprice	150,190	146,346
Chevrolet SW	50,933	59,172
Corvette	38,042	30,400
Total	1,577,349	1,546,098
Oldsmobile Omega FWD	0	34,441
Firenza FWD	40,707	47,188
Firenza SW FWD	9,073	13,534
Calais FWD	122,561	12,064
Cutlass Ciera FWD	288,732	197,414
Cutlass Ciera SW FWD	41,202	40,563
Cutlass Supreme-Calais	218,881	301,843
Delta 88	161,509	227,866
Delta 88 FWD	6,806	0
98	0	37,043
98 FWD	122,568	60,574
Oldsmobile SW	22,963	26,138
Toronado FWD	32,879	41,106
Total	1,067,881	1,039,774
Pontiac 1000	22,239	27,211
Firebird	100,049	98,868
Sunbird FWD	106,947	112,620
Sunbird SW FWD	8,236	11,507
Grand Am FWD	116,535	13,858
Phoenix FWD	0	13,057
Bonneville	52,739	64,313
6000 FWD	145,456	102,583
6000 SW FWD	17,372	18,069
Grand Prix	57,290	70,726
Parisienne	53,155	44,177
Pontiac SW	14,659	15,997
Fiero	90,421	92,375
Total	785,098	685,361
TOTAL GM	4,582,587	4,501,394
Miscellaneous Domestic	248	267
Domestic Sta. Wagon Total	622,777	713,418
Domestic Grand Total	7,877,476	7,604,755
Import Total	3,011,132	2,523,974
Grand Total All Registrations	10,888,608	10,128,729

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

MARKET SHARES BY CORPORATION, U.S. CAR REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard	Kaiser-Fraser, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	——
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	——
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.66	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	——	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	——	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	——	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	——	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	——	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	——	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	——	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	——	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	——	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	——	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	——	0.08	7.31
1967	49.53	22.15	16.05	2.85	——	——	0.10	9.32
1968	46.73	23.70	16.25	2.76	——	——	0.08	10.48
1969	46.79	24.25	15.12	2.54	——	——	0.06	11.24
1970	39.73	26.42	16.09	3.03	——	——	0.05	14.68
1971	45.16	23.52	13.71	2.50	——	——	0.05	15.06
1972	44.40	24.39	13.80	2.83	——	——	0.05	14.53
1973	44.32	23.50	13.33	3.45	——	——	0.05	15.15
1974	41.89	24.96	13.56	3.79	——	——	0.06	15.74
1975	43.31	23.06	11.70	3.72	——	——	0.04	18.17
1976	47.22	22.45	12.91	2.53	——	——	0.05	14.84
1977	46.37	22.66	10.97	1.69	——	——	0.04	18.26
1978	47.67	22.91	10.16	1.44	——	——	0.05	17.78
1979	46.42	20.29	9.02	1.52	——	——	0.05	22.70
1980	46.41	16.51	7.14	1.72	——	——	0.04	28.18
1981	44.50	16.32	8.76	1.58	——	——	0.04	28.80
1982	44.02	16.68	8.61	1.09	——	——	0.03	29.57
1983	44.01	17.11	9.19	2.14	——	——	0.01	27.54
1984	44.44	19.26	9.51	1.86	——	——	0.00	24.93
1985	42.09	18.78	10.30	1.18	——	——	0.00	27.65

*And predecessors. SOURCE: R.L. Polk & Co.

SALES/REGISTRATIONS

NEW-CAR REGISTRATIONS IN U.S. BY STATE, 1985 vs. 1984

Car registrations as compiled by R.L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations as compiled by R.L. Polk & Co.
Alabama	'85	627	5769	4891	3046	13706	18226	1817	5854	25897	13535	3741	27575	17043	14936	76830	36479	153539	'85	Alabama
	'84	1105	5174	4351	2414	11939	17076	1527	6294	24897	15017	3754	25082	16517	12767	73137	30810	141888	'84	
Alaska	'85	622	588	694	805	2087	1964	80	583	2627	514	181	1441	861	648	3625	5805	14766	'85	Alaska
	'84	720	699	804	833	2336	2021	134	702	2857	736	207	2328	865	501	4637	6332	16682	'84	
Arizona	'85	1059	3970	3518	2894	10382	15782	2662	4260	22704	8803	3620	18343	9524	8362	48652	39331	122128	'85	Arizona
	'84	1313	2744	2337	1673	6754	13969	2047	4272	20288	8335	3546	16924	8397	5750	42952	30988	102295	'84	
Arkansas	'85	411	2564	3032	1863	7459	9816	1387	3817	15020	4755	2219	12895	9304	5536	34709	13813	71412	'85	Arkansas
	'84	464	2278	2473	1313	6064	10400	1231	4358	15989	5570	2334	12308	10330	5010	35552	11863	69932	'84	
California	'85	7865	37155	29255	15296	81706	131305	13723	39429	184457	56438	39901	95787	70425	50144	312695	548730	1135453	'85	California
	'84	13335	27944	24726	15337	68007	118138	14936	36648	169622	58553	37989	91433	64358	41251	293584	461879	1006427	'84	
Colorado	'85	1770	3243	4186	2738	10167	14633	1542	4200	20375	8208	2853	14637	9466	7623	42787	51316	126415	'85	Colorado
	'84	3457	3877	4030	3278	11185	14161	1720	4316	20197	8169	2483	14572	8615	6665	40504	46801	122144	'84	
Connecticut	'85	2472	6264	7579	6576	20419	22242	1934	10393	34569	15483	3703	26105	17383	11167	72841	66948	197247	'85	Connecticut
	'84	3440	5299	5980	5903	17182	16623	1341	8955	26919	13887	3305	22336	14339	8591	62458	51047	161046	'84	
Delaware	'85	532	1817	1812	1536	4965	4668	408	2158	7234	3653	997	7634	5981	2898	21163	12534	46428	'85	Delaware
	'84	718	1505	1357	1204	4066	4173	312	2344	6829	3499	975	7509	5294	2109	19386	10556	41555	'84	
District of Columbia	'85	457	760	880	476	2116	2353	336	849	3538	981	605	2076	1624	818	6084	8901	21096	'85	District of Columbia
	'84	600	848	565	547	1960	2593	314	859	3765	1140	674	2934	1580	907	7235	7973	21534	'84	
Florida	'85	7187	27026	29745	15626	72397	82296	18093	35439	135828	54151	26943	112583	58565	54726	306968	187813	710193	'85	Florida
	'84	8829	21899	29044	18056	68999	92283	13375	38299	143957	63706	28776	95095	56403	43478	287458	153773	663016	'84	
Georgia	'85	1522	9646	8929	5706	24281	37365	3992	14234	55591	20479	7764	36700	27309	24226	116478	84658	282530	'85	Georgia
	'84	2548	7081	7237	4054	18372	31574	3046	14562	49182	22236	7600	37353	25935	20169	113293	69139	252534	'84	
Hawaii	'85	170	1266	1463	562	3291	2777	1039	903	4719	2094	520	3402	2368	1748	10132	33018	51330	'85	Hawaii
	'84	157	518	1600	353	2471	3779	1060	1193	6032	2159	516	3212	2047	1465	9399	30732	48791	'84	
Idaho	'85	330	928	1034	684	2626	2393	164	1469	4026	1462	446	2476	2026	1337	7747	9013	23742	'85	Idaho
	'84	558	855	1003	508	2366	2449	232	1697	4378	1797	408	2923	1917	1242	8287	8398	23987	'84	
Illinois	'85	6938	19229	24180	17282	60691	75248	9040	28338	112626	62881	19402	109827	75837	51446	319393	131145	630793	'85	Illinois
	'84	11206	17574	18960	15004	51538	66848	7688	29338	103874	64805	19617	98554	73253	44139	300368	106652	573638	'84	
Indiana	'85	3295	8082	8945	7769	24796	29799	1828	12264	43891	22445	5081	42040	30110	20003	119679	31114	222775	'85	Indiana
	'84	4410	7048	7484	5810	21342	26110	1727	11069	38906	24273	5157	40355	29297	17841	116923	27339	208928	'84	
Iowa	'85	1172	2628	4894	2826	10348	12902	801	5204	18907	9340	1860	19247	10987	6774	48008	13452	91887	'85	Iowa
	'84	1614	2976	4078	2371	9425	12387	731	5704	18822	9854	1681	18906	10903	6100	47444	10824	88129	'84	
Kansas	'85	702	3629	3091	2682	9402	10933	1107	4861	16901	7706	2125	14146	11027	6486	41490	21027	89522	'85	Kansas
	'84	909	3342	2540	2411	8293	10763	964	5327	17054	8041	2230	14540	11194	6098	42103	17560	85919	'84	
Kentucky	'85	1445	4268	5264	3924	13456	17460	1750	6724	25934	8216	2965	20350	12896	8047	52474	24648	117957	'85	Kentucky
	'84	2208	3724	4178	3293	11195	16505	1663	6672	24840	9082	3112	21614	13194	6953	53955	19881	112079	'84	
Louisiana	'85	777	5437	4578	3306	13321	20585	3857	7901	32343	11439	4664	20359	17786	12645	66893	39647	152981	'85	Louisiana
	'84	1338	4462	4067	2404	10933	21329	3915	8846	34090	13831	5002	21321	20442	12363	72959	35638	154958	'84	
Maine	'85	1020	1264	2837	2371	6472	8701	425	3598	12724	3398	464	8436	4148	3284	19730	15093	55039	'85	Maine
	'84	1354	993	2474	1852	5319	7463	204	3001	10668	3413	454	7512	3701	2651	17731	11665	46737	'84	
Maryland	'85	2635	8782	12637	9503	30922	43609	2840	12871	59320	18323	5800	47947	26992	22797	121859	87424	301960	'85	Maryland
	'84	4528	7984	11113	9183	28280	39549	2252	13963	55764	20901	5715	50403	24207	20644	121870	70741	281183	'84	
Massachusetts	'85	4895	9954	14819	10778	35351	44430	3967	20254	68751	25675	5640	46987	27939	19721	125962	101243	336202	'85	Massachusetts
	'84	8220	8719	12378	9567	30664	38214	3297	17342	56853	26437	5973	45690	26079	15716	119895	80354	295986	'84	
Michigan	'85	14480	23072	29812	18676	71560	85725	11194	32553	129472	57607	16154	87500	58553	67873	287687	52424	555623	'85	Michigan
	'84	20728	22148	24997	17969	65114	81876	13431	36644	131951	63610	16730	87000	61382	59443	288165	46996	552954	'84	
Minnesota	'85	1707	6178	8966	10499	25641	23568	1497	8629	33694	19251	3868	33390	27364	15898	99771	34618	195431	'85	Minnesota
	'84	3145	5798	8165	10546	24509	26646	1750	9621	38017	21240	3465	31589	28224	14878	99396	29880	194947	'84	
Mississippi	'85	292	2554	1890	1707	6151	9900	1573	3537	15010	7360	1757	12274	9420	6390	37201	19055	77709	'85	Mississippi
	'84	379	2096	1260	1378	4734	9420	1278	3589	14287	7723	1848	11004	9667	5912	36154	13620	69174	'84	
Missouri	'85	2201	7988	10481	6577	25046	35283	2978	12628	50889	17820	4923	35083	24316	14957	97099	42103	217338	'85	Missouri
	'84	3325	6919	8394	5542	20855	31377	2815	14174	48366	19727	5548	33796	24840	13045	96956	36349	205851	'84	
Montana	'85	424	733	809	628	2170	2544	125	1137	3806	1926	325	2890	2448	1064	8653	6353	21406	'85	Montana
	'84	640	674	725	465	1864	2535	143	1263	3941	1844	347	2754	2151	917	8013	5560	20018	'84	
Nebraska	'85	396	1726	2169	1500	5395	6522	527	2683	9732	5649	1129	9884	5821	3152	25635	9157	50315	'85	Nebraska
	'84	969	1830	1993	1271	5094	6837	540	3070	10447	6152	1113	9880	5782	2853	25780	7993	50283	'84	
Nevada	'85	399	1186	1644	776	3606	4849	932	1911	7692	2147	1418	4353	2713	2561	13192	12654	37543	'85	Nevada
	'84	1114	1160	1419	936	3515	4345	874	2036	7255	2245	1434	3641	2243	1987	11550	11961	35395	'84	
New Hampshire	'85	1197	1899	3433	2413	7745	8629	617	3925	13171	4472	962	10369	5202	4300	25305	23793	71211	'85	New Hampshire
	'84	1839	1552	2770	2104	6426	8254	458	3545	12257	4981	884	10385	5052	3706	25010	19324	64856	'84	
New Jersey	'85	5509	18072	18629	13682	48383	47721	9190	19948	76859	36873	14466	60822	41811	30323	184295	139522	454568	'85	New Jersey
	'84	7918	13766	16921	11539	42226	46766	6826	21034	74626	40157	17055	60853	42018	27675	187758	120709	433237	'84	
New Mexico	'85	408	2127	1845	1587	5559	6849	894	2528	10271	2954	1072	5517	4029	3470	18042	14655	48935	'85	New Mexico
	'84	549	1536	1221	1212	3969	6828	724	2644	10196	3144	903	6385	4027	2845	17304	13059	45077	'84	
New York	'85	12182	25292	35687	30594	91573	78142	11004	28635	117781	59166	22560	102521	72951	50140	307338	210230	739104	'85	New York
	'84	13101	23901	33168	31404	88473	71160	7839	26018	105017	64664	27404	97859	67359	46617	303903	175445	685939	'84	
North Carolina	'85	1876	7014	7017	5261	19292	34118	2241	9197	45556	22222	5207	36471	24901	17951	106752	75301	248577	'85	North Carolina
	'84	3012	6097	5871	4270	16238	32558	1987	10039	44584	26136	5036	41338	25829	17219	115558	66715	246107	'84	
North Dakota	'85	234	801	942	741	2484	2410	202	1305	3917	2387	474	4108	3001	1817	11787	3911	22333	'85	North Dakota
	'84	265	922	812	581	2325	2888	226	1389	4503	2167	457	4113	2629	1701	11067	3430	21590	'84	
Ohio	'85	9041	17466	27289	21247	66002	80596	7059	38722	126377	51028	11793	108714	63451	44159	279145	99006	579571	'85	Ohio
	'84	12541	14790	15606	15578	49974	77312	5512	34921	117745	50792	12399	99966	58580	35391	257128	80988	518376	'84	
Oklahoma	'85	765	5793	3017	3229	12639	17722	3240	7643	28605	10730	3579	17408	15603	10282	57602	24192	123803	'85	Oklahoma
	'84	1091	5279	2911	3018	11208	14673	3656	7862	26191	11174	3882	15535	15714	8991	55296	21521	115307	'84	
Oregon	'85	764	2839	2765	2596	8200	10195	587	2948	13730	4817	2107	8583	5843	3981	25331	41910	89935	'85	Oregon
	'84	1017	3471	2589	2070	7110	10267	844	3121	14232	5340	1989	9824	5551	3713	26417	40073	88849	'84	
Pennsylvania	'85	10212	19863	24962	23351	68176	65810	5679	26301	97790	48702	14108	81972	53535	40796	239113	127727	543018	'85	Pennsylvania
	'84	14234	18128	20801	20361	59290	65213	4955	26901	97069	51925	13782	84358	49865	37580	237490	104443	512526	'84	
Rhode Island	'85	775	1502	2706	1574	5782	6085	304	2169	8558	3091	785	4975	4666	2899	16416	14273	45804	'85	Rhode Island
	'84	1057	1242	2181	1437	4860	4991	349	2176	7516	3596	924	5201	4301	2290	16312	11132	40877	'84	
South Carolina	'85	650	3784	4769	3350	11903	15895	1691	5538	23124	10422	2596	18987	15121	9267	56393	36327	128397	'85	South Carolina
	'84	1082	3840	3695	2705	10240	15906	1153	5770	22829	12813	2572	20889	15622	9?	61109	31003	126263	'84	
South Dakota	'85	320	597	655	775	2027	2308	151	1026	3485	1842	326	4073	2137	1446	9824	2690	18346	'85	South Dakota
	'84	428	686	650	633	1969	2527	140	1185	3852	2062	292	4220	2164	1476	10214	2605	19068	'84	
Tennessee	'85	1452	6736	7094	5218	19048	22739	2904	8035	33678	15091	5881	28134	19710	17888	86704	50094	190976	'85	Tennessee
	'84	1952	5017	5789	3732	14518	21306	2666	8463	32435	16887	5516	27822	20247	16225	86697	42090	177692	'84	
Texas	'85	3390	26642	19251	14356	60249	79373	19652	32036	131061	53334	31194	95473	84699	44573	309273	182171	668144	'85	Texas
	'84	6004	21597	13080	10502	45179	79107	16267	32587	127961	59045	31567	88147	89360	40411	308530	151247	638921	'84	
Utah	'85	634	1781	1970	1708	5459	5629	860	2152	8641	3463	872	6316	2965	2470	16086	18583	49403	'85	Utah
	'84	1137	1404	1767	1589	4760	4494	469	2338	7301	3225	765	6354	3049	1972	15368	14692	43258	'84	
Vermont	'85	508	678	1473	1257	3408	2936	152	1871	4959	1779	272	4124	1740	1604	9519	9813	28297	'85	Vermont
	'84	951	614	1175	1215	3004	3088	149	1444	4691	1943	262	4537	1490	1430	9662	7633	25941	'84	
Virginia	'85	3470	10282	10183	8675	29140	40264	3116	12412	55792	16245	5151	38157	25896	19380	104829	89781	283012	'85	Virginia
	'84	5232	8743	8831	8020	25594	37339	2858	12101	52298	17437	5283	41708	24449	17048	105825	72745	261794	'84	
Washington	'85	937	4752	4481	3514	12747	17723	1165	4987	23875	6257	2650	14410	8700	5354	37371	58895	133825	'85	Washington
	'84	1417	4047	4066	3064	11177	16784	1131	5063	22958	6548	2267	14809	7762	4373	35559	49281	120392	'84	
West Virginia	'85	1284	2304	3394	2583	8281	9051	555	3274	12880	4852	1057	14850	6627	4869	32055	12224	66724	'85	West Virginia
	'84	1863	1986	3034	1994	7014	9074	432	3283	12789	5667	1206	14445	6525	4428	32271	10737	64674	'84	
Wisconsin	'85	4724	4851	8798	7304	20953	21682	1272	11479	34433	18309	3207	31714	23287	19984	96501	32502	189113	'85	Wisconsin
	'84	8267	4856	7881	7390	20127	22303	1236	11991	35530	20813	3566	30968	23558	18700	97603	28103	189630	'84	
Wyoming	'85	288	691	551	440	1882	1557	137	956	2650	1163	254	2068	1533	958	5976	4213	14809	'85	Wyoming
	'84	455	595	497	304	1396	1658	120	920	2698	1275	269	1808	1260	794	5406	3842	13897	'84	
Federal Government	'85	6	22	410	10210	10642	9517	5	27	9549	113	7	1216	237	126	1693	53	21943	'85	Federal Government
	'84	9	56	714	700	1470	2075	4	15	2094	128	4	22206	207	116	22683	20	26258	'84	
U.S. TOTAL	'85	128318	371292	425755	324257	1121304	1364329	164295	515895	2045519	851031	301228	1577349	1067881	785098	4582587	3011380	10888608	'85	**U.S. TOTAL**
	'84	188752	321303	359722	281897	962922	1286004	144548	520868	1951420	919904	310257	1546098	1039774	685361	4501394	2524241	10128729	'84	

NOTES: Data for New York and Oklahoma compiled from manufacturers' sales records. All data property of R.L. Polk & Co.; may not be copied, sold or reprinted without permission from Polk.

*Includes imports and domestic-sponsored cars.

SALES/REGISTRATIONS

NEW TRUCK REGISTRATIONS IN U.S. BY STATE, 1985 vs. 1984

Truck registrations as compiled by R.L. Polk & Co		Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	International	Jeep Truck	Mack Truck Corp.	Paccar Corp.	Volvo White Corp.	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R.L. Polk & Co
Alabama	'85	8856	18527	477	27367	6330	981	1817	620	470	639	14037	80121	'85	Alabama
	'84	8945	16783	610	20729	5050	978	1587	670	588	384	11667	67248	'84	
Alaska	'85	2188	4466	6	4128	1398	84	1135	9	72	72	2356	15817	'85	Alaska
	'84	2382	4742	6	5049	1528	127	1148	16	58	22	2674	17152	'84	
Arizona	'85	8428	19833	109	25193	7230	527	3677	119	214	125	23030	86785	'85	Arizona
	'84	4875	17759	134	19867	5878	383	2271	102	189	16	15465	66737	'84	
Arkansas	'85	6403	14239	183	18798	4523	671	1548	218	169	98	6871	53687	'85	Arkansas
	'84	5514	15985	153	16906	4097	786	1315	190	362	131	5111	50800	'84	
California	'85	52247	113618	1589	103628	26879	4538	22740	957	2584	1185	218819	548811	'85	California
	'84	42382	92851	1492	89935	23218	3276	14444	984	1839	615	162928	433882	'84	
Colorado	'85	6837	22428	208	18015	5182	1156	9341	213	283	125	17750	81498	'85	Colorado
	'84	6376	23379	156	18786	4738	986	9826	203	274	74	15504	80302	'84	
Connecticut	'85	8322	12820	101	13677	3457	900	3341	412	132	129	11038	54229	'85	Connecticut
	'84	6163	9884	77	9645	2858	814	2516	307	118	67	7787	39946	'84	
Delaware	'85	2279	4113	245	3918	906	972	689	237	148	187	2427	16841	'85	Delaware
	'84	2004	3822	149	3098	560	1206	686	176	195	29	1857	13980	'84	
District of Columbia	'85	598	620	6	675	139	19	261	6	1	4	554	2774	'85	District of Columbia
	'84	629	588	3	480	93	32	215	6	3	4	446	2500	'84	
Florida	'85	28674	70440	825	56483	14281	3481	9748	1689	775	370	52842	238968	'85	Florida
	'84	25244	67273	1039	48514	13792	2966	7024	2015	980	378	44479	214284	'84	
Georgia	'85	15410	39171	788	42786	8089	2098	4396	1069	788	515	25444	140426	'85	Georgia
	'84	12293	34162	991	35427	6789	1985	3140	799	1410	380	20298	117685	'84	
Hawaii	'85	1863	3857	—	2086	758	68	954	1	46	17	7845	18545	'85	Hawaii
	'84	1374	3217	—	1817	588	99	1141	6	28	6	6557	14834	'84	
Idaho	'85	2490	5741	40	5168	2222	158	964	24	281	35	4306	21257	'85	Idaho
	'84	2381	5754	29	4987	2258	227	818	13	251	16	3983	20637	'84	
Illinois	'85	25472	47446	2286	49758	13915	5831	4621	1336	1683	1585	22531	176215	'85	Illinois
	'84	20713	42423	1516	40039	13236	4728	4085	1301	1629	782	16882	147314	'84	
Indiana	'85	12511	26721	1587	39810	10835	2618	2892	610	954	307	9838	97293	'85	Indiana
	'84	10996	23881	1189	23435	8182	2522	1696	653	1287	257	7331	81429	'84	
Iowa	'85	5721	12586	325	12862	2941	1000	1096	269	288	46	4553	41638	'85	Iowa
	'84	5089	13413	258	12752	3177	1021	1117	238	272	28	3574	41847	'84	
Kansas	'85	6286	14041	295	14226	5088	676	1879	126	538	116	6584	56476	'85	Kansas
	'84	5645	14618	450	14333	4171	883	1578	96	463	106	5397	47750	'84	
Kentucky	'85	8248	19354	128	20463	3886	781	1729	589	145	71	8333	63897	'85	Kentucky
	'84	6834	18411	81	15877	3005	787	1385	501	142	94	6294	53301	'84	
Louisiana	'85	11109	24234	257	23779	6909	998	1541	372	238	136	16539	86023	'85	Louisiana
	'84	10261	27466	206	23317	6801	769	1535	396	336	254	15437	86980	'84	
Maine	'85	4569	7291	82	7328	3624	338	1247	224	76	75	4437	28273	'85	Maine
	'84	3875	5987	38	5439	2786	292	954	136	76	47	3262	22882	'84	
Maryland	'85	13129	28050	499	22803	5145	1705	3276	1030	259	286	16338	92540	'85	Maryland
	'84	11191	24789	327	18554	4304	1554	3021	829	211	244	13388	78382	'84	
Massachusetts	'85	14502	25838	584	23449	6244	1717	8452	1167	182	415	19847	100587	'85	Massachusetts
	'84	12053	21981	318	17589	6213	1489	6650	755	203	297	11951	79819	'84	
Michigan	'85	30483	62970	353	65323	25467	1922	7186	486	371	276	9448	204283	'85	Michigan
	'84	29407	56364	276	51020	20374	2258	5482	376	453	218	7927	176165	'84	
Minnesota	'85	12187	30647	800	22723	5832	1857	3179	437	940	179	8217	86998	'85	Minnesota
	'84	10856	30631	400	21385	5065	2016	3197	462	1221	142	7907	83292	'84	
Mississippi	'85	4394	13481	272	14567	4456	581	889	362	178	118	10888	50127	'85	Mississippi
	'84	3458	12804	297	11571	4261	562	534	390	286	63	7383	41809	'84	
Missouri	'85	14347	29547	533	27833	10564	1706	2831	226	476	178	13163	101404	'85	Missouri
	'84	12653	27229	297	24791	9195	1389	2386	188	334	195	10883	89569	'84	
Montana	'85	1888	6307	154	5106	1735	161	762	48	594	47	3289	20091	'85	Montana
	'84	1552	6191	169	4827	1487	100	722	75	345	34	2240	17842	'84	
Nebraska	'85	3882	8521	1159	8079	2088	1224	1031	265	1134	329	3981	30324	'85	Nebraska
	'84	3082	9582	833	8334	2311	1256	1289	212	1798	310	2657	31573	'84	
Nevada	'85	2582	6483	22	3857	1859	179	1232	7	80	14	7324	23749	'85	Nevada
	'84	2279	6214	39	4086	1843	155	980	11	65	22	5147	20843	'84	
New Hampshire	'85	4862	7509	92	8744	3136	575	2126	324	46	78	6291	33784	'85	New Hampshire
	'84	4086	6468	39	6974	2558	487	1645	265	28	46	4980	27422	'84	
New Jersey	'85	19044	30569	1066	25739	8239	2650	6318	2243	514	670	17057	114109	'85	New Jersey
	'84	16740	27583	972	20332	7578	2484	5127	1985	620	516	13367	97303	'84	
New Mexico	'85	4035	12977	59	9854	3899	449	1805	113	274	29	8626	42120	'85	New Mexico
	'84	2991	12230	69	9053	3723	406	1538	120	249	27	6105	36511	'84	
New York	'85	34073	48520	1137	49836	12884	4389	10919	2747	350	751	26816	192422	'85	New York
	'84	29829	41323	52	38821	11196	3510	7795	925	247	227	28024	152051	'84	
North Carolina	'85	11808	30294	733	31422	7869	2487	3476	777	673	184	24036	115689	'85	North Carolina
	'84	9703	28685	686	28914	6977	2467	3448	771	1122	658	23779	107150	'84	
North Dakota	'85	1811	4566	55	5217	1253	128	613	87	169	41	1789	15709	'85	North Dakota
	'84	1845	4665	45	5013	1205	181	647	73	191	13	1489	15677	'84	
Ohio	'85	28950	51984	679	60167	13078	3610	4478	1494	751	546	26339	184094	'85	Ohio
	'84	21413	42829	547	43863	10407	3186	3386	1353	903	361	14531	142879	'84	
Oklahoma	'85	7776	23867	0	21586	7872	986	1685	62	56	32	9813	73828	'85	Oklahoma
	'84	6389	23516	1	22477	7333	992	2158	90	187	21	8831	71125	'84	
Oregon	'85	5856	14674	335	13832	4134	568	2574	184	443	185	16758	59635	'85	Oregon
	'84	5531	14449	337	13665	3917	466	1689	165	629	197	15583	56859	'84	
Pennsylvania	'85	27341	52976	1991	42970	11575	3188	7750	2884	641	567	29807	171250	'85	Pennsylvania
	'84	24349	48576	718	35887	9152	2980	7492	2255	582	364	17217	149482	'84	
Rhode Island	'85	1985	2931	31	2423	845	159	831	217	38	41	2510	12311	'85	Rhode Island
	'84	1788	2450	31	1836	761	181	648	167	26	32	2277	10175	'84	
South Carolina	'85	6784	14388	336	15718	4979	611	1494	347	246	366	11984	57322	'85	South Carolina
	'84	6199	14322	189	14585	4523	639	1394	450	359	112	10802	53642	'84	
South Dakota	'85	1267	3891	175	4295	814	234	557	23	166	34	1455	12861	'85	South Dakota
	'84	1383	3834	126	4042	811	250	686	38	294	31	1321	12830	'84	
Tennessee	'85	11586	24315	799	25142	6617	1298	2775	806	909	1230	21080	98551	'85	Tennessee
	'84	9190	23847	799	20105	7514	1422	1875	799	1063	1398	15631	83643	'84	
Texas	'85	50882	115317	2892	137534	38198	4530	15254	1723	2120	611	98815	434876	'85	Texas
	'84	42728	116259	1686	130081	35434	4804	11286	1744	2290	786	51482	400510	'84	
Utah	'85	3782	10795	157	8585	3234	322	2062	122	374	183	6782	36396	'85	Utah
	'84	3344	8637	146	7384	2810	283	1882	108	398	33	5305	30871	'84	
Vermont	'85	1725	3388	7	3860	1583	225	1072	160	22	48	3109	15299	'85	Vermont
	'84	1576	3380	5	3476	1236	179	956	96	11	27	2459	13395	'84	
Virginia	'85	14818	33616	317	26508	6222	1387	5674	1165	324	388	25189	115460	'85	Virginia
	'84	12986	30539	286	22243	5855	1210	4851	922	346	311	19749	99187	'84	
Washington	'85	7371	29669	248	19404	4372	786	2934	161	1085	158	21191	78274	'85	Washington
	'84	6364	17753	186	16226	3844	615	1628	174	842	88	10887	64627	'84	
West Virginia	'85	70	12175	23	16037	2147	375	1380	340	78	85	4271	41779	'85	West Virginia
	'84	91	11845	8	11923	1735	375	1332	186	92	44	3108	34722	'84	
Wisconsin	'85	[illegible]	23084	382	28507	7373	1686	2820	459	642	263	7974	76170	'85	Wisconsin
	'84	[illegible]	22647	388	18178	6272	1510	2636	586	721	191	7150	70670	'84	
Wyoming	'85	1905	5586	43	4318	1844	91	905	17	135	22	1916	16732	'85	Wyoming
	'84	1885	5847	14	4687	1852	62	830	11	160	8	1562	17021	'84	
Federal Government	'85	26275	4889	—	29210	1067	3889	21	362	1	103	38	65783	'85	Federal Government
	'84	8119	5483	1	29150	896	3097	24	199	3	11	25	46889	'84	
Motor Homes	'85	—	—	—	—	—	—	—	—	—	—	—	—	'85	Motor Homes
	'84	—	3435	—	10394	589	—	—	—	—	—	957	15296	'84	
U.S. TOTAL	'85	600851	1245805	23310	1256864	347577	73463	182210	29614	24296	14796	875316	4675102	'85	U.S. TOTAL
	'84	504081	1162834	18889	1080178	305208	69713	146292	25817	26732	10787	689659	4046998	'84	

Notes: 1985 Data for New York and Oklahoma compiled from manufacturers' sales records. All data property of R. L. Polk & Co.; may not be copied, sold, or reprinted without permission from Polk.

SALES/REGISTRATIONS

RV SHIPMENTS BY TYPE, 1971-1985

1985**
(Total Shipments—359,200)

Travel trailers	82,900
Truck campers	6,900
Camping trailers	35,900
Motor homes	68,700
Van conversions	164,800

1984
(Total Shipments—398,200)

Travel trailers	92,400
Truck campers	7,600
Folding camper trailers	40,900
Motor homes	82,000
Van conversions	175,300

1983**
(Total Shipments—358,000)

Travel trailers	90,000
Truck campers	6,800
Folding campers	37,500
Motor homes	69,500
Van conversions	154,200

1982**
(Total Shipments—258,000)

Travel trailers	65,500
Truck campers	5,700
Folding camping trailers	34,300
Motor homes	41,200
Van conversions	111,300

1981**
(Total Shipments—239,100)

Travel trailers	63,800
Truck campers	5,100
Fold-down camping trailers	35,000
Motor homes	35,400
Van conversions	99,800

1980**
(Total Shipments—181,400)

Travel trailers	51,900
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Van conversions	71,400

1979**
(Total Shipments—303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Van conversions	104,100

1978**
(Total Shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Van conversions	136,400

1977
(Total Shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976
(Total Shipments—456,300)

Travel trailers	189,700
Truck campers	42,000
Camping trailers	53,300
Motor homes	156,100
Pickup covers	215,200

1975
(Total Shipments—552,100)

Travel trailers	150,600
Truck campers	44,300
Camping trailers	48,100
Motor homes	96,600
Pickup covers	212,500

1974
(Total Shipments—529,200)

Travel trailers	126,300
Truck campers	45,400
Camping trailers	55,200
Motor homes*	68,900
Pickup covers	233,400

1973
(Total Shipments—752,500)

Travel trailers	212,300
Truck campers	89,800
Camping trailers	97,700
Motor homes*	129,000
Pickup covers	223,700

1972
(Total Shipments—747,500)

Travel trailers	250,800
Truck campers	105,100
Camping trailers	110,200
Motor homes*	116,800
Pickup covers	164,600

1971
(Total Shipments—549,400)

Travel trailers	190,800
Truck campers	107,200
Camping trailers	95,800
Motor homes	57,200
Pickup covers	98,400

**Pickup covers no longer included in RVIA shipments.
*Imports of Volkswagen Campmobile motor home included only in 1972-'74 totals.
SOURCE: Recreation Vehicle Industry Assn.

DOMESTIC AND IMPORT TRUCK SALES BY MONTH, 1985; BY YEAR, 1985 vs. 1984

	January	February	March	April	May	June	July	August	September	October	November	December	1985	1984
Ford														
Vans	14,647	14,843	18,528	17,866	16,291	16,124	15,222	12,847	15,446	14,190	13,453	12,622	182,079	174,075
Aerostar	0	0	0	0	0	0	725	2,275	4,457	6,470	8,481	7,916	30,324	0
Club Wagon	3,274	2,572	2,527	3,408	3,421	3,368	2,469	1,408	2,275	2,285	2,442	2,126	31,575	32,103
Ranger	18,579	31,129	35,716	16,817	16,131	16,971	17,447	12,970	13,919	22,967	24,882	19,514	247,042	220,687
Bronco	4,089	3,844	3,904	4,572	4,608	5,064	4,455	3,103	4,270	4,915	4,839	4,618	52,281	47,589
Bronco II	8,823	7,573	7,103	8,669	13,314	8,051	7,514	5,996	6,878	11,261	12,493	7,259	104,934	98,049
Pickups	42,630	42,381	49,951	50,719	49,979	61,723	57,875	42,410	49,633	39,537	36,986	38,683	562,507	540,885
Mediums	3,788	3,310	3,754	4,841	4,007	3,856	4,304	3,077	4,147	4,077	3,617	3,901	45,980	40,954
Heavies	1,057	1,088	1,055	1,714	1,283	1,226	1,567	982	1,246	1,133	934	1,103	15,087	12,373
Total Ford	96,887	106,740	122,538	108,606	109,034	116,383	111,578	85,068	102,271	106,835	108,127	97,742	1,271,809	1,166,715
Chevrolet														
Vans	12,693	11,696	14,866	13,545	15,938	12,450	12,950	11,012	13,103	10,281	10,814	11,530	150,868	155,421
Sports Van	1,924	1,847	2,074	1,924	2,430	2,074	2,077	1,154	1,116	1,560	1,275	1,550	21,005	21,902
Astro	2,700	3,459	5,559	7,799	10,563	11,067	11,591	11,552	13,121	9,033	9,257	10,456	106,157	1,768
S-10	17,345	25,157	25,763	19,859	14,407	13,455	15,121	13,017	15,894	19,241	16,361	14,431	210,051	188,661
S-10 Blazer	13,963	12,222	13,363	12,963	27,180	11,541	12,904	12,028	13,222	21,802	19,554	16,492	187,234	142,143
El Camino	1,704	1,463	1,785	1,736	1,859	1,654	1,880	1,715	1,731	1,944	1,760	2,585	21,816	22,997
Blazer	3,733	3,712	3,576	3,485	3,723	4,031	4,131	3,539	3,498	4,270	4,068	4,432	46,298	46,935
Suburban	4,497	4,138	5,297	5,131	6,251	5,667	5,265	3,785	4,298	5,091	4,422	5,064	58,906	50,843
Pickups	39,236	34,763	38,787	38,195	43,805	47,823	52,994	42,836	46,253	26,227	27,493	37,626	476,048	461,258
Mediums	1,560	1,432	1,546	1,108	2,361	1,379	1,536	1,998	2,286	2,406	1,708	2,417	21,747	19,911
Total Chevy	99,355	99,889	112,716	105,745	128,517	111,151	120,449	102,636	114,522	101,855	96,712	106,583	1,300,130	1,111,839
Chrysler														
Vans	4,809	5,243	6,447	5,425	5,559	5,953	5,241	4,596	5,831	6,270	3,749	4,127	63,250	70,504
Ram Wagon	2,876	3,014	4,258	3,389	3,924	4,486	3,313	2,825	3,078	3,495	2,389	3,048	0,095	40,283
Voyager	7,533	8,134	10,064	9,467	10,979	11,351	10,219	4,938	7,591	9,230	7,277	9,709	106,492	82,793
Caravan	7,939	8,565	10,346	10,072	12,172	11,855	11,387	5,294	8,115	9,670	7,504	10,631	113,550	85,929
Mini Ram Van	2,125	2,017	2,505	2,090	2,330	2,182	2,053	1,439	1,689	1,583	1,015	1,757	22,785	21,794
Ram 50	6,132	6,906	6,730	6,512	5,629	5,102	4,838	3,526	7,635	6,117	5,450	5,732	70,317	51,298
Ramcharger	3,171	3,514	3,665	3,472	3,034	3,032	2,371	2,014	1,679	1,020	977	1,376	29,325	28,551
Pickups	12,528	14,509	17,884	14,812	12,111	15,183	15,649	12,987	15,770	10,862	8,728	9,551	160,574	134,264
Total Chrysler*	47,113	51,902	61,899	55,239	55,738	59,144	55,071	37,619	51,388	48,247	37,097	45,931	606,388	526,054*
GMC														
Vans	2,964	3,133	3,820	3,635	3,740	3,919	3,563	3,456	3,804	2,894	2,544	3,335	40,607	45,991
Safari	564	659	1,077	1,492	2,321	3,039	2,915	2,741	3,518	2,246	1,894	2,406	24,892	217
S-15	3,389	5,428	6,210	5,000	3,190	3,160	3,379	2,762	3,320	4,377	3,711	3,027	46,953	43,742
S-15 Jimmy	3,045	2,791	2,992	3,090	5,749	3,027	3,032	2,859	3,132	4,733	4,326	3,463	42,239	34,519
Jimmy	778	606	713	736	790	733	820	623	642	865	841	945	9,094	8,488
Caballero	203	164	212	231	219	252	251	176	201	242	204	249	2,604	2,702
Suburban	1,302	1,432	1,635	1,503	1,608	1,792	1,670	1,361	1,258	1,831	1,276	1,420	17,888	16,132
Pickups	9,257	9,646	9,326	9,192	9,812	12,426	14,396	11,907	10,321	7,877	7,597	9,878	121,435	121,704
P-Model	1,747	349	381	652	453	402	429	623	571	313	277	285	6,482	7,036
Mediums	1,884	2,111	2,159	2,333	2,350	2,978	2,913	3,080	3,078	2,223	1,461	2,430	29,000	28,026
Heavies	833	538	1,479	1,073	886	979	750	1,137	618	984	759	820	10,356	14,282
W-4	0	0	0	0	0	0	0	0	0	0	11	69	80	0
Total GMC	25,986	26,859	30,004	28,937	31,118	32,707	34,118	30,725	30,263	28,185	24,901	28,327	352,130	322,839
AMC/Jeep														
CJ	2,989	2,940	3,109	3,174	2,796	3,046	3,981	3,134	2,838	3,356	3,466	3,627	39,067	42,373
Wagoneer	1,346	1,172	970	878	947	1,046	1,065	976	969	1,258	1,698	1,777	14,102	19,889
Cherokee	7,125	7,072	7,005	6,869	8,500	8,702	7,940	6,000	6,877	9,367	12,867	9,950	98,874	69,054
Grand Wagoneer	1,538	1,274	1,871	1,001	737	860	1,467	2,250	1,544	2,434	1,419	2,214	17,609	19,081
Comanche	0	0	0	0	0	0	0	0	1,123	2,343	3,205	2,886	9,557	0
Pickups	184	164	220	317	517	196	277	89	114	145	179	189	1,980	3,404
Total Jeep	13,182	12,622	12,375	12,239	13,497	13,850	14,730	13,049	13,465	18,903	22,834	20,643	181,389	153,801
Imports														
Toyota	23,909	24,432	27,644	25,584	31,080	21,743	45,604	23,741	21,298	25,531	26,510	32,884	329,930	264,183
Nissan	30,419	21,932	20,761	23,213	20,553	19,701	23,654	22,932	28,270	14,867	13,749	15,550	255,601	203,724
Mazda	7,124	8,726	8,414	7,024	11,343	10,701	10,779	9,929	11,292	11,317	8,690	10,125	115,464	119,127
Isuzu	3,032	6,755	6,032	7,364	7,094	6,126	7,702	6,546	7,787	6,170	5,564	7,977	78,149	45,379
Mitsubishi	1,731	1,481	2,971	3,289	1,67[illegible]	1,944	2,297	1,239	2,383	2,824	3,022	1,906	26,739	17,613
Suzuki	0	0	0	0	0	0	0	0	0	0	1,039	1,607	2,646	0
Total Imports	66,215	63,326	65,822	66,494	71,742	60,215	90,036	64,387	70,960	60,709	58,574	70,049	808,529	650,026
Total Industry	348,738	361,338	405,354	377,260	409,646	393,450	425,962	333,484	382,889	384,734	348,245	369,275	4,520,375	3,931,274

*1984 Chrysler sales total reflects discontinued "other Plymouth truck" and Rampage models, not shown in table. Chrysler sold 378 other Plymouth trucks and 10,280 Rampage models before discontinuing them in 1984.

SALES/REGISTRATIONS

U.S. TRUCK REGISTRATIONS

Twelve months, 1985 vs. 1984★

Make	12 mos., 1985	Percent Share of '85 market	12 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
Chevrolet	1,256,964	26.88	1,090,178	26.92	−0.04
Ford	1,245,805	26.65	1,162,834	28.72	−2.07
Dodge	496,324	10.62	424,073	10.47	+0.15
GMC	347,577	7.43	305,206	7.54	−0.11
Jeep	182,210	3.90	148,292	3.66	+0.24
Plymouth	104,627	2.24	80,008	1.97	+0.27
International	73,483	1.57	66,713	1.65	−0.08
Mack	29,514	0.63	25,617	0.63	—
Freightliner	18,708	0.40	16,409	0.41	−0.01
Peterbilt	12,305	0.26	13,107	0.32	−0.06
Kenworth	11,981	0.26	13,625	0.34	−0.08
White	9,197	0.20	6,871	0.17	+0.03
Mercedes	4,602	0.10	2,480	0.06	+0.04
Volvo	2,580	0.06	1,953	0.05	+0.01
Autocar	1,803	0.04	1,260	0.03	+0.01
Western Star	1,216	0.03	713	0.02	+0.01
Miscellaneous★	876,316	18.73	689,659	17.04	+1.69
TOTALS	4,675,192	100.00	4,048,998	100.00	—

★ All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
★ Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.
Compiled from R.L. Polk & Co. data. Re-use or re-publication without permission from Polk is prohibited.

U.S. HEAVY-DUTY REGISTRATIONS

Twelve months, 1985 vs. 1984★

Make	12 mos., 1985	Percent Share of '85 market	12 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
International	47,077	21.62	44,409	22.56	− 0.94
Ford	44,926	20.64	37,871	19.24	+1.40
GMC	26,109	11.99	25,615	13.02	−1.03
Mack	25,798	11.85	22,202	11.28	+0.57
Freightliner	18,708	8.59	16,409	8.34	+0.25
Peterbilt	12,305	5.65	13,107	6.66	−1.01
Kenworth	11,981	5.50	13,624	6.92	−1.42
Chevrolet	11,494	5.28	10,401	5.29	−0.01
White	9,197	4.22	6,871	3.49	+0.73
Volvo	2,580	1.19	1,953	0.99	+0.20
Mercedes-Benz	2,073	0.95	928	0.47	+0.48
Autocar	1,803	0.83	1,260	0.64	+0.19
Western Star	1,216	0.56	713	0.36	+0.20
Miscellaneous	2,450	1.13	1,453	0.74	+0.39
TOTALS	217,717	100.00	196,816	100.00	—

★ Group 7 and 8 trucks only.
Compiled from R.L. Polk & Co. data. Re-use or re-publication without permission from Polk is prohibited.

REGISTRATION RECORDS

Best years for new trucks

1985	4,675,192	1969	1,888,812
1984	4,048,998	1970	1,790,177
1978	3,963,340	1968	1,775,601
1977	3,509,328	1966	1,610,450
1979	3,472,209	1965	1,518,426
1976	3,058,009	1967	1,510,289
1973	3,029,074	1964	1,361,772
1983	2,976,556	1963	1,244,224
1974	2,656,918	1950	1,142,307
1972	2,513,952	1962	1,068,725
1980	2,476,777	1948	1,035,174
1982	2,430,471	1951	1,003,850
1975	2,397,417	1949	961,961
1981	2,185,489	1955	957,801
1971	1,993,186	1960	943,485

SOURCE: R.L. Polk & Co.

U.S. NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

1985 vs. 1984★

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'85	—	—	—	—	—	—	—	1,803	1,803
	'84	—	—	—	—	—	—	—	1,260	1,260
CHEVROLET	'85	701,787	507,225	28,926	—	277	7,255	10,820	674	1,256,964
	'84	552,817	486,364	33,372	—	257	6,965	9,724	679	1,090,178
(Memo Units)#	'85	528,843	189,860	—	—	—	—	—	—	718,703
	'84	379,275	193,041	—	—	—	—	—	—	572,316
DODGE	'85	336,524	159,800	—	—	—	—	—	—	496,324
	'84	286,172	137,901	—	—	—	—	—	—	424,073
(Memo Units)#	'85	251,406	85,638	—	—	—	—	—	—	337,044
	'84	208,753	84,512	—	—	—	—	—	—	293,265
FORD	'85	698,813	490,240	—	—	—	11,826	30,599	14,327	1,245,805
	'84	325,055	787,606	—	—	—	12,300	25,553	12,320	1,162,834
(Memo Units)#	'85	476,221	155,391	—	—	—	—	—	—	631,611
	'84	321,162	253,341	—	—	—	—	—	—	574,503
FREIGHTLINER	'85	—	—	—	—	—	—	—	18,708	18,708
	'84	—	—	—	—	—	—	—	16,409	16,409
GMC	'85	166,102	139,277	3,746	—	5,378	6,965	15,102	11,007	347,577
	'84	131,609	134,711	2,546	—	4,108	6,617	13,071	12,544	305,206
(Memo Units)#	'85	118,556	46,195	—	—	—	—	—	—	164,751
	'84	81,767	49,227	—	—	—	—	—	—	130,994
NAVISTAR	'85	—	—	—	—	—	26,386	17,012	30,065	73,463
	'84	—	—	—	—	—	22,304	15,100	29,309	66,713
JEEP	'85	162,522	19,688	—	—	—	—	—	—	182,210
	'84	126,391	21,901	—	—	—	—	—	—	148,292
(Memo Units)#	'85	153,968	17,784	—	—	—	—	—	—	171,752
	'84	126,391	18,598	—	—	—	—	—	—	144,989
KENWORTH	'85	—	—	—	—	—	—	—	11,981	11,981
	'84	—	—	—	—	—	—	—	13,625	13,625
MACK	'85	—	—	—	—	—	3,716	1,047	24,751	29,514
	'84	—	—	—	—	—	3,415	719	21,483	25,617
MERCEDES-BENZ	'85	—	—	—	—	—	2,529	2,073	—	4,602
	'84	—	—	—	—	—	1,552	928	—	2,480
PETERBILT	'85	—	—	—	—	—	—	—	12,305	12,305
	'84	—	—	—	—	—	—	—	13,107	13,107
PLYMOUTH	'85	104,627	—	—	—	—	—	—	—	104,627
	'84	79,883	125	—	—	—	—	—	—	80,008
VOLVO	'85	—	—	—	—	—	—	1,560	1,020	2,580
	'84	—	—	—	—	—	—	1,350	603	1,953
WESTERN STAR	'85	—	—	—	—	—	—	—	1,216	1,216
	'84	—	—	—	—	—	—	—	713	713
WHITE	'85	—	—	—	—	—	—	—	9,197	9,197
	'84	—	—	—	—	—	—	—	6,871	6,871
MISCELLANEOUS★ DOMESTICS	'85	3,854	—	—	—	—	—	85	1,995	5,934
	'84	3,439	—	—	—	—	—	1	1,221	4,661
OTHER IMPORTS	'85	853,567	10,630	4,260	896	482	197	370	—	870,382
	'84	674,423	9,078	405	712	57	92	231	—	684,998
TOTALS	'85	3,027,796	1,326,860	36,932	896	6,117	58,874	78,668	139,049	4,675,192
	'84	2,179,789	1,577,686	36,323	712	4,422	53,245	66,677	130,144	4,048,998

★ New York and Oklahoma registrations for 1984 compiled from manufacturers' sales records.
Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge: Rampage, Charger, Van, Ram 50, W&N & Caravan; Ford: Van, Bronco, Ranger & Aerostar; GMC: Van, Jimmy, S15, Caballero & Safari.
★ Domestic misc. includes FWD, Hendrickson, Oshkosh, etc.

—Compiled from R.L. Polk & Co. data

U.S. TRUCK REGISTRATIONS SINCE 1956

	BROCKWAY	CHEVROLET	CHRYSLER CORP.	DAIMLER-BENZ	DIAMOND REO	DODGE①	FORD	FREIGHTLINER②	GMC	INTERNATIONAL	JEEP	KENWORTH③	MACK	PACCAR CORP.	PETERBILT	VOLVO-WHITE	WHITE④	TOTAL
1956	884	302,145	—	—	4,037	57,651	263,753	—	82,266	108,014	23,488	1,239	13,190	—	609	—	15,137	894,366
1957	738	290,960	—	—	3,472	49,431	277,301	—	62,165	96,956	22,005	980	13,312	—	486	—	12,491	858,085
1958	959	247,470	—	—	2,929	37,037	206,787	—	55,950	89,745	22,523	813	11,865	—	393	—	12,142	726,704
1959	1,196	306,237	—	—	3,008	52,278	292,931	—	69,509	109,053	30,864	715	13,473	—	595	—	15,497	942,133
1960	1,103	316,962	—	—	2,421	43,606	280,501	—	82,546	110,349	31,385	1,400	10,876	—	810	—	14,179	943,485
1961	979	306,175	—	—	1,795	40,147	284,214	—	69,596	116,538	32,644	1,135	8,618	—	714	—	13,199	916,608
1962	1,074	366,506	—	—	1,820	55,593	332,328	—	80,590	130,959	30,426	1,316	10,353	—	1,158	—	15,151	1,068,725
1963	1,206	425,406	—	—	2,072	75,025	382,099	—	87,814	145,105	44,339	1,997	12,099	—	1,482	—	16,438	1,244,224
1964	1,100	483,853	—	—	1,992	98,030	404,999	—	99,148	148,008	44,385	2,347	12,064	—	1,812	—	16,609	1,361,772
1965	1,047	567,473	—	—	2,486	116,639	477,068	—	118,273	148,195	42,415	2,876	13,127	—	2,023	—	18,954	1,528,859
1966	1,288	585,561	—	—	2,874	120,082	522,307	—	115,122	155,566	42,860	3,472	15,014	—	2,374	—	20,683	1,610,450
1967	1,248	551,923	—	—	3,913	101,458	494,921	—	113,982	150,946	39,757	2,912	13,434	—	2,230	—	17,458	1,518,426
1968	1,298	626,858	—	—	3,539	138,205	624,894	—	133,308	140,948	38,486	4,008	14,932	—	3,023	—	19,905	1,775,601
1969	1,507	670,890	—	—	4,151	130,446	679,237	—	139,449	137,888	36,017	5,592	15,655	—	3,630	—	21,321	1,888,812
1970	1,655	557,997	—	—	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	—	3,457	—	12,139	1,790,177
1971	1,685	647,258	—	—	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	—	4,296	—	10,622	1,993,186
1972	2,061	802,755	—	—	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	—	5,698	—	11,312	2,513,952
1973	2,267	991,099	—	—	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	—	6,869	—	13,906	3,029,074
1974	2,508	860,358	—	—	4,032	292,213	865,000	11,713	183,755	161,375	96,635	10,489	22,710	—	8,428	—	13,582	2,656,918
1975	1,451	815,595	—	—	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	—	4,801	—	7,137	2,397,417
1976	1,264	1,052,438	—	—	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	—	5,839	—	7,348	3,058,009
1977	802	1,133,201	—	—	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	—	9,453	—	10,844	3,509,328
1978	37	1,275,787	—	—	—	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	—	9,454	—	13,292	3,963,340
1979	2	1,085,855	—	—	—	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	—	8,693	—	12,512	3,472,209
1980	—	737,788	—	—	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	—	7,008	—	7,664	2,476,777
1981	—	650,460	—	—	—	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	—	6,654	—	2,857	2,185,489
1982	—	758,107	—	—	—	218,078	733,120	7,292	212,908	45,902	62,097	7,344	15,590	—	5,781	—	2,669	2,430,471
1983	—	904,672	263,687	13,999	—	253,500	942,568	11,111	247,970	50,526	76,453	7,972	15,038	15,998	8,026	6,197	3,242	2,976,556
1984	—	1,090,178	504,061	18,889	—	—	1,162,834	—	305,206	66,713	148,292	—	25,617	26,732	—	10,084	—	4,048,998
1985	—	1,256,964	600,951	23,310	—	—	1,245,805	—	347,577	73,463	182,210	—	29,514	24,286	—	13,580	—	4,675,192

①Dodge included in Chrysler Corp. totals beginning in 1983. ②Freightliner included in White totals until 1970, included in Daimler-Benz beginning in 1983. ③Kenworth, Peterbilt included in Paccar totals beginning in 1983.
④White totals include Autocar and Western Star; White included in Volvo-White beginning in 1983.

SOURCE: R.L. Polk & Co.

PRODUCTS / SPECIFICATIONS

1986-model U.S. passenger-car specs

Make and Model	Dimensions									Engines							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater(qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (ft. in. I.)
AMERICAN MOTORS—Eagle Sedan 4	109.3	180.9	72.3	54.4	3280	38.1	40.8	59.6	57.6	L6	3.75 x 3.90	4.2/258	2V	9.2	112 @ 3000	210 @ 2000	22.0	6.5	4.0	2.73	4	15	37.2
Eagle Wagon 6	109.3	180.9	72.3	54.6	3433	38.1	40.8	59.6	57.6	L6	3.75 x 3.90	4.2/258	2V	9.2	112 @ 3000	210 @ 2000	22.0	14.0	5.0	2.73	4	15	37.2
BUICK—Skyhawk Coupe (Turbo OHC)	101.2	175.3	62.0	54.0	2400	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8.0	150 @ 5600	150 @ 2800	13.6	8.0	4.0	3.65	F	13	34.7
Skyhawk Sedan	101.2	175.3	62.0	54.0	2436	38.5	42.2	55.4	55.2	L4	35 x 3.15	2.0/121	F.I.	9.0	88 @ 4800	110 @ 2400	13.6	9.6	5.0	4.10	F	13	34.7
Skyhawk Wagon	101.2	175.3	62.0	54.0	2507	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8.8	84 @ 5200	98 @ 2800	13.6	7.9	5.0	3.45	F	13	34.7
Somerset Regal	103.4	180.0	67.7	52.1	2471	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	134 @ 2600	13.6	4.62	5.0	2.84	F	13	35.4
Skylark Sedan	103.4	180.1	66.6	52.1	2568	37.7	42.9	55.6	55.2	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	134 @ 2800	13.6	4.62	5.0	2.84	F	13	35.4
Regal Coupe	108.1	200.6	71.6	54.5	3172	37.8	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.0	5.0	2.41	R	14	38.6
Century Coupe	104.9	189.1	67.7	53.6	2690	38.6	42.1	58.7	56.8	L-4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	134 @ 2800	15.7	8.9	4.0	2.39	F	14	38.5
Century Wagon	104.9	191.0	69.4	54.2	2940	38.6	42.1	59.7	56.8	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.6	13.2	NA	2.84	F	14	38.5
LeSabre Coupe	110.8	196.2	72.1	54.7	3130	38.1	42.4	60.3	59.8	V-6	3.8 x 2.66	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400	18.0	12.1	12.5	5.0	F	14	39.7
LeSabre Sedan	110.8	196.2	72.1	55.5	3170	38.9	42.4	60.3	59.8	V-6	3.8 x 3.4	3.8/231	F.I.	8.5	150 @ 4400	200 @ 2000	18.0	12.5	5.0	2.84	F	14	39.7
Electra Sedan FWD	110.8	197.4	72.1	54.2	3243	39.3	42.4	60.3	59.7	V-6	3.8 x 3.4	3.8/231	F.I.	8.5	140 @ 4400	200 @ 2000	8.0	12.4	5.0	2.84	F	14	39.4
Estate Wagon	115.9	220.5	79.3	59.3	4160	39.6	42.2	62.2	64.0	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3200	255 @ 2000	22.0	15.6	8.0	2.56	R	15	40.5
Riviera	108.0	187.2	71.7	53.5	3309	37.8	42.7	59.9	59.9	V-6	3.8 x 3.4	3.8/231	F.I.	8.5	140 @ 4400	200 @ 2000	18.0	11.3	5.0	2.84	F	14	35.8
OPTIONAL ENGINES: Skylark, Century, Somerset										V-6	3.8 x 2.66	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400							
Century, LeSabre										V-6	3.8 x 3.4	3.8/231	F.I.	8.5	150 @ 4400	200 @ 2000							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	235 @ 4400	330 @ 2800							
CADILLAC—Cimarron	101.2	173.1	65.0	52.0	2583	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.0	85 @ 4800	110 @ 2400	13.6	8.3	5.0	3.83	F	13	38.2
Seville	108.0	188.2	70.9	53.7	3428	37.9	42.7	59.9	59.9	V8	3.5 x 3.15	4.1/249	F.I.	9.0	130 @ 4200	200 @ 2200	18.0	12.6	5.0	2.97	F	14	42.2
Eldorado	108.0	188.2	71.3	58.7	3365	37.8	42.7	59.9	59.9	V-8	3.47 x 3.31	4.1/249	F.I.	9.0	130 @ 4200	200 @ 2200	18.0	12.6	5.0	2.97	F	14	42.2
Coupe DeVille/Fleetwood	110.8	195.0	71.7	55.0	3324	39.3	42.4	60.3	59.8	V-8	3.47 x 3.31	4.1/249	F.I.	9.0	130 @ 4200	200 @ 2200	18.0	12.4	5.0	2.97	F	14	39.4
Fleetwood Sedan ('85 rwd)	121.5	221.0	75.3	56.7	4029	39.0	42.0	61.7	60.7	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5.0	3.42	R	15	44.1
Limousine	134.4	218.6	71.7	55.0	3583	38.9	40.9	60.3	59.8	V-8	3.47 x 3.31	4.1/249	F.I.	9.0	130 @ 4200	200 @ 2200	18.0	12.4	5.0	2.97	F	14	48.6
OPTIONAL ENGINES: Cimarron										V-6	3.5 x 2.99	2.8/173	F.I.	8.5	120 @4800	155 @3600							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.8	2090	37.8	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.0	65 @ 5200	80 @ 3200	12.5	9.0	5.0	3.36	R	13	30.2
Chevette 4-dr (diesel)	97.3	164.9	61.8	52.8	2321	37.9	41.7	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	22	51 @ 5000	72 @ 2000	12.5	9.0	6.0	3.36	R	13	30.8
Cavalier 2-dr.	101.2	172.4	66.0	51.9	2369	37.7	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.0	85 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Cavalier Hatchback	101.2	172.4	66.0	51.7	2418	37.6	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Cavalier Wagon	101.2	174.5	66.3	54.3	2461	38.4	42.2	55.4	55.2	L4	35 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Camaro 4	101.0	187.8	72.8	50.0	2892	37.0	43.0	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9.0	88 @ 4800	130 @ 2800	15.8	9.3	4.0	3.73	R	14	36.9
Camaro V-6	101.0	187.8	72.8	50.0	2958	37.0	43.0	60.7	61.6	V-6	3.5 x 2.99	2.8/173	F.I.	8.9	135 @ 5100	160 @ 3900	16.2	12.9	5.0	3.42	R	14	36.9
Monte Carlo V-6	108.0	200.4	71.8	54.4	3177	37.6	42.8	58.5	57.8	V-6	4.0 x 3.43	4.3/262	F.I.	9.3	140 @ 4000	225 @ 2000	18.1	15.1	5.0	2.41	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	54.3	2668	38.8	42.1	58.7	57.0	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4000	134 @ 2800	15.7	9.8	4.0	3.65	F	13	36.9
Celebrity Wagon	104.9	188.3	69.3	54.3	3116	38.6	42.1	58.7	57.0	V-6	3.5 x 2.99	2.8/173	F.I.	8.0	112 @ 4800	145 @ 2100	16.6	13.0	6.0	2.84	F	14	37.0
Chevrolet 4-dr V-6	116.0	212.2	75.4	56.4	3486	39.5	42.2	61.7	60.7	V-6	4.0 x 3.43	4.3/262	F.I.	9.3	140 @ 4000	225 @ 2000	25.0	14.2	5.0	2.56	R	15	38.7
Chevrolet Wagon V-8	116.0	215.1	79.3	58.1	4069	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	9.5	165 @ 4200	245 @ 2400	22.0	15.5	6.0	2.56	R	15	39.7
Corvette	96.2	176.5	71.0	46.6	3192	36.4	42.6	59.6	60.4	V-8	4 x 3.48	5.7/350	F.I.	9.5	230 @ 4000	330 @ 3200	20.0	14.7	5.0	3.07	R	16	40.1
OPTIONAL ENGINES: Celebrity										V-6	3.5 x 2.99	2.8/173	F.I.	8.5	125 @ 4800	160 @ 3600							
Cavalier										V-6	3.50 x 2.99	2.8/173	F.I.	8.5	120 @ 4800	155 @ 3600							
Monte Carlo										V-8	3.74 x 3.48	5.0/305	4V	9.5	150 @ 4000	240 @ 2000							
Monte Carlo (SS)										V-8	3.74 x 3.48	5.0/305	4V	9.5	180 @ 4800	225 @ 3200							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	9.5	155 @ 4200	245 @ 2000							
Camaro Z-28										V-8	3.74 x 3.48	5.0/305	4V	9.5	190 @ 4800	240 @ 3200							
Camaro Z-28 (base)										V-8	3.74 x 3.48	5.0/305	F.I.	9.5	165 @ 4400	250 @ 2000							
Camaro IROC-Z										V-8	3.74 x 3.48	5.0/305	F.I.	9.5	190 @ 4800	240 @ 3200							
Camaro IROC-Z										V-8	3.74 x 3.48	5.0/305	F.I.	9.5	190 @ 4000	285 @ 2800							
CHRYSLER—Laser	97.0	175.0	69.3	50.3	2550	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	2.57	F	14	33.5
LeBaron 4-dr.	100.3	179.8	68.5	53.0	2560	38.6	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	3.02	F	14	34.8
LeBaron Wagon 4	100.1	179.6	68.5	52.7	2730	38.5	42.2	57.6	57.0	L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800	14.0	8.7	5.5	3.02	F	14	34.8
LeBaron GTS	103.1	180.4	68.3	53.0	2535	38.3	42.2	57.6	57.2	L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800	14.0	9.0	5.0	2.57	F	14	36.2
New Yorker	103.3	187.2	68.3	52.9	2595	38.7	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	8.7	5.0	3.02	F	14	35.6
Fifth Avenue	112.7	206.7	74.2	55.3	3747	39.3	42.5	60.0	59.5	V-8	3.91 x 3.31	5.2/318	2V	9.0	140 @ 3600	265 @ 1600	18.0	15.0	5.0	2.26	R	15	40.7
OPTIONAL ENGINES: LeBaron, Laser, LeBaron GTS turbos										L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	170 @ 3600							
New Yorker, Laser, LeBaron, LeBaron GTS										L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800							
DODGE—Charger 1.6-liter	96.6	174.8	66.7	50.8	2224	37.2	42.5	56.1	55.9	L4	3.17 x 3.07	1.6/97.1	2V	9.5	64 @ 4800	87 @ 2800	13.0	7.0	4.5	2.[illegible]	F	13	37.3

PRODUCTS/SPECIFICATIONS

1986-model U.S. passenger-car specs

Make and Model	Dimensions									Engines							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net H.P. at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in. ft.)
Charger 2.2	96.6	174.8	66.7	50.8	2271	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.5	96 @ 5200	119 @ 3200	13.0	8.7	5.0	2.20	F	14	37.3
Shelby Charger Turbo	96.6	174.7	66.7	50.2	2410	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	168 @ 3600	13.0	8.7	5.0	2.57	F	14	37.3
Omni 4-dr. 2.2-liter	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9.5	96 @ 5200	119 @ 3200	13.0	8.7	5.0	2.20	F	13	38.1
Omni 4-dr. GLH	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13.0	8.7	5.0	2.78	F	15	38.1
Omni GLH Turbo	99.1	164.8	65.8	53.1	2400	38.1	42.1	56.1	55.9	L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	168 @ 3600	13.0	8.7	5.0	2.57	F	15	38.1
Omni GLH-S	99.1	164.8	65.8	53.1	2350	38.1	42.1	56.1	55.9	L4	3.44x3.62	2.2/135	F.I.	8.5	175@ 5300	175@4800	13.0	8.7	5.0	2.57	F	15	38.1
Anes 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2382	38.6	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	2V	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	2.20	F	13	34.8
Anes Wagon 2.5-liter	100.3	176.2	68.6	52.4	2540	38.5	42.2	57.6	57.0	L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800	14.0	8.7	5.5	3.02	F	13	34.8
Daytona	97.0	175.0	69.3	50.3	2567	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	2.57	F	14	33.5
Lancer	103.1	180.4	68.3	53.0	2535	38.3	42.2	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	9.0	5.0	2.57	F	14	36.2
600 2-dr.	100.3	181.3	68.5	52.6	2506	38.2	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	2.57	F	14	34.8
600 4-dr.	103.3	187.4	68.3	52.9	2553	38.7	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	2.20	F	14	35.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3556	39.3	42.5	60.0	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @1600	18.0	15.0	5.0	2.26	R	15	40.7
OPTIONAL ENGINES: 600, Daytona, Lancer Turbo										L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	170 @ 3600							
Anes, Daytona, 600, Lancer										L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800							
FORD—Escort 2-dr.	94.2	166.9	65.9	53.3	2153	38.1	41.5	54.7	56.0	L4	3.23 x 3.46	1.6/113.5	2V	9.0	86 @ 4800	100 @ 3000	13.0	6.5	3.5	2.85	F	13	35.7
Escort 4-dr.	94.2	166.9	65.9	53.5	2201	38.1	41.5	54.7	56.0	L4	3.23 x 3.46	1.9/113.5	2V	9.0	86 @ 4800	100 @ 3000	13.0	6.5	3.5	2.85	F	13	35.7
Escort Wagon	94.2	168.0	65.9	53.5	2233	38.1	41.5	54.7	56.0	L4	3.23 x 3.46	1.9/113.5	2V	9.0	86 @ 4800	100 @ 3000	13.0	6.5	3.5	3.52	F	13	35.7
EXP Hatchback	94.2	168.4	63.0	50.9	2311	36.6	41.7	54.7	56.0	L4	3.23x3.46	1.9	2V	9.0	86 @4800	136 @3000	13	6.2	3.3	3.73	F	14	35.7
Mustang Sedan Hatchback	100.5	179.3	69.1	52.1	2733	37.0	41.7	56.6	57.0	L4	3.78 x 3.12	2.3/140	1V	9.5	88 @ 4200	122 @ 2600	15.4	8.6	5.0	3.08	R	14	37.4
Mustang Convertible	100.5	179.3	69.1	51.9	3044	37.6	41.7	56.6	57.0	V-6	3.8 x 3.4	3.8/232	2V	8.7	120 @ 3600	205 @ 1600	15.4	10.7	5.0	2.73	R	14	37.4
Mustang SVO	100.5	180.8	69.1	52.1	3140	36.7	40.8	57.8	58.3	L4	3.78 x 3.12	2.3/140	F.I.	8.0	200 @ 5000	240 @ 3200	15.4	8.9	5.0	3.73	R	16	40.8
Tempo 2-dr.	99.9	176.2	68.3	52.7	2339	3.75	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	86 @ 4000	124 @ 2800	15.4	8.1	4.0	3.33	F	14	38.7
Tempo 4-dr.	99.9	176.2	68.3	52.7	2398	3.75	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	86 @ 4000	124 @ 2800	15.4	8.1	4.0	3.33	F	14	38.7
Thunderbird	104.0	197.6	71.1	53.2	3089	37.7	42.0	58.1	58.5	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	22.2	12.2	5.0	2.73	R	14	39.4
LTD Sedan	105.6	196.5	71.0	53.8	3001	38.7	41.9	56.6	57.0	V6	3.8 x 3.40	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	10.7	5.0	2.73	R	14	39.1
LTD Wagon	105.6	196.5	71.0	54.4	3108	39.1	41.9	56.6	57.0	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	10.7	5.0	2.73	R	14	39.1
LTD Crown Victoria 2-dr.	114.3	211.0	77.5	55.2	3708	37.9	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	39.1
LTD Crown Victoria 4-dr.	114.3	211.0	77.5	55.2	3748	37.9	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	39.1
LTD Crown Victoria Wagons	114.3	215.0	79.3	56.8	3937	38.8	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	39.1
Taurus (HSC) Sedan	106.0	188.4	70.7	54.4	2849	38.3	41.6	61.5	60.5	L4	3.7 x 3.6	2.5/153	F.I.	9.7	88 @ 4600	130 @ 2800	16.0	10.0	5.0	3.37	F	14	39.8
Taurus Wagon	106.0	191.9	70.7	55.2	3052	38.3	41.6	61.5	60.5	V-6	3.5 x 3.10	3.0/182	F.I.	9.2	140 @ 4800	160 @ 3000	16.0	10.0	5.0	3.37	F	14	39.8
OPTIONAL ENGINES: Escort (H.O.)										L4	3.23 x 3.46	1.9/113.5	F.I.	9.0	108 @ 5200	114 @ 4000							
Escort, Tempo (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.7	52 @ 4000	82 @ 2400							
Thunderbird Turbo										L4	3.78 x 3.13	2.3/140	F.I.	8.0	155 @ 4600	190 @ 2800							
Tempo										L4	3.7 x 3.3	2.3/140	F.I.	9.0	100 @ 4600	125 @ 3200							
Taurus										V-6	3.5 x 3.10	3.0/182	F.I.	9.2	140 @ 4800	160 @ 3000							
Mustang (H.O.)										V-8	4 x 3	5.0/302	F.I.	9.2	200 @ 4000	285 @ 3000							
Thunderbird										V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000							
HONDA—Accord Hatchback	102.4	174.8	66.7	52.6	2416	38.0	42.8	58.3	58.1	L4	3.15 x 3.58	2.0/119	2V	9.1	98 @ 5500	109 @ 3500	15.8	5.1	4.2	3.87	F	13	34.1
LXi Sedan	102.4	178.5	66.7	53.3	2421	38.7	42.8	58.3	58.1	L4	3.15 x 3.58	2.0/119	F.I.	8.8	110 @ 5500	114 @ 4500	15.8	5.1	4.2	4.07	F	13	34.1
LINCOLN—Mark VII	108.5	202.8	70.9	54.2	3667	37.8	42.0	58.4	59.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	22.1	14.1	5.0	2.73	R	15	40.1
Town Car	117.3	219.0	78.1	55.9	4038	39.0	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	40.0
Continental	108.5	200.7	73.6	55.6	3778	38.5	42.0	58.4	59.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	20.3	14.1	5.0	2.73	R	15	40.1
OPTIONAL ENGINES: Mark VII (H.O.)										V-8	4 x 3	5.0/302	F.I.	9.2	200 @ 4000	285 @ 3000							
MERCURY—Lynx 2-dr.	94.2	166.9	65.9	53.3	2158	38.1	41.5	54.7	56.0	L4	3.23 x 3.46	1.9/113.5	2V	9.0	86 @ 4800	100 @ 3000	13.0	6.5	3.5	2.85	F	13	35.7
Lynx 4-dr. (H.O.)	94.2	166.9	65.9	53.5	2206	38.1	41.5	54.7	56.0	L4	3.23 x 3.46	1.9/113.5	2V	9.0	86 @ 4800	100 @ 3000	13.0	6.5	3.5	2.85	F	13	35.7
Lynx Wagon	94.2	168.0	65.9	53.5	2238	38.1	41.5	54.7	56.0	L4	3.23 x 3.46	1.9/113.5	2V	9.0	86 @ 4800	100 @ 3000	13.0	6.5	3.5	3.52	F	13	35.7
Capri 2-dr.	100.5	179.3	69.1	52.1	2931	37.0	41.7	56.6	57.0	L4	3.78 x 3.12	2.3/140	1V	9.5	88 @ 4200	122 @ 2600	15.4	8.6	5.0	3.08	R	14	37.4
Topaz 2-dr.	99.9	176.2	68.3	52.7	2371	37.5	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	86 @ 4000	124 @ 2800	15.2	8.1	4.0	3.33	F	14	38.7
Topaz 4-dr.	99.9	176.2	68.3	52.7	2440	37.5	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	86 @ 4000	124 @ 2800	15.2	8.1	4.0	3.33	F	14	38.7
Cougar V-6	104.0	197.6	71.1	53.4	3085	37.8	42.0	58.1	58.5	V6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	22.1	12.2	5.0	2.73	R	14	39.4
Marquis Sedan 4	105.6	196.5	71.0	53.8	3008	38.7	41.9	56.6	57.0	L4	3.78 x 3.12	2.3/140	1V	9.5	88 @ 4200	122 @ 2600	16.0	8.6	5.0	3.27	R	14	39.1
Marquis Wagon	105.6	196.5	71.0	54.4	3112	39.1	41.9	56.6	57.0	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16.0	12.2	5.0	2.73	R	14	39.1
Grand Marquis 2-dr.	114.3	214.0	77.5	55.2	3782	37.9	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	39.1
Grand Marquis 4-dr.	114.3	214.0	77.5	55.2	3818	37.9	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	39.1
Grand Marquis Wagon	114.3	218.0	79.3	56.8	3993	38.8	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000	18.0	13.3	5.0	2.73	R	15	39.1
Sable (HSC) Sedan	106.0	188.4	70.5	54.4	2918	38.3	41.6	61.5	60.5	L4	3.7 x 3.6	2.5/153	F.I.	9.7	88 @ 4600	130 @ 2800	16.0	10.0	5.0	3.37	F	14	39.8
Sable Wagon	106.0	191.9	70.7	55.2	3097	38.3	41.6	61.5	60.5	V-6	3.5 x 3.1	3.0/182	F.I.	9.3	140 @ 4800	160 @ 3000	16.0	10.0	5.0	3.37	F	14	39.8
OPTIONAL ENGINES: Lynx (H.O.)										L4	3.23 x 3.46	1.9/113.5	F.I.	9.0	108 @ 5200	114 @ 4000							

PRODUCTS/SPECIFICATIONS

1986-model U.S. passenger-car specs

Make and Model	Dimensions									Engines							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP @ RPM	Net Torque (ft. lbs.) @ RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (ins. w. lt.)
Lynx, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.7	52 @ 4000	82 @ 2400							
Cougar Turbo										L4	3.78 x 3.13	2.3/140	F.I.	8.0	155 @ 4600	190 @ 2800							
Topaz										L4	3.78 x 3.3	2.3/140	F.I.	9.0	100 @ 4600	125 @ 3200							
Sable										V-6	3.5 x 3.1	3.0/182	F.I.	9.3	140 @ 4800	160 @ 3000							
Capri (H.O.)										V-8	4 x 3	5.0/302	F.I.	9.2	200 @ 4000	285 @ 3000							
Cougar										V-8	4 x 3	5.0/302	F.I.	8.9	150 @ 3200	270 @ 2000							
NISSAN—Sentra 2-dr.	94.5	165.3	63.8	54.5	1855	38.3	43.1	54.9	54.1	L4	2.99 x 3.46	1.6/97.5	2V	9.4	69 @ 5200	93 @ 3200	13.2	5.0	3.5	3.79	F	13	29.5
OLDSMOBILE—Firenza 2-dr. (OHC)	101.2	174.3	65.0	51.7	2396	37.2	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9.0	84 @ 5200	98 @ 2800	13.6	8.0	5.0	3.65	F	14	34.4
Firenza 4-dr.	101.2	176.2	65.0	53.7	2428	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	85 @ 4800	110 @ 2400	13.6	9.5	5.0	3.65	F	14	34.4
Firenza Wagon	101.2	176.2	65.0	55.2	2454	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	85 @ 4800	110 @ 2400	13.6	9.5	5.0	3.65	F	14	34.4
Calais 2-dr.	103.4	178.8	66.9	53.3	2513	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	132 @ 2800	13.6	7.81	4.0	3.35	F	14	35.4
Calais 4-dr.	103.4	178.8	66.9	53.3	2513	37.6	34.2	55.5	55.2	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	132 @ 2800	13.6	7.81	4.0	3.35	F	14	35.4
Cutlass Supreme 2-dr. V-6	108.1	200.0	71.6	54.9	3180	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	14.9	5.0	2.41	R	14	38.2
Cutlass Ciera 2-dr. 4	104.9	190.3	69.5	54.1	2733	38.6	42.1	58.7	57.0	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4000	134 @ 2800	15.7	9.9	4.0	2.39	F	14	38.1
Ciera Wagon	104.9	194.4	69.5	54.5	2935	38.6	42.1	58.7	57.0	V-6	3.5 x 2.99	2.8/173	F.I.	8.5	120 @ 4800	155 @ 3600	16.4	12.5	5.0	2.84	F	14	38.1
Toronado	107.9	187.9	70.7	52.9	3177	37.7	42.7	59.9	59.9	V-6	3.8 x 3.4	3.8/231	F.I.	8.5	140 @ 4400	190 @ 2000	18.0			2.84	F	14	39.0
Delta 88	110.8	196.0	72.1	54.6	3141	38.1	42.3	60.3	59.7	V-6	3.8 x 2.7	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400	18.0	5.1	5.0	3.06	F	14	39.7
98 Regency Brougham (fwd)	110.8	196.4	71.4	55.1	3268	39.3	42.4	60.3	59.8	V-6	3.8 x 3.4	3.8/231	F.I.	8.5	140 @ 4400	200 @ 2000	18.0	12.5	5.0	2.84	F	14	39.4
Custom Cruiser V-8 (wagon)	116.0	220.3	79.8	59.1	4085	39.6	42.2	62.1	64.1	V-8	3.8 x 3.4	5.0/307	4V	8.0	140 @ 3200	255 @ 2000	18.1	14.9	5.0	2.73	R	15	39.2
OPTIONAL ENGINES: Firenza										V-6	3.5 x 2.99	2.8/173	F.I.	8.5	120 @ 4800	155 @ 3600							
Ciera, Delta 88										V-6	3.8 x 3.4	3.8/231	F.I.	8.5	150 @ 4400	200 @ 2000							
Calais										V-6	3.8 x 2.70	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400							
PLYMOUTH—Horizon 4-dr. 1.6	99.1	164.8	65.8	53.1	2151	38.1	42.1	56.1	55.6	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13.0	7.0	4.5	2.69	F	13	37.3
Horizon 4-dr. 2.2	99.1	164.8	65.8	53.1	2197	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13.0	8.7	5.0	2.78	F	13	38.1
Turismo 2.2	96.6	174.8	66.7	50.8	2332	37.2	42.5	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9.5	96 @ 5200	119 @ 3200	13.0	8.7	5.0	2.20	F	14	37.3
Reliant 4-dr. 2.2-liter	100.3	176.1	68.6	52.7	2361	38.6	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	2V	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	2.20	F	13	34.8
Reliant Wagon 2.5-liter	100.3	176.2	68.6	52.4	2454	38.5	42.2	57.6	57.0	L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800	14.0	8.7	5.6	3.02	F	13	34.8
Caravelle	103.3	186.6	68.0	53.1	2527	38.7	42.2	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.5	97 @ 5200	122 @ 3200	14.0	8.7	5.0	3.02	F	14	35.6
Gran Fury	112.7	205.7	74.2	55.3	3558	39.3	42.5	60.0	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18.0	16.5	5.0	2.94	R	15	40.7
OPTIONAL ENGINES: Horizon, Turismo										L4	3.44 x 3.62	2.2/135	2V	9.5	96 @ 5200	119 @ 3200							
Caravelle (turbo)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	170 @ 3600							
Caravelle, Reliant										L4	3.44 x 4.09	2.5/153	F.I.	9.0	100 @ 4800	136 @ 2800							
PONTIAC—T1000 4-dr.	97.3	164.8	61.8	52.8	2138	37.9	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.0	65 @ 5200	80 @ 3200	12.5	9.0	5.0	3.36	R	13	30.2
Fiero	93.4	160.7	68.9	46.9	2459	37.0	43.5	57.8	58.7	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	134 @ 2800	10.2	13.7	4.0	41	R	13	38.4
Sunbird Coupe (OHC)	101.2	173.6	68.6	53.5	2347	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8.8	84 @ 5200	98 @ 2600	13.6	8.0	5.0	3.45	F	13	34.7
Sunbird Wagon	101.2	175.8	65.0	51.9	2480	38.3	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8.8	84 @ 5200	98 @ 2800	13.6	9.6	5.0	4.1	F	13	34.7
Grand Am	103.4	177.5	66.9	52.5	2492	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I	9.0	92 @ 4400	134 @ 2800	13.6	7.9	4.0	2.48	F	13	35.1
Grand Am 4-dr.	103.4	177.5	66.5	52.5	2565	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I	9.0	92 @ 4400	134 @ 2800	13.6	7.9	4.0	2.48	F	13	35.1
Firebird L4	101.0	189.9	72.4	49.7	2859	37.0	43.0	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9.0	88 @ 4400	132 @ 2800	15.9	9.3	4.0	3.42	R	14	36.9
Firebird SE	101.0	189.9	72.4	49.8	2891	37.0	43.0	60.7	61.6	V-6	3.5 x 3	2.8/173	F.I.	8.5	140 @ 5200	170 @ 3600	16.1	12.9	5.0	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	200.2	71.6	55.8	3155	38.5	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5.0	2.41	R	14	37.1
Grand Prix V-6	108.1	201.9	72.3	54.7	3207	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5.0	2.41	A	14	37.1
6000 2-dr. 4	104.9	188.8	72.0	53.3	2707	38.6	42.1	58.7	57.0	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	134 @ 2800	15.7	9.7	4.0	2.39	F	14	40.0
6000 4-dr. V-6	104.9	188.8	72.0	53.7	2791	38.6	42.1	58.7	57.0	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	12.5	5.0	2.84	F	14	40.0
6000 Wagon	104.9	192.9	72.0	60.0	3159	38.6	42.1	58.7	57.0	V-6	3.5 x 3	2.8/173	F.I.	8.5	140 @ 5200	170 @ 3600	16.6	12.9	6.0	3.23	F	14	40.0
Parisienne Sedan	116.0	212.2	75.3	56.4	3484	39.5	42.2	61.8	60.8	V-6	4.0 x 3.43	4.3/263	F.I.	9.3	130 @ 3600	210 @ 2000	25.0	12.4	5.0	2.73	R	15	38.7
Parisienne Wagon	116.0	215.1	79.3	58.1	4080	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	165 @ 4200	240 @ 2400	22.0	16.4	6.0	2.73	R	15	39.7
OPTIONAL ENGINES: Sunbird Turbo										L4	3.34 x 3.13	1.8/110	F.I	8.0	150 @ 5600	150 @ 2800							
6000 STE, Fiero										V-6	3.50 x 2.99	2.8/173	F.I.	8.5	140 @ 5200	170 @ 3600							
Grand Am										V-6	3.8 x 2.66	3.0/181	F.I.	8.8	125 @ 4900	150 @ 2400							
Firebird, 6000										V-6	3.5 x 3	2.8/173	2V	8.5	107 @ 4800	145 @ 2100							
Firebird, Grand Prix, Parisienne										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400							
Trans Am (H.O.)										V-8	3.74 x 3.48	5.0/305	4V	9.5	190 @ 4800	240 @ 3200							
Firebird										V-8	3.74 x 3.48	5.0/305	F.I.	9.0	205 @ 4400	270 @ 3200							
RENAULT/AMC—Alliance	97.8	163.8	65.0	51.3	1957	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9.0	56 @ 4200	75 @ 2500	12.5	4.7	5.0	3.3	F	13	30.3
Alliance Convertible	97.8	163.8	65.0	53.0	2184	38.6	40.8	55.2	52.8	L4	3.19 x 3.29	1.7/105	F.I.	9.5	77.5 @ 5000	96 @ 3000	12.5	4.7	5.0	3.3	F	13	30.3
Encore 3-dr.	97.8	160.6	65.0	51.3	2006	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9.0	56 @ 4200	75 @ 2500	12.5	4.7	5.0	3.3	F	13	30.3
VOLKSWAGEN—Golf (diesel)	97.3	158.0	65.5	55.7	2150	N.A.	N.A.	56.3	56.0	L4	3.01 x 3.40	1.6/97	F.I.	23.0	52 @ 4800	71 @ 2000	14.5	7.3	4.7	3.94	F	13	34.3
Golf Sedan	97.3	158.0	65.5	55.7	2194	N.A.	N.A.	56.3	56.0	L4	3.19 x 3.40	1.8/109	F.I.	9.0	85 @ 5250	96 @ 3000	14.5	7.3	4.7	3.67	F	13	34.4
GTI	97.3	158.0	65.5	55.7	2200	N.A.	N.A.	56.3	56.0	L4	3.19 x 3.40	1.8/109	F.I.	10.0	102 @ 5250	110 @ 3250	14.5	7.3	4.7	3.67	F	14	34.3

PRODUCTS/SPECIFICATIONS

1986-model domestic car body family designations

The *Automotive News* annual survey of car-body family designations reveals some additions, deletions and changes for the 1986 model year.

General Motors for '86 has 17 body-family categories, Chrysler Corp. has nine and Ford Motor Co. has seven. Added to the GM family in '86 is the H-body (front-wheel-drive Oldsmobile Delta 88 and Buick LeSabre models).

Also included in GM's family fo '86 are the M-body (Chevrolet Sprint made by Suzuki Motor Co., Japan); R-body (Chevrolet Spectrum made by Isuzu Motors Ltd., Japan); and S-body (Chevrolet Nova built by New United Motors Manufacturing Inc., Fremont, Calif.).

In another move by GM, Chevrolet has dropped the Impala name from its B-body lineup for '86. GM's only B-cars in '86 are the rear-wheel-drive Chevrolet Caprice, Pontiac Parisienne, Oldsmobile Custom Cruiser wagon and Buick Estate wagon.

Buick's Skylark sedan joins its Somerset coupe as part of GM's N-body group for '86 (Somerset Regal has been dropped). Along with Chevrolet Citation, Skylark vacates the now non-existent X-car family.

Ford has added a new body name (Taurus) for '86. The front-drive Taurus family (Ford Taurus and Mercury Sable) takes the place of the rear-drive L-body (Ford LTD and Mercury Marquis).

The only model added to Chrysler's chart for '86 is the Shelby Charger, which joins Plymouth Horizon and Turismo, and Dodge Omni and Charger, in the corporation's L-body group.

The Big Three are the only auto makers whose products have body-family designations.

GENERAL MOTORS CORP.

	Chevrolet	Pontiac	Oldsmobile	Buick	Cadillac
A	Celebrity	6000	Cutlass Ciera	Century	—
B	Caprice, Caprice Classic	Parisienne	Custom Cruiser	Estate Wagon (LeSabre/Electra)	—
C	—	—	Ninety-Eight, Regency	Electra/ Park Avenue	DeVille, Fleetwood Limo Funeral Coach
D	—	—	—	—	Fleetwood Brougham
E	—	—	Toronado Brougham	Riviera	Eldorado
F	Camaro	Firebird	—	—	—
G	Monte Carlo	Bonneville, Grand Prix	Cutlass Supreme	Regal	—
H	—	—	Delta 88 Royale	LeSabre	—
J	Cavalier	Sunbird	Firenza	Skyhawk	Cimarron
K	—	—	—	—	Seville
M	Sprint	—	—	—	—
N	—	Grand Am	Calais	Somerset/Skylark	—
P	—	Fiero, Fiero GT	—	—	—
R	Spectrum	—	—	—	—
S	Nova	—	—	—	—
T	Chevette	T1000	—	—	—
Y	Corvette	—	—	—	—

CHRYSLER CORP.

	Plymouth	Dodge	Chrysler
CV	—	600 Convertible	LeBaron
E	Caravelle	600	New Yorker
G	—	Daytona	Laser
H	—	Lancer	LeBaron GTS
K	Reliant	Aries	—
KC	—	—	Limo
L	Horizon, Turismo	Omni, Charger, Shelby Charger	—
M	Gran Fury	Diplomat	Fifth Avenue
S	Voyager	Caravan	—

FORD MOTOR CO.

	Ford	Mercury	Lincoln
Erika	Escort, EXP	Lynx	—
Topaz	Tempo	Topaz	—
Fox	Mustang	Capri	—
L	LTD	Marquis	—
LS*	—	—	Continental, Mark VII
S	Thunderbird	Cougar	—
Taurus	Taurus	Sable	—
Panther	LTD Crown Victoria	Grand Marquis	Town Car

*Air suspension models.

PRODUCTS/SPECIFICATIONS

1986-model import-car specs

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning Circle (dia. in ft.)
ACURA Integra 3-dr.	96.5	168.5	65.6	53.0	2,326	37.5	40.7	55.9	56.5	4	1.6/97	F.I.	9.3	113@6,250	99@5,500	13.2	N.A.	4.2	4.21	M5	F	14	31.5
Legend Sedan	108.6	189.4	68.3	54.7	3,077	37.2	42.3	59.0	57.5	V-6	2.5/152	F.I.	9.0	151@5,800	154@4,500	18.0	N.A.	5.5	4.20	M5	F	15	36.1
ALFA ROMEO Graduate	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9.0	115@5,500	119@2,750	12.2	8.0	7.0	4.10	M5	R	14	34.5
Spider Veloce	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9.0	115@5,500	119@2,750	12.2	8.0	7.0	4.10	M5	R	14	34.5
Milano	98.8	170.5	64.2	53.1	2,907	38.2	37.2	54.3	54.1	6	2.49/151	F.I.	9.0	154@5,600	151.9@3,200	17.6	10.6	7.6	4.10	M5	R	14	32.8
GTV-6	94.5	171.2	65.5	52.4	2,823	N.A.	N.A.	54.0	53.2	V-6	2.5/152	F.I.	9.0	154@5,500	152@3,200	17.0	9.0	8.0	4.10	M5	R	365mm	32.8
ASTON MARTIN V-8 Coupe	102.8	189.5	72.0	52.3	4,100	N.A.	N.A.	59.0	59.0	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.2	19.2	12.0	3.54	M5	R	15	38.0
Volante Convertible	102.8	189.5	72.0	54.0	4,100	N.A.	N.A.	59.0	59.0	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.8	19.2	12.0	3.54	M5	R	15	38.0
Lagonda	115.0	207.9	70.5	51.2	4,400	N.A.	N.A.	59.0	59.0	V-8	5.3/326	N.A.	N.A.	N.A.	N.A.	33.3	N.A.	N.A.	N.A.	A3	R	15	N.A.
AUDI 4000S	99.8	176.6	66.2	54.3	2,337	N.A.	N.A.	55.1	55.9	4	1.8/109	F.I.	10.0	102@5,500	111@3,250	15.8	6.9	3.7	4.11	M5	F	14	34.0
4000CS Quattro	99.4	176.6	66.4	54.3	2,824	N.A.	N.A.	55.4	55.8	5	2.2/136	F.I.	8.5	115@5,500	126@3,000	18.5	8.5	4.0	4.11	M5	4	14	34.8
5000S	105.8	192.7	71.4	55.7	2,844	N.A.	N.A.	57.8	57.8	5	2.2/136	F.I.	8.5	110@5,500	122@2,500	21.1	8.5	5.3	4.11	M5	F	14	34.2
5000CS Turbo	105.8	192.7	71.4	55.9	3,086	N.A.	N.A.	57.8	57.8	5	2.2/136	F.I.	7.8	158@5,500	166@2,500	21.1	8.5	5.3	3.25	A3	F	15	34.2
5000CS Turbo Quarttro	105.8	192.7	71.4	55.9	3,351	N.A.	N.A.	57.8	57.8	5	2.2/136	F.I.	7.8	158@5,500	166@2,500	21.1	8.5	5.3	3.89	M5	4	15	34.2
5000CS Turbo Quattro Wagon	105.8	192.7	71.4	55.9	3,437	N.A.	N.A.	57.8	57.8	5	2.2/136	F.I.	7.8	158@5,500	166@2,500	21.1	8.5	5.3	3.89	M5	4	15	34.2
Coupe GT	99.8	177.3	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.2/136	F.I.	8.5	110@5,500	122@2,500	15.8	7.4	4.0	4.90	M5	F	14	32.5
BMW 325 Sedan	101.2	175.6	64.8	54.3	2,710	37.7	N.A.	55.4	55.7	6	2.7/164	F.I.	9.0	121@4,250	170@3,250	14.5	12.7	4.5	2.93	M5	R	14	32.2
524td Sedan	103.3	189.0	66.9	55.7	3,320	37.0	41.7	56.3	57.5	6	2.4/149	F.I.	22.0	114@4,800	155@2,400	16.6	12.7	7.6	3.25	A4	R	14	32.8
528e Sedan	103.3	189.0	66.9	55.7	3,075	37.0	41.7	56.3	57.5	6	2.7/164	F.I.	9.0	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
535i Sedan	103.3	189.0	66.9	55.7	3,250	37.0	41.7	56.3	57.9	6	3.4/209	F.I.	8.0	182@5,400	214@4,000	16.6	12.7	6.1	3.25	M5	R	390mm	32.8
635CSi	103.5	193.8	67.9	53.7	3,380	35.0	41.7	56.3	57.9	6	3.4/209	F.I.	8.0	182@5,400	214@4,000	16.6	12.7	5.1	3.45	M5	R	390mm	33.1
735i Sedan	110.0	197.4	70.9	56.3	3,540	36.0	42.1	59.1	59.7	6	3.4/209	F.I.	8.0	182@5,400	214@4,000	22.5	12.7	6.1	3.45	M5	R	14	34.8
CHEVROLET Spectrum Hatchback	94.5	155.9	63.6	52.0	1,808	37.8	41.7	54.7	54.3	4	1.5/90	2V	9.6	70@5,400	87@3,400	11.1	6.8	4.0	3.58	M5	F	13	32.8
CHEVROLET Sprint	88.4	141.1	60.3	53.2	1,488	37.0	42.1	52.4	51.2	3	1.0/60.6	2V	9.5	48@5,100	57@3,200	8.3	4.5	3.7	4.10	M5	F	14	31.6
COLT (Plymouth and Dodge) 2-dr.	93.7	157.3	63.8	50.0	1,865	36.8	40.6	54.1	52.8	4	1.5/90.0	2V	9.4	68@5,500	82@3,500	10.6	4.8	3.6	3.15	M4	F	13	32.8
Colt GTS Turbo 3-dr.	93.7	157.3	63.8	50.0	1,951	36.8	40.6	54.1	52.8	4	1.6/97.5	F.I.	7.6	102@5,500	122@3,000	10.6	4.8	4.1	3.47	M5	F	14	32.8
Colt 4-dr. Sedan	93.7	169.1	63.8	50.8	1,989	37.7	40.6	54.7	52.7	4	1.5/97.5	F.I.	9.4	68@5,500	82@3,500	11.9	4.8	3.6	3.47	M5	F	14	32.5
Colt Sedan Turbo	93.7	167.3	63.8	50.8	2,218	37.7	40.6	54.7	52.7	4	1.6/97.5	F.I.	7.6	102@5,500	122@3,000	11.9	4.8	4.1	3.47	M5	F	14	35.1
Colt Vista	103.3	174.6	64.6	59.3	2,497	38.3	39.4	55.5	54.1	4	2.0/122.0	2V	8.5	88@5,000	108@3,500	13.2	7.4	4.1	3.47	M5	F	13	34.8
Colt Vista 4wd	103.5	174.6	64.6	59.4	2,497	38.3	39.4	55.5	54.1	4	2.0/122.0	2V	8.5	88@5,000	108@3,500	13.2	7.4	4.1	3.47	M4x2	F	13	34.8
Conquest Intercooled Turbo	95.9	173.2	66.3	50.2	2,994	36.7	41.1	54.9	55.0	4	2.6/155.9	F.I.	7.0	170@5,000	220@2,500	19.8	8.7	4.3	3.55	M5	R	15	31.5
Conquest Turbo	95.9	173.2	66.3	51.8	2,802	36.7	41.1	54.9	55.0	4	2.6/155.9	F.I.	7.0	145@1,000	185@2,500	19.8	8.7	4.3	3.55	M5	R	15	31.5
FERRARI 328 GTBi, 328 GTSi	92.5	168.7	68.1	44.4	3,140	N.A.	N.A.	58.0	57.8	V-8	3.2/194.4	F.I.	9.2	260@7,000	213@5,500	18.5	19.0	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180@5,000	18.5	19.0	9.6	3.71	M5	R	15	41.0
HONDA CRX HF	86.6	144.7	63.9	50.8	1,713	37.6	42.7	51.5	55.7	4	1.5/90.8	3V	9.3	58@4,500	79@2,500	10.0	4.7	3.7	2.95	M5	F	13	29.5
CRX	86.6	144.7	63.9	50.8	1,819	37.6	42.7	51.5	55.7	4	1.5/90.8	3V	9.3	76@6,000	84@3,500	10.8	4.7	3.7	4.25	M5	F	13	29.5
CRX Si	86.6	147.8	63.9	50.8	1,953	37.6	42.7	51.5	55.7	4	1.5/90.8	F.I.	8.8	91@5,500	92.9@4,500	11.9	4.7	3.7	4.40	M5	F	13	29.5
Civic S	93.7	150.0	64.0	52.6	1,887	37.6	43.3	55.1	55.7	4	1.3/8.20	3V	10.0	60@5,500	73@3,500	11.9	5.8	4.0	3.58	M5	F	13	30.8
Civic Sedan	96.5	163.4	64.0	54.5	1,940	38.1	40.3	55.1	55.7	4	1.5/90.8	3V	9.2	76@6,000	84@3,500	12.1	5.8	4.0	4.25	M5	F	13	31.5
Civic Wagon 4wd	96.5	157.1	63.9	58.3	2,304	39.2	38.9	55.1	57.7	4	1.5/90.8	3V	9.2	74@6,000	83@3,500	12.1	5.8	4.0	4.47	M6	F	13	30.2
Accord Hatchback DX	102.4	174.8	66.7	52.6	2,416	38.0	42.8	58.3	58.1	4	2.0/119.0	3V	9.1	98@5,500	109@3,500	15.8	6.6	4.2	3.87	M5	F	13	34.1
Accord LXi Sedan	102.4	178.5	65.2	53.3	2,568	38.7	42.8	58.3	58.1	4	2.0/119.0	F.I.	8.8	101@5,500	114@4,500	15.8	6.6	4.2	3.87	M5	F	13	34.1
Prelude Si	96.5	172.0	66.9	48.6	2,379	37.3	43.2	57.9	57.9	4	2.0/119.0	F.I.	8.8	110@5,500	114@4,500	15.8	6.6	4.2	4.07	M5	F	13	34.1
HYUNDAI Excel (Hatchback)	93.7	161.0	54.1	53.2	2,127	37.5	40.9	54.1	52.8	4	1.5/89.6	2V	9.4	68@5,500	82@3,500	10.6	6.0	3.7	3.47	M5	F	13	33.8
ISUZU I-Mark Coupe	94.5	155.9	63.5	54.1	1,919	37.8	41.7	54.7	54.3	4	1.5/90.0	2V	9.6	70@5,400	87@3,400	11.1	6.8	4.0	3.83	M5	F	13	32.8
Impulse Sports Coupe	96.1	172.6	65.2	51.4	2,714	36.9	41.9	53.3	53.7	4	2.0/118.9	F.I.	9.2	90@5,000	146@3,000	15.1	9.3	4.4	3.91	M5	R	14	31.5
Impulse Turbo	96.1	172.6	65.2	51.4	2,824	36.9	41.9	53.3	53.7	4	2.0/121	F.I.	7.9	140@5,400	166@3,000	15.1	9.5	4.4	3.91	M5	R	14	31.5
JAGUAR XJ-6 Series III Sedan	113.0	199.6	69.8	54.2	4,066	38.1	39.3	58.3	58.9	6	4.2/258.0	F.I.	8.1	176@4,750	219@2,500	23.6	9.0	8.7	2.88	A3	R	15	40.0
XJ-S Coupe	102.0	191.7	70.6	47.8	3,950	37.0	43.5	58.6	59.2	V-12	5.3/326.0	F.I.	11.5	262@5,000	290@3,000	24.0	21.0	11.0	2.88	A3	R	13	38.4
LOTUS Turbo Esprit	96.0	165.0	73.0	44.0	2,550	N.A.	N.A.	60.5	61.2	4	2.2/132.6	F.I.	8.0	215@6,250	194@5,000	20.1	12.0	5.5	4.38	M5	R	15	38.0
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	36.0	N.A.	60.0	60.0	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11.0	3.54	A3	R	15	40.0
Biturbo 2-dr.	99.0	163.5	67.5	51.4	2,394	35.4	N.A.	55.9	56.3	V-6	2.5/152	2V	7.8	185@5,500	208@3,200	20	9.0	6.3	3.73	M5	R	14	N.A.
Maserati 425	102.3	173.2	68.1	53.5	2,625	37.1	N.A.	56.8	57.2	V-6	2.5/152	2V	7.8	185@5,500	208@3,200	20	9.0	6.3	3.31	A3	R	14	38.0
MAZDA 323 Hatchback	94.5	161.8	64.8	54.7	2,060	38.4	41.5	54.7	55.7	4	1.6/97.4	F.I.	9.3	82@5,000	92@2,500	11.9	5.2	3.6	4.11	M4	F	13	30.8
323 Sedan DX	94.5	169.7	64.8	54.7	2,115	38.4	41.5	54.7	54.7	4	1.6/97.4	F.I.	9.3	82@5,000	92@2,500	11.9	5.2	3.6	4.11	M5	F	13	30.8
RX-7	95.3	168.9	66.5	49.8	2,625	37.2	46.9	57.1	56.7	Rotary	1.3/80.0	F.I.	9.4	146@6,500	138@3,500	16.6	9.2	6.4	4.10	M5	R	13	16.1
RX-7 Turbo	95.7	168.9	66.5	49.8	2,750	37.2	46.9	57.1	56.7	Rotary	1.3/80.0	F.I.	8.5	182@6,500	183@3,500	16.6	9.2	6.4	4.10	M5	R	13	16.1
626 Coupe GT Turbo	98.8	177.8	66.5	53.7	2,385	38.0	41.9	56.3	56.1	4	2.0/121.9	F.I.	7.8	120@5,000	150@3,000	15.8	7.4	4.8	4.12	M5	F	14	33.5
626 Sedan	98.8	177.8	66.5	55.5	2,410	38.9	41.4	56.3	56.1	4	2.0/121.9	F.I.	8.6	93@5,000	115@2,500	15.8	7.4	4.8	4.12	M5	F	14	33.5
626 Touring Sedan (5-dr.)	98.8	177.8	66.5	53.7	2,480	38.0	41.9	56.3	56.1	4	2.0/121.9	F.I.	8.6	93@5,000	115@2,500	15.8	7.4	4.8	4.12	M5	F	14	33.5
MERCEDES-BENZ 190 E	104.9	175.0	66.1	54.4	2,655	36.9	41.9	56.2	55.7	4	2.3/140.3	F.I.	8.0	120@5,000	136@3,500	14.5	9.0	5.3	3.27	M5	R	14	35.0
190E 2.3-16	104.9	175.0	66.1	54.4	3,030	36.9	41.9	56.9	56.3	4	2.3/140.3	F.I.	9.7	167@5,800	162@4,750	18.7	8.5	5.3	3.27	M5	R	14	35.0
190 D	104.9	175.0	66.1	54.4	2,645	36.9	41.9	56.2	55.7	4	2.2/134.1	F.I.	22.0	93@4,600	122@2,800	14.5	8.5	7.4	3.42	M5	R	14	35.0
300 E	110.2	187.2	68.5	56.9	3,295	36.9	41.7	58.9	58.6	6	3.0/180.8	F.I.	9.2	177@5,700	188@4,400	18.7	8.5	6.3	3.07	M5	R	14	36.7
300 D Turbo	110.2	187.2	68.5	56.9	3,375	36.9	41.7	58.9	58.6	6	3.0/182.9	F.I.	22.0	148@ 4,600	201@2,400	18.7	10.6	9.7	2.65	A4	R	14	36.7
300 SDL Turbo	121.1	208.1	71.7	56.7	3,835	37.3	41.9	61.2	60.1	6	3.0/182.9	F.I.	22.0	148@4,600	201@2,400	23.8	10.6	9.7	2.88	A4	R	14	40.6
420 SEL Sedan	121.1	208.1	71.7	56.7	3,850	38.6	41.9	61.2	60.1	V-8	5.0/303.5	F.I.	8.0	201@5,200	228@3,600	23.8	13.7	8.5	2.47	A4	R	14	40.6
560 SEL	120.9	208.1	71.7	55.7	4,125	37.3	4.9	61.2	60.1	V-8	5.6/338.5	F.I.	9.0	238@4,800	287@3,500	23.8	13.7	8.5	2.47	A4	R	14	40.6
560 SL	96.7	180.3	70.5	50.8	3,780	36.5	42.2	57.6	57.7	V-8	5.6/338.5	F.I.	9.0	227@4,750	279@3,250	22.5	13.7	8.5	2.47	A4	R	14	34.3
560 SEC	112.0	199.2	72.0	55.6	3,960	36.8	41.9	61.2	60.1	V-8	5.6/338.5	F.I.	9.0	238@4,800	287@3,500	23.8	13.7	8.5	2.47	A4	R	14	38.1
MERCURY Merkur XR4Ti (turbo)	102.7	178.4	68.0	54.8	2,853	38.5	41.0	57.2	57.8	4	2.3/140.0	F.I.	8.0	175@5,000	200@3,000	15.0	9.5	5.0	3.64	M5	F	14	32.8
MITSUBISHI Tredia	96.3	172.4	63.4	51.6	2,370	37.6	40.9	55.5	54.1	4	2.0/122	2V	8.5	88@5,000	108@3,500	12.8	7.7	3.1	3.19	M5	F	13	32.2
Tredia Turbo	96.3	172.4	65.4	51.6	2,469	37.6	40.9	55.5	54.1	4	1.8/109	F.I.	7.5	116@5,500	129@3,000	12.8	7.7	3.1	3.47	M5	F	13	32.2
Cordia L	96.3	173.0	65.4	49.4	2,337	36.8	41.3	55.5	54.1	4	2.0/122	2V	7.5	88@5,000	108@3,500	12.8	7.7	3.1	3.19	M5	F	13	32.2
Cordia Turbo	96.3	173.0	65.4	49.4	2,458	36.8	41.3	55.5	54.1	4	1.8/109	F.I.	7.5	116@5,500	129@3,000	12.8	7.7	3.1	3.47	M5	F	13	32.2

PRODUCTS/SPECIFICATIONS

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net SAE @ RPM	Net Torque (ft. lbs.) @ RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning Circle (dia. in ft.)
Starion LS	95.9	173.2	66.8	50.2	2,963	36.6	40.8	55.5	55.1	4	2.6/156	F.I.	7.0	145@5,000	185@2,500	19.8	9.5	3.3	3.55	M5	R	14	31.5
Starion ESI Turbo	95.9	173.2	66.8	50.2	3,001	36.6	40.8	55.5	55.1	4	2.6/156	F.I.	7.0	145@5,000	185@2,500	19.8	9.5	3.3	3.55	M5	R	15	31.5
Mirage	93.7	157.3	64.4	50.8	1,918	37.7	40.6	54.7	52.8	4	1.5/89.6	2V	9.4	68@5,500	82@3,500	11.9	5.3	2.6	3.15	M4	F	13	30.5
Mirage Turbo	93.7	157.3	64.4	50.8	2,145	37.7	40.6	54.7	52.8	4	1.6/89.6	F.I.	7.6	102@5,500	122@3,000	11.9	5.3	3.1	3.47	M5	F	14	30.5
Galant	102.4	183.1	66.7	51.6	2,844	38.3	40.3	56.9	55.3	4	2.4/143.4	F.I.	8.5	110@4,500	138@3,500	15.9	7.4	3.1	3.19	M4	F	15	34.8
NISSAN Sentra 2-dr.	94.5	165.6	63.8	54.5	1,889	38.3	43.1	54.9	54.5	5	1.6/97.5	F.I.	9.4	69@5,200	93@3,200	13.2	10.5	5.5	3.55	M5	F	13	29.5
Sentra 4-dr. Sedan	94.5	165.6	63.8	54.5	1,938	38.3	43.1	54.9	54.5	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	165.6	63.8	53.3	2,028	37.3	43.1	54.9	54.5	4	1.6/97.5	2V	9.4	62@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Wagon	94.5	170.2	63.8	53.5	2,024	37.3	43.1	54.9	54.5	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Pulsar NX	95.1	162.4	63.8	53.3	2,008	37.3	43.1	54.9	54.2	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.1	3.79	M5	F	13	30.2
Stanza 4-dr. Hatchback	97.2	173.4	65.2	54.7	2,302	38.1	43.0	56.3	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza Sedan	97.2	173.4	65.2	54.7	2,325	38.1	43.0	56.3	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza Wagon	99.0	170.3	65.2	54.7	2,809	38.8	39.4	56.3	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	4.1	3.55	3.56	M5	F	13	32.1
Maxima Sedan	100.4	181.7	66.5	55.1	3,060	38.7	42.0	57.5	57.1	6	3.0/151	F.I.	9.0	152@5,200	167@3,600	16.4	11.6	5.3	3.55	M5	F	15.9	35.4
Maxima Wagon	100.4	181.7	66.5	55.1	3,060	38.7	42.0	57.3	56.9	6	3.0/151	F.I.	9.0	152@5,200	167@3,600	16.4	11.6	5.3	3.55	M5	F	15.9	35.4
200-SX Notchback	95.5	174.4	65.0	50.4	2,602	38.1	44.4	54.4	55.7	4	2.0/120.4	F.I.	8.5	102@5,200	116@3,200	14.5	7.8	4.1	3.70	M5	R	14	32.2
200-SX Hatchback Turbo	95.5	174.4	65.0	50.4	2,767	38.1	44.4	55.1	56.5	4	1.8/109.5	F.I.	8.0	120@5,200	134@3,200	14.5	9.1	4.0	3.90	M5	R	15	32.2
300-ZX	91.3	170.7	67.9	51.0	3,129	36.6	43.6	57.3	58.1	6	3.0/180.6	F.I.	9.0	160@5,200	174@4,000	18.5	11.1	4.3	3.70	M5	R	15	32.2
300-ZX Turbo	91.3	170.7	67.9	51.0	3,267	36.6	43.6	56.5	57.3	6	3.0/180.6	F.I.	7.8	200@5,200	227@3,600	18.5	11.1	4.3	3.55	M5	R	15	32.2
300-ZX 2+2	99.2	178.5	67.9	51.6	3,232	37.2	43.6	57.3	58.1	6	3.0/180.6	F.I.	9.0	160@5,200	174@4,000	18.5	11.1	4.3	3.70	M5	R	15	34.8
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120	F.I.	8.3	97@5,000	116@3,500	18.0	10.0	4.2	3.58	M5	R	14	35.0
505 Sedan Turbo	108.0	186.7	68.3	56.0	3,130	N.A.	N.A.	58.7	57.4	4	2.2/134	F.I.	7.0	150@5,000	181@2,750	18.0	10.0	5.3	3.70	M4	R	14	35.0
505 Turbo Diesel Wagon	114.2	198.9	68.4	60.9	3,430	34.8	41.0	58.3	57.1	4	2.5/152	F.I.	21.0	95@4,150	152@2,000	18.0	10.6	5.3	3.46	A3	R	14	37.4
505 Turbo GL	108.0	186.7	68.4	53.3	3,175	33.9	41.0	59.1	57.3	4	2.2/134	F.I.	7.5	150@5,000	181@2,750	18.0	10.0	5.3	3.46	M5	R	15	35.1
PORSCHE 944	94.5	168.9	68.3	50.2	2,778	N.A.	N.A.	58.2	57.1	4	2.5/151.0	F.I.	9.7	143@5,500	137@3,000	21.1	9.0	6.3	3.89	M5	R	15	31.2
944 Turbo	94.5	168.9	68.3	50.2	2,899	N.A.	N.A.	58.2	57.1	4	2.5/151.0	F.I.	8.0	217@5,800	243@3,500	21.1	9.0	6.9	3.38	M5	R	16	31.2
928S	98.4	175.7	72.3	50.5	3,439	N.A.	N.A.	61.1	61.8	V-8	5.0/302.5	F.I.	10.0	288@5,750	302@2,700	22.7	16.9	7.9	2.20	M5	R	16	31.5
911 Turbo	89.5	168.9	69.9	51.6	2,976	N.A.	N.A.	53.9	54.3	6	3.3/201.3	F.I.	7.0	282@5,900	278@4,800	22.5	—	13.7	4.22	M4	R	16	34.0
911 Carrera Coupe	89.5	168.9	65.0	52.0	2,756	N.A.	N.A.	53.9	54.3	6	3.2/193.2	F.I.	9.5	200@5,900	185@4,800	22.5	—	13.7	3.88	M5	R	15	34.0
RENAULT Sport wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	2.2/132.0	F.I.	8.7	91@4,000	123@2,500	15.0	N.A.	4.5	3.10	M5	F	13	33.8
ROLLS-ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	36.0	41.0	60.5	60.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.5	16.9	10.0	3.07	A3	R	15	37.4
Silver Spur	124.0	211.8	74.0	58.5	5,040	36.0	41.0	60.5	60.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.5	16.9	10.0	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	36.0	41.0	60.5	60.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.5	16.9	10.0	3.07	A3	R	15	37.4
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36.0	37.0	57.5	57.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	26.0	17.3	8.8	3.07	A3	R	15	37.0
Camargue	120.1	207.5	75.5	58.2	5,194	36.0	39.5	60.0	59.6	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.0	17.3	8.8	3.07	A3	R	15	37.0
SAAB 900 Sedan	99.1	187.6	66.5	55.9	2,640	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.2	110@5,250	119@3,500	16.6	10.5	4.0	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.1	187.6	66.5	55.9	2,880	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.0	160@5,500	188@3,000	16.6	10.5	4.5	3.67	M5	F	15	34.8
Saab 9000	105.2	181.9	69.4	56.1	2,935	38.6	41.5	59.9	58.7	4	2.0/121.1	F.I.	9.0	160@5,500	188@3,000	18.0	9.5	4.7	4.21	M5	F	15	35.8
SUBARU Sedan 4WD Turbo	97.0	172.0	65.4	54.3	2,565	37.6	41.7	55.5	56.1	HO4	1.8/109.0	F.I.	7.7	110@4,800	134@2,800	15.8	5.8	4.2	3.70	M-5	4	13	35.4
Sedan GL-10	97.2	172.0	65.4	52.5	2,340	37.6	41.7	56.1	56.1	HO4	1.8/109.0	F.I.	9.5	90@5,600	101@2,800	15.8	5.8	4.2	3.90	M-5	F	13	34.8
Sedan GL	97.2	172.0	65.4	52.5	2,190	37.6	41.7	56.1	56.1	HO4	1.8/109.0	2V	9.0	82@4,800	101@2,800	15.8	5.8	4.2	3.70	M-5	F	13	35.4
Wagon Turbo	96.9	173.6	65.4	54.9	2,650	37.6	41.7	55.5	56.1	HO4	1.8/109.0	F.I.	7.7	110@4,800	134@2,800	15.8	5.8	4.2	3.70	M-5	F	13	35.4
Wagon 4wd DL	96.9	173.6	65.4	54.9	2,420	37.6	41.7	55.5	56.1	HO4	1.8/109.0	2V	9.0	82@4,800	101@2,800	15.8	5.8	4.2	3.70	M-5	4	13	35.4
Wagon GL-10	97.0	173.5	65.4	53.0	2,455	37.6	41.7	55.9	56.1	HO4	1.8/109.0	F.I.	9.5	90@5,600	101@2,800	15.8	5.8	4.2	3.90	M-5	F	13	35.4
Hatchback 4wd GL	93.3	157.3	63.8	55.7	2,240	38.2	39.3	53.0	53.9	HO4	1.8/109.0	2V	8.7	73@4,400	94@2,400	11.9	5.8	4.2	3.89	M-4	4	13	30.8
Hatchback Std.	93.7	156.9	63.4	53.7	2,050	38.2	39.3	52.8	53.0	HO4	1.6/97.0	2V	9.0	69@4,800	86@2,800	13.2	5.6	3.7	3.45	M-4	F	13	30.8
Brat 4wd GL	96.3	174.2	64.4	56.9	2,245	38.2	39.3	53.0	53.7	HO4	1.8/109.0	2V	8.7	73@4,400	94@2,400	14.5	5.8	4.2	3.89	M-4	4	13	31.4
DL 3-dr.	97.2	172.0	65.4	51.8	2,210	37.6	42.2	56.1	56.1	HO4	1.8/109.0	2V	9.0	82@4,800	101@2,800	15.9	5.8	4.2	3.70	M5	F	13	34.8
XT Coupe 4wd Turbo	97.1	175.2	66.5	49.4	2,630	37.4	43.3	56.5	56.1	HO4	1.8/109.0	F.I.	7.7	110@4,800	134@2,800	15.9	6.1	4.2	3.70	M5	4	13	35.1
TOYOTA Tercel 3-dr. Liftback	95.7	158.7	63.6	53.3	2,025	38.1	42.4	54.5	53.9	4	1.5/88.6	2V	9.0	60@4,500	75@2,400	13.2	5.6	3.9	3.15	M4	F	13	31.8
Tercel 5-dr. Liftback	95.7	158.7	63.6	53.3	2,060	38.1	42.4	54.5	53.9	4	1.5/88.6	2V	9.0	62@4,800	76@2,800	13.2	5.6	3.9	3.58	M5	F	13	31.8
Tercel Wagon 4wd	95.7	169.7	63.6	54.5	2,290	40.2	42.4	54.5	53.1	4	1.5/88.6	2V	9.0	62@4,800	76@2,800	13.2	5.6	3.9	3.91	M6	4	13	31.8
Corolla 4-dr.	95.7	166.3	64.4	53.0	2,112	38.3	42.4	56.1	55.3	4	1.6/96.8	2V	9.0	74@5,200	86@2,800	13.2	5.6	3.9	3.74	M5	F	13	31.2
Corolla 5-dr. Liftback	95.7	166.3	64.4	52.8	2,110	37.8	42.4	56.1	55.3	4	1.6/96.8	2V	9.0	74@5,200	85@2,800	13.2	5.6	3.9	3.74	M5	F	13	31.2
Corolla GT-S Sport Liftback	94.5	168.7	64.8	52.6	2,381	37.6	43.5	53.3	53.0	4	1.6/96.8	2V	9.0	112@6,600	97@4,800	13.2	5.6	3.9	3.91	M5	R	13	31.2
Corolla Sport Coupe	94.5	168.7	64.8	52.6	2,346	37.6	43.5	53.3	53.0	4	1.6/96.8	2V	9.0	112@6,600	97@4,800	13.2	5.6	3.9	3.91	M5	R	13	31.2
Corolla SR5 Sport Liftback	94.5	168.7	64.0	52.6	2,251	37.6	43.5	53.3	53.0	4	1.6/96.8	2V	9.0	74@5,200	86@2,800	13.2	5.6	3.9	3.74	M5	F	13	31.2
Corolla SR5 Sport Coupe	94.5	168.7	64.0	52.6	2,224	37.6	43.5	53.3	53.0	4	1.6/96.8	2V	9.0	74@5,200	86@2,800	13.2	5.6	3.9	3.74	M5	F	13	31.2
Camry 4-dr. Sedan	102.4	175.6	66.5	54.9	2,403	38.8	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.7	95@4,400	118@4,000	14.5	N.A.	N.A.	3.40	M5	F	13	N.A.
Camry 5-dr. Liftback	102.4	175.6	66.5	54.9	2,557	37.6	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.7	95@4,400	118@4,000	14.5	N.A.	N.A.	3.40	M5	F	13	N.A.
Camry 4-dr. Turbo Diesel	102.4	175.6	66.5	54.9	2,612	38.8	42.4	57.7	55.9	4	2.0/121.7	F.I.	23.0	79@4,500	117@3,000	14.5	N.A.	N.A.	3.40	M4	F	13	N.A.
Celica ST Sport Coupe	98.4	176.2	65.5	52.0	2,496	37.4	43.0	54.9	53.7	4	2.0/121.7	2V	9.0	105@4,800	137@2,800	16.1	8.9	4.0	3.42	M5	R	14	32.8
Celica GT Liftback	98.4	176.6	65.5	52.0	2,566	37.4	43.0	54.9	53.7	4	2.0/121.7	2V	9.0	105@4,800	137@2,800	16.1	8.9	4.0	3.42	M5	R	14	32.8
Supra	102.2	181.9	68.7	51.6	3,450	37.4	44.1	58.5	58.5	6	3.0/168.4	F.I.	9.2	200@6,000	185@4,800	18.5	8.5	6.0	4.10	M5	R	14	35.4
Cressida Sedan	104.5	187.8	66.5	54.1	3,142	38.8	42.0	54.7	54.9	6	2.8/168.4	F.I.	9.2	156@5,200	165@4,400	17.2	9.5	6.0	4.10	A4	R	14	34.8
Cressida Wagon	104.5	187.8	66.5	55.7	3,097	38.8	42.0	54.7	54.5	6	2.8/168.4	F.I.	9.2	156@5,200	165@4,400	17.2	9.5	6.0	4.10	A4	R	14	34.8
MR2	91.3	154.5	65.6	48.6	2,282	37.4	43.0	56.7	56.7	4	1.6/96.8	F.I.	9.4	112@6,600	97@4,800	15.2	N.A.	N.A.	4.30	M5	R	15	32.8
VOLKSWAGEN Cabriolet	94.5	151.3	64.2	55.6	2,254	N.A.	N.A.	54.7	53.5	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	13.8	7.3	4.3	3.67	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,221	N.A.	N.A.	54.7	53.5	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	13.8	7.3	4.3	3.67	M5	F	13	31.2
Jetta	97.3	171.7	65.5	55.7	2,275	N.A.	N.A.	56.3	56.0	4	1.8/109	F.I.	8.5	85@5,250	98@3,000	14.5	7.3	4.3	3.67	M5	F	13	34.4
Jetta (diesel)	97.3	171.7	65.5	55.7	2,264	N.A.	N.A.	56.3	56.0	4	1.6/97	F.I.	23.0	52@4,800	71@2,000	14.5	7.3	4.7	3.94	M5	F	13	34.4
Jetta (turbodiesel)	97.3	171.7	65.5	55.7	2,264	N.A.	N.A.	56.3	56.0	4	1.6/97	F.I.	23.0	68@4,500	98@2,500	14.5	7.3	4.7	3.94	M5	F	13	34.4
Jetta GLI	97.3	171.7	66.1	55.7	2,348	N.A.	N.A.	56.3	56.0	4	1.8/109	F.I.	10.0	102@5,250	110@3,250	14.5	7.3	4.3	3.67	M5	F	14	34.4
Quantum	100.4	180.2	66.9	55.1	2,661	N.A.	N.A.	55.7	56.0	5	2.2/136	F.I.	8.5	110@5,500	122@2,400	15.8	7.3	5.3	4.9	M5	F	13	
VOLVO 240 DL Sedan	104.3	188.8	67.2	56.2	2,919	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	9.8	114@5,400	136@2,750	15.8	11.5	4.7	3.31	M5	R	14	32.2
240 DL Wagon	104.3	188.8	67.2	57.5	3,188	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	9.8	114@5,400	136@2,750	15.8	10.0	4.7	3.31	M5	R	14	32.2
740 GLE	109.1	188.4	68.9	55.5	2,952	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	9.5	114@5,400	136@2,750	15.8	10.5	6.8	3.91	A4	R	15	32.2
740 GT (turbo)	109.1	188.4	68.9	55.5	3,049	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	8.7	160@5,300	187@2,900	15.8	10.5	6.8	3.73	A4	R	15	32.2
745 Wagon (turbodiesel)	109.1	188.4	69.3	56.5	3,245	38.6	40.9	57.9	57.5	6	2.4/145	F.I.	23.0	106@4,800	140@2,400	15.8	11.5	7.4	3.54	M5	R	14	32.2
760 GLE Turbo	109.1	188.4	68.9	55.5	3,038	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	8.3	157@5,300	184@2,900	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan	109.1	188.4	68.9	55.5	2,979	38.2	40.5	57.5	57.5	V-6	2.8/173	F.I.	8.8	134@5,500	159@2,750	15.8	10.5	6.8	3.54	A4	R	15	32.2
765 GLE Turbo Wagon	109.1	188.4	69.3	56.5	3,185	38.6	40.9	57.9	57.5	4	2.3/141	F.I.	8.7	160@5,300	187@2,900	15.8	10.5	4.7	3.73	M5	R	15	32.2
YUGO 3-dr. Hatch	84.7	139.0	60.7	54.7	1,832	35.8	N.A.	51.5	51.7	4	1.1/67.1	2V	9.2	55@6,000	52@4,600	8.5	6.9	4.7	3.76	M4	F	13	31.1

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of Abbreviations:
N.A.—Information not available.
F.I.—Fuel Injection.
H.O.—Horizontally Opposed.

PRODUCTS/SPECIFICATIONS

EPA mileage ratings for 1986 models

	Est. MPG City	Hwy.	Engine CID	†Trans.
TWO-SEATERS				
Alfa Romeo Spider	21	28	120	M5
Bertone X1/9	23	28	91	M5
Chevrolet Corvette	17	24	350	L4
Chevrolet Corvette	17	24	350	M4
Chevrolet Corvette Conv	17	24	350	L4
Chevrolet Corvette Conv	17	24	350	M4
Ford EXP	25	30	113	A3
Ford EXP	27	34	113	M5
Ford EXP	22	28	113	A3
Ford EXP	24	33	113	M5
Honda Civic Coupe	29	35	91	L4
Honda Civic Coupe	31	37	91	M5
Honda Civic Coupe FI	30	33	91	M5
Honda Civic Coupe HF	45	50	91	M5
Honda Civic Coupe HF	52	57	91	M5
Mercedes-Benz 560 SL	14	17	338	A4
Nissan 300-ZX	18	25	181	L4
Nissan 300-ZX	18	25	181	M5
Pontiac Fiero	25	32	151	L3
Pontiac Fiero	24	35	151	M5
Pontiac Fiero	18	25	173	L3
Pontiac Fiero	19	27	173	M4
Subaru XT-DL	25	32	109	M5
Toyota MR2	25	31	97	L4
Toyota MR2	26	31	97	M5
MINICOMPACTS				
Alfa Romeo GTV	19	26	152	M5
Chevrolet Sprint	40	42	61	A3
Chevrolet Sprint	44	50	61	M5
Chevrolet Sprint ER	55	60	61	M5
Mazda RX-7	17	24	80	L4
Mazda RX-7	17	24	80	M5
*Pontiac Firefly FE	40	42	61	A3
*Pontiac Firefly FE	44	50	61	M5
Porsche 911 Turbo	16	22	201	M4
Suzuki Forsa	40	42	61	A3
Suzuki Forsa	44	50	61	M5
Volkswagen Cabriolet	23	25	109	A3
Volkswagen Cabriolet	24	29	109	M5
SUBCOMPACTS				
Audi Coupe GT	18	23	136	A3
Audi Coupe GT	19	25	136	M5
Audi 4000CS Quattro	18	22	136	M5
Audi 4000S	23	27	109	A3
Audi 4000S	25	30	109	M5
Chevrolet Camaro	23	32	151	M5
Chevrolet Camaro	19	27	173	L4
Chevrolet Camaro	17	26	173	M5
Chevrolet Camaro	17	25	305	L4
Chevrolet Camaro	16	26	305	M5
Chevrolet Camaro	17	25	305	L4
Chevrolet Cavalier Conv	22	28	121	L3
Chevrolet Cavalier Conv	25	32	121	M4
Chevrolet Cavalier Conv	24	32	121	M5
Chevrolet Cavalier Conv	18	25	173	L3
Chevrolet Cavalier Conv	18	24	173	M4
Chevrolet Chevette	25	30	98	L3
Chevrolet Chevette	28	34	98	M4
Chevrolet Chevette	27	35	98	M5
Chevrolet Chevette Diesel	40	46	111	M5
Chevrolet Spectrum	31	34	98	A3
Chevrolet Spectrum	38	42	90	M5
Chevrolet Sprint Plus	41	43	61	A3
Chevrolet Sprint Plus	44	50	61	M5
Chrysler Laser	24	27	135	A3
Chrysler Laser Turbo	20	24	135	A3
Chrysler Laser Turbo	19	28	135	M5
Chrysler Laser	25	35	135	M5
Chrysler Laser	23	25	152	A3
Chrysler Laser	23	32	152	M5
Chrysler LeBaron Conv	24	27	135	A3
Chrysler LeBaron Turbo Conv	20	24	135	A3
Chrysler LeBaron Conv	23	25	152	A3
Dodge Charger	28	33	97	M4
Dodge Charger	31	39	97	M4
Dodge Charger	24	30	135	A3
Dodge Charger	22	30	135	M5
Dodge Charger	26	36	135	M5
Dodge Charger Turbo	20	27	135	M5
Dodge Colt	29	32	90	L3
Dodge Colt	34	41	90	M4
Dodge Colt	33	39	90	M4
Dodge Colt Turbo	24	26	98	L3
Dodge Colt Turbo	24	31	98	M5
Dodge Conquest Turbo	19	24	156	L4
Dodge Conquest Turbo	19	24	156	M5
Dodge Daytona	24	27	135	A3
Dodge Daytona Turbo	20	24	135	A3
Dodge Daytona Turbo	19	28	135	M5
Dodge Daytona	25	35	135	M5
Dodge Daytona	23	25	152	A3
Dodge Daytona	23	32	152	M5
Dodge 600 Conv	24	27	135	A3
Dodge 600 Conv. Turbo	20	24	135	A3
Dodge 600 Conv	23	25	152	A3
*Ford Laser	25	30	98	A3
*Ford Laser	26	30	98	M4
Ford Mustang	21	25	140	A3
Ford Mustang	23	28	140	M4
Ford Mustang Turbo	20	26	140	M5
Ford Mustang	19	23	231	L3
Ford Mustang	17	25	302	M5
Honda Accord	24	30	119	L4
Honda Accord	27	33	119	M5
Honda Accord FI	23	29	119	L4
Honda Accord FI	25	30	119	M5
Honda Civic	37	43	82	M4
Honda Civic	28	32	91	L4
Honda Civic	32	35	91	M5
Honda Civic FI	30	33	91	M5
Honda Prelude	23	30	112	L4
Honda Prelude	24	32	112	M5
Honda Prelude Si	23	29	119	L4
Honda Prelude Si	25	30	119	M5
Isuzu I-Mark	31	34	90	A3
Isuzu I-Mark	34	40	90	M5
Isuzu I-Mark	38	42	90	M5
Isuzu Impulse	22	25	119	A4
Isuzu Impulse	22	28	119	M5
Isuzu Impulse Turbo	20	25	121	L4
Isuzu Impulse Turbo	20	25	121	M5
Jaguar XJ-S	13	17	326	A3
Jaguar XJ-6	15	19	258	A3
Mercury Capri	21	25	140	A3
Mercury Capri	23	28	140	M4
Mercury Capri	19	23	231	L3
Mercury Capri	17	25	302	M5
Mercedes-Benz 190	20	23	140	A4
Mercedes-Benz 190	21	24	140	A4
Mercedes-Benz 190	18	26	140	M5
Mercedes-Benz 190	19	27	140	M5
Mercedes-Benz 190	30	34	152	A4
Mercedes-Benz 190	29	37	152	M5
Mitsubishi Cordia	22	28	110	M5
Mitsubishi Cordia	24	26	122	L3
Mitsubishi Cordia	25	32	122	M5
Mitsubishi Mirage	29	32	90	L3
Mitsubishi Mirage	36	41	90	M4
Mitsubishi Mirage	33	39	90	M5
Mitsubishi Mirage Turbo	24	26	98	L3
Mitsubishi Mirage Turbo	24	31	98	M5
Mitsubishi Starion Turbo	19	24	156	L4
Mitsubishi Starion Turbo	19	24	156	M5
Mitsubishi Tredia Turbo	22	28	110	M5
Mitsubishi Tredia	24	26	122	L3
Mitsubishi Tredia	24	31	122	M5
Nissan Pulsar NX	27	30	98	L3
Nissan Pulsar NX	31	38	98	M5
Nissan Sentra	27	30	98	L3
Nissan Sentra	31	38	98	M5
Nissan Sentra Diesel	45	50	103	M4
Nissan 200-SX Turbo	22	27	110	M5
Nissan 200-SX	22	28	120	L4
Nissan 200-SX	22	27	120	M5
Nissan 300-ZX 2+2	17	25	181	L4
Nissan 300-ZX 2+2	18	26	181	M5
Plymouth Colt	29	32	90	L3
Plymouth Colt	36	41	90	M4
Plymouth Colt	33	39	90	M5
Plymouth Colt Turbo	24	26	98	L3
Plymouth Colt Turbo	24	31	98	M5
Plymouth Conquest Turbo	19	24	156	L4
Plymouth Conquest Turbo	19	24	156	M5
Plymouth Turismo	28	33	97	M4
Plymouth Turismo	31	39	97	M4
Plymouth Turismo	24	30	135	A3
Plymouth Turismo	22	30	135	M5
Plymouth Turismo	26	35	135	M5
Pontiac Firebird FI	23	32	151	M5
Pontiac Firebird FI	19	27	173	L4
Pontiac Firebird FI	17	26	173	M5
Pontiac Firebird	17	25	305	L4
Pontiac Firebird	16	26	305	M5
Pontiac Firebird	17	25	305	L4
*Pontiac Firefly	41	43	61	A3
*Pontiac Firefly	44	50	61	M5
Pontiac Sunbird Conv Turbo	20	27	110	L3
Pontiac Sunbird Conv	24	30	110	L3
Pontiac Sunbird Conv. Turbo	21	28	110	M4
Pontiac Sunbird Conv	26	35	110	M5
Pontiac 1000	25	30	98	L3
Pontiac 1000	28	34	98	M4
Pontiac 1000	27	34	98	M5
Renault Alliance Conv	21	23	105	A3
Renault Alliance Conv.	27	32	105	M5
Renault Fuego	20	24	132	A3
Renault Fuego	23	31	132	M5
Rolls-Royce Corniche II/ Continental	8	11	412	A3
Subaru Hatchback	31	38	97	M4
Subaru Hatchback	28	32	97	M5
Subaru Hatchback	23	25	109	L3
Subaru Hatchback	26	31	109	M5
Subaru XT	24	27	109	L3
Subaru XT Turbo	23	25	109	L3
Subaru XT	25	32	109	M5
Subaru XT Turbo	25	30	109	M5
Suzuki Forsa V	41	43	61	A3
Suzuki Forsa V	44	50	61	M5
Toyota Celica	23	29	122	L4
Toyota Celica	25	30	122	L4
Toyota Celica	25	31	122	M5
Toyota Celica	23	29	122	M5
Toyota Celica Supra	19	24	168	L4
Toyota Celica Supra	18	22	168	M5
Toyota Corolla Sport	27	33	97	L4
Toyota Corolla Sport	28	33	97	M5
Toyota Corolla Sport FI	26	31	97	M5
Toyota Tercel	30	32	89	A3
Toyota Tercel	35	39	89	M4
Toyota Tercel	31	38	89	M5
Volkswagen Scirocco	23	25	109	A3
Volkswagen Scirocco	24	29	109	M5
COMPACTS				
BMW 5-Series	23	29	149	L4
BMW 5-Series	18	24	164	L4
BMW 5-Series	20	24	164	M5
Buick Skyhawk	24	31	110	L3
Buick Skyhawk Turbo	20	27	110	L3
Buick Skyhawk Turbo	21	28	110	M4
Buick Skyhawk	27	37	110	M5
Buick Skyhawk	23	29	121	L3
Buick Skyhawk	25	32	121	M4
Buick Somerset/Skylark	23	32	151	L3
Buick Somerset/Skylark	23	34	151	M5
Buick Somerset/Skylark	19	27	181	L3
Cadillac Cimarron	22	27	121	L3
Cadillac Cimarron	24	32	121	M5
Cadillac Cimarron	18	25	173	L3
Cadillac Cimarron	17	22	173	M4
Chevrolet Cavalier	23	29	121	L3
Chevrolet Cavalier	26	33	121	M4
Chevrolet Cavalier	24	32	121	M5
Chevrolet Cavalier	19	24	173	L3
Chevrolet Cavalier	19	26	173	M4
Chevrolet Nova	28	32	97	L3
Chevrolet Nova	30	37	97	M5
Dodge Omni	28	33	97	M4
Dodge Omni	31	39	97	M4
Dodge Omni	24	29	135	A3
Dodge Omni	22	30	135	M5
Dodge Omni	26	35	135	M5
Dodge Omni Turbo	20	27	135	M5
Ford Escort	25	30	113	A3
Ford Escort	32	41	113	M4
Ford Escort	27	34	113	M5
Ford Escort FI	22	28	113	A3
Ford Escort FI	24	33	113	M5
Ford Escort Diesel	36	43	122	M5
Ford Escort FS Diesel	41	49	122	M5
Ford Tempo Diesel	36	44	122	M5
Ford Thunderbird Turbo	18	22	140	A3
Ford Thunderbird Turbo	20	26	140	M5
Ford Thunderbird	19	26	231	A4
Ford Thunderbird	19	23	231	L3
Mercury Cougar Turbo	18	22	140	A3
Mercury Cougar Turbo	20	26	140	M5
Mercury Cougar	19	26	231	A4
Mercury Cougar	19	23	231	L3
Mercury Lynx	25	30	113	A3
Mercury Lynx	32	41	113	M4
Mercury Lynx	27	34	113	M5
Mercury Lynx FI	22	28	113	A3
Mercury Lynx FI	24	32	113	M5
Mercury Lynx FI	36	43	122	M5
Mercury Topaz Diesel	36	44	122	M5
Mazda 323	25	30	98	A3
Mazda 323	26	30	98	M4
Mazda 323	28	34	98	M5
Mazda 626	24	28	122	A3
Mazda 626 Turbo	22	28	122	M5
Mazda 626	26	32	122	M5
Mercedes-Benz 300E	18	22	181	A4
Mercedes-Benz 300E	18	25	181	M5
Mercedes-Benz 560SEC	14	16	338	A4
Merkur XR4Ti Turbo	18	22	140	A3
Merkur XR4Ti Turbo	19	24	140	M5
Mitsubishi Galant	21	26	143	L4
Nissan Maxima	18	24	181	L4
Nissan Maxima	19	26	181	M5
Nissan Stanza	23	26	120	L3
Nissan Stanza	26	33	120	M5
Oldsmobile Calais	23	32	151	L3
Oldsmobile Calais	23	34	151	M5
Oldsmobile Calais	19	27	181	L3
Oldsmobile Firenza Turbo	20	27	110	L3
Oldsmobile Firenza	24	31	110	L3
Oldsmobile Firenza Turbo	21	28	110	M4
Oldsmobile Firenza	27	37	110	M5
Oldsmobile Firenza	23	29	121	L3
Oldsmobile Firenza	25	32	121	M4
Oldsmobile Firenza	19	24	173	L3
Oldsmobile Firenza	19	26	173	M4
Peugeot 505 Sedan	20	23	120	L4
Peugeot 505 Sedan	20	24	120	M5
Peugeot 505 Sedan	19	22	131	L4
Peugeot 505 Sedan	19	24	131	M5
Plymouth Horizon	28	33	97	M4
Plymouth Horizon	31	39	97	M4
Plymouth Horizon	24	29	135	A3
Plymouth Horizon	26	35	135	M5
Pontiac Grand Am	23	32	151	L3
Pontiac Grand Am	23	34	151	M5
Pontiac Grand Am	19	27	181	L3
Pontiac Sunbird	24	31	110	L3
Pontiac Sunbird Turbo	20	27	110	L3
Pontiac Sunbird Turbo	21	28	110	M4
Pontiac Sunbird	27	37	110	M5
Renault Alliance/Encore	26	30	85	A3
Renault Alliance/Encore	32	38	85	M4
Renault Alliance/Encore	35	41	85	M4
Renault Alliance/Encore	33	39	85	M5
Renault Alliance/Encore	24	28	105	A3
Renault Alliance/Encore	30	37	105	M5
Rolls-Royce Camargue	8	11	412	A3
Saab 900	19	23	121	A3
Saab 900 Turbo	18	22	121	A3
Saab 900	21	28	121	M5
Saab 900 Turbo	20	26	121	M5
Saab 900	20	24	121	M5
Subaru Sedan/3-Door	26	31	109	M5
Subaru Sedan/3-Door Turbo	23	25	109	L3
Subaru Sedan/3-Door	25	27	109	L3
Subaru Sedan/3-Door Turbo	25	30	109	M5
Subaru 3-Door 4WD Turbo	24	29	109	M5
Toyota Camry Turbo	30	36	120	L4
Toyota Camry	26	32	122	L4
Toyota Camry	28	34	122	M5
Toyota Corolla	28	33	97	L3
Toyota Corolla	28	35	97	L4
Toyota Corolla	31	37	97	M5
Toyota Cressida	19	23	168	L4
Toyota Cressida	19	24	168	M5
Volkswagen Golf Diesel	37	44	97	M5
Volkswagen Golf	23	27	109	A3
Volkswagen Golf	27	34	109	M5
Volkswagen GTI	26	31	109	M5
Volkswagen Jetta Diesel	37	44	97	M5
Volkswagen Jetta Diesel	36	43	97	M5
Volkswagen Jetta	23	27	109	A3
Volkswagen Jetta	27	34	109	M5
Volkswagen Jetta GLI	23	27	109	A3
Volkswagen Jetta GLI	26	31	109	M5
Volkswagen Quantum	18	22	136	A3
Volkswagen Quantum	19	24	136	M5
Volvo 240DL/240GL	21	24	141	A4
Volvo 240DL/240GL	23	28	141	M4
MID-SIZE CARS				
Audi 5000CS Quattro Turbo	17	25	136	M5
Audi 5000S	18	22	136	A3
Audi 5000S	19	26	136	M5
Buick Century	22	32	151	L3
Buick Century	19	26	173	L3
Buick Century	20	28	173	L4
Buick Century	19	29	231	L4
Buick Regal	18	24	231	L3
Buick Regal Turbo	17	24	231	L4
Buick Regal	17	23	307	L3
Buick Regal	18	25	307	L4
Buick Riviera	19	30	231	L4
Cadillac Eldorado	17	26	249	L4
Cadillac Seville	17	26	249	L4
Chevrolet Celebrity FI	22	32	151	L3
Chevrolet Celebrity FI	23	31	151	M4
Chevrolet Celebrity	19	26	173	L3
Chevrolet Celebrity	20	28	173	L4
Chevrolet Celebrity FI	18	25	173	L3
Chevrolet Celebrity FI	19	28	173	L4
Chevrolet Monte Carlo FI	18	23	262	L3
Chevrolet Monte Carlo FI	18	27	262	L4
Chevrolet Monte Carlo	17	25	305	L4
Chrysler LeBaron	20	24	135	A3
Chrysler LeBaron	24	27	135	A3
Chrysler LeBaron	23	25	152	A3
Chrysler LeBaron GTS Turbo	20	24	135	A3
Chrysler LeBaron GTS	24	27	135	A3
Chrysler LeBaron GTS Turbo	19	28	135	M5
Chrysler LeBaron GTS	25	35	135	M5
Chrysler LeBaron GTS	23	25	152	A3
Chrysler LeBaron GTS	23	32	152	M5
Chrysler Limousine Turbo	19	23	135	A3
Chrysler New Yorker Turbo	20	24	135	A3
Chrysler New Yorker	23	25	152	A3
Chrysler Newport/ Fifth Avenue	16	21	318	L3
Dodge Aries	24	28	135	A3
Dodge Aries	25	35	135	M5
Dodge Aries	23	26	152	A3
Dodge Diplomat	16	21	318	L3
Dodge Lancer	24	27	135	A3
Dodge Lancer Turbo	20	24	135	A3
Dodge Lancer Turbo	19	28	135	M5
Dodge Lancer	25	35	135	M5
Dodge Lancer	23	25	152	A3
Dodge Lancer	23	32	152	M5
Dodge 600 Turbo	20	24	135	A3
Dodge 600	24	27	135	A3
Dodge 600	23	25	152	A3
Ford LTD	21	25	140	A3
Ford LTD	19	23	231	L3
Lincoln Continental	18	26	302	L4
Lincoln Mark VII	18	26	302	L4
Mercury Marquis	21	25	140	A3
Mercury Marquis FI	19	23	231	L3
Mercedes-Benz 420SEL	15	18	256	A4
Mercedes-Benz 560SEL	14	16	338	A4
Oldsmobile Cutlass Ciera FI	22	32	151	L3
Oldsmobile Cutlass Ciera	19	26	173	L3
Oldsmobile Cutlass Ciera	20	28	173	L4
Oldsmobile Cutlass Ciera FI	18	25	173	L3
Oldsmobile Cutlass Ciera FI	19	28	173	L4
Oldsmobile Cutlass Ciera FI	19	30	231	L4
Oldsmobile Cutlass Supreme	18	24	231	L3
Oldsmobile Cutlass Supreme	17	23	307	L3
Oldsmobile Cutlass Supreme	18	25	307	L4
Oldsmobile Toronado	19	30	231	L4
Plymouth Caravelle	24	27	135	A3
Plymouth Caravelle Turbo	20	24	135	A3
Plymouth Caravelle	23	25	152	A3
Plymouth Grand Fury	16	21	318	L3
Plymouth Reliant	24	28	135	A3
Plymouth Reliant	25	35	135	M5
Plymouth Reliant	23	26	152	A3
Pontiac Bonneville	18	24	231	L3
Pontiac Bonneville FI	18	23	262	L3
Pontiac Bonneville FI	18	27	262	L4
Pontiac Bonneville	17	25	305	L4
Pontiac Grand Prix	18	24	231	L3
Pontiac Grand Prix FI	18	23	262	L3
Pontiac Grand Prix FI	18	27	262	L4
Pontiac Grand Prix	17	25	305	L4
Pontiac 6000 FI	22	32	151	L3
Pontiac 6000	19	26	173	L3
Pontiac 6000	20	28	173	L4
Pontiac 6000 FI	18	24	173	L3
Pontiac 6000 FI	18	26	173	L4
Rolls-Royce Silver Spirit/Spur/Mulsanne	9	10	412	A3
Volvo 740/760 Turbo	19	22	141	A4
Volvo 740/760	22	25	141	L4
Volvo 740/760 Turbo	20	25	141	M4
Volvo 740/760	23	28	141	M4
Volvo 740/760 Diesel	24	27	145	L4
Volvo 740/760	18	22	174	A4
STANDARDS				
Buick Electra	19	30	231	L4
Buick LeSabre	19	30	231	L4
Cadillac DeVille	17	26	249	L4
Cadillac Fleetwood Brougham	18	25	307	L4
Cadillac Limousine	17	24	249	L4
Chevrolet Caprice FI	18	23	262	L3
Chevrolet Caprice FI	18	25	262	L4
Chevrolet Caprice	17	25	305	L4
Chevrolet Caprice	18	25	307	L4
Ford LTD Crown Victoria	18	26	302	L4
Lincoln Town Car	18	26	302	L4
Mercury Grand Marquis	18	26	302	L4
Oldsmobile Delta 88 Royale	19	30	231	L4
Oldsmobile Ninety-Eight Regency	19	30	231	L4
Pontiac Parisienne FI	18	23	262	L3
Pontiac Parisienne FI	18	25	262	L4
Pontiac Parisienne	17	25	305	L4
Rolls-Royce Silver Spur Limousine	8	10	412	A3
Saab 9000	21	28	121	M5
SMALL STATION WAGONS				
Buick Skyhawk	24	31	110	L3
Buick Skyhawk	27	37	110	M5
Buick Skyhawk	23	29	121	L3
Buick Skyhawk	25	32	121	M4
Chevrolet Cavalier	23	29	121	L3
Chevrolet Cavalier	25	32	121	M4
Chevrolet Cavalier	24	32	121	M5
Chevrolet Cavalier	18	25	173	L3
Chevrolet Cavalier	19	26	173	M4
Dodge Colt Vista	23	24	122	L3
Dodge Colt Vista	24	29	122	M5
Ford Escort	25	30	113	A3
Ford Escort	32	41	113	M4
Ford Escort	27	34	113	M5
Ford Escort Diesel	36	43	122	M5
Honda Civic	28	32	91	L4
Honda Civic	30	35	91	M5
Mercury Lynx	25	30	113	A3
Mercury Lynx	32	41	113	M4
Mercury Lynx	27	34	113	M5
Mercury Lynx Diesel	36	43	122	M5
*Mazda GLC	22	23	91	A3
*Mazda GLC	25	29	91	M4
*Mazda GLC	25	30	91	M5
*Mitsubishi Space Wagon	23	24	122	L3
Nissan Maxima	18	24	181	L4
Nissan Sentra	27	30	98	L3
Nissan Sentra	31	38	98	M5
Oldsmobile Firenza	24	31	110	L3
Oldsmobile Firenza	27	37	110	M5
Oldsmobile Firenza	23	29	121	L3
Oldsmobile Firenza	25	32	121	M4
Oldsmobile Firenza	18	25	173	L3
Oldsmobile Firenza	19	25	173	M4
Plymouth Colt Vista	23	24	122	L3
Plymouth Colt Vista	24	29	122	M5
Pontiac Sunbird	24	31	110	L3
Pontiac Sunbird	27	37	110	M5
Renault Sportwagon	20	24	132	A3
Renault Sportwagon	23	31	132	M5
Subaru	26	31	109	M5
Subaru FI	25	26	109	L3
Subaru Turbo	23	25	109	L3
Subaru Turbo	25	30	109	M5
Toyota Tercel 2WD	28	31	89	A3
Toyota Tercel 2WD	31	37	89	M5
Toyota Tercel 4WD	24	25	89	A3
Toyota Tercel 4WD	27	32	89	M5
Volkswagen Quantum	22	25	109	A3
Volkswagen Quantum	25	31	109	M5
MID-SIZE STATION WAGONS				
Audi 5000CS Quattro Turbo	17	25	136	M5
Audi 5000S	17	22	136	A3
Audi 5000S	19	25	136	M5
Buick Century FI	21	28	151	L3
Buick Century	19	25	173	L3
Buick Century	19	25	173	L4
Buick Century FI	19	30	231	L4
Chevrolet Celebrity FI	22	31	151	L3
Chevrolet Celebrity FI	23	31	151	M4
Chevrolet Celebrity	19	25	173	L3
Chevrolet Celebrity	19	25	173	L4
Chevrolet Celebrity FI	18	24	173	L3
Chevrolet Celebrity FI	18	26	173	L4
Chrysler Town & Country Wagon Turbo	20	24	135	A3
Chrysler Town & Country	23	25	152	A3
Dodge Aries	24	27	135	A3
Dodge Aries	25	35	135	M5
Dodge Aries	23	25	152	A3
Ford LTD	19	23	231	L3
Mercury Marquis	19	23	231	L3
Nissan Stanza 2WD	20	25	120	L4
Nissan Stanza 2WD	23	26	120	M5
Oldsmobile Cutlass Cruiser FI	21	28	151	L3
Oldsmobile Cutlass Cruiser	19	25	173	L3
Oldsmobile Cutlass Cruiser	19	25	173	L4
Oldsmobile Cutlass Cruiser FI	18	24	173	L3
Oldsmobile Cutlass Cruiser FI	18	26	173	L4
Peugeot 505	20	23	120	L4
Peugeot 505	20	24	120	M5
Peugeot 505	19	22	131	L4
Plymouth Reliant

PRODUCTS/SPECIFICATIONS

'86 EPA

Continued from page 48

	Est. MPG City	Hwy.	Engine CID	†Trans.
Ford F-150	20	25	300	M4
Ford F-150 FI	14	15	302	A3
Ford F-150 FI	15	19	302	L4
Ford F-150 FI	16	21	302	M4
Ford F-150 FI	14	15	302	M4C
Ford F-150	12	15	351	A3
Ford F-250 Pickup 2WD	16	18	300	A3
Ford F-250	17	18	300	M4C
Ford F-250 FI	14	18	302	L4
Ford F-250 FI	14	15	302	M4C
Ford F-250	12	15	351	A3
GMC Caballero FI	17	21	262	L3
GMC Caballero FI	17	24	262	L4
GMC Caballero	16	19	305	L3
GMC Caballero	17	23	305	L4
GMC C-15	18	19	262	A3
GMC C-15	16	19	262	L4
GMC C-15	17	21	262	L4
GMC C-15	16	19	262	M3
GMC C-15	18	20	262	M4C
GMC C-15	17	21	262	M4
GMC C-15	16	20	262	M4
GMC C-15	15	18	305	L3
GMC C-15	15	20	305	L4
GMC C-15	15	18	305	L4
GMC C-15	14	18	305	M4C
GMC C-15	15	19	305	M4
GMC C-15 Diesel	19	23	379	L4
GMC C-15 Diesel	20	24	379	M4
GMC C-15 Diesel	20	24	379	M4C
GMC C-25	16	19	262	L4
GMC C-25	15	18	262	M4C
GMC C-25	15	18	305	L4
GMC C-25	12	15	305	M4C
GMC C-25	13	16	350	L4
GMC C-25 Diesel	17	22	379	L4
GMC C-25 Diesel	18	20	379	M4C
Jeep Comanche Diesel	28	31	126	M5
Jeep Comanche FI	20	23	150	L3
Jeep Comanche FI	20	24	150	M4
Jeep Comanche FI	24	27	15	M4
Jeep Comanche FI	22	26	150	M5
Jeep Comanche	17	19	173	L3
Jeep Comanche	17	22	173	M5
Toyota One-Ton	23	25	144	A4
Toyota One-Ton	23	28	144	M5
STANDARD PICKUPS 4WD				
Chevrolet K-10	15	18	262	L4
Chevrolet K-10	15	19	262	L4
Chevrolet K-10	15	18	262	M4
Chevrolet K-10	15	17	262	M4C
Chevrolet K-10	14	15	262	M4C
Chevrolet K-10	14	17	305	L4
Chevrolet K-10	12	16	305	M4
Chevrolet K-10	14	17	305	M4C
Chevrolet K-10	12	16	350	L4
Chevrolet K-10 Diesel	17	21	379	L4
Chevrolet K-10 Diesel	18	20	379	M4
Chevrolet K-10 Diesel	18	19	379	M4C
Chevrolet K-20	12	16	350	L4
Chevrolet K-20	10	15	350	M4C
Chevrolet K-20 Diesel	17	21	379	L4
Chevrolet K-20 Diesel	17	18	379	M4C
Chevrolet T-10	20	26	151	L4
Chevrolet T-10	22	25	151	M4
Chevrolet T-10	21	27	151	M5
Dodge W-100/W-150	15	16	225	M4C
Dodge W-100/W-150	12	14	318	A3
Dodge W-100/W-150	12	13	318	A3
Dodge W-100/W-150	11	16	318	M4C
Dodge W-100/W-150	12	15	318	M4C
Dodge W-100/W-150	10	12	360	A3
Dodge W-100/W-150	11	13	360	M4C
Dodge W-250	11	13	318	A3
Dodge W-250	11	14	318	M4C
Dodge W-250	10	12	360	A3
Dodge W-250	11	13	360	M4C
Ford F-150	15	15	300	A3
Ford F-150	17	20	300	M4
Ford F-150	16	17	300	M4C
Ford F-150 FI	14	18	302	L4
Ford F-150 FI	15	18	302	M4
Ford F-150 FI	14	15	302	M4C
Ford F-150	12	13	351	A3
Ford F-250	16	17	300	M4C
Ford F-250 FI	14	18	302	L4
Ford F-250 FI	14	15	302	M4C
Ford F-250	12	13	351	A3
GMC K-15	15	18	262	L4
GMC K-15	15	19	262	L4
GMC K-15	15	18	262	M4
GMC K-15	14	15	262	M4C
GMC K-15	15	17	262	M4C
GMC K-15	14	17	305	L4
GMC K-15	12	16	305	M4
GMC K-15	14	17	305	M4C
GMC K-15	12	16	350	L4
GMC K-15 Diesel	17	21	379	L4
GMC K-15 Diesel	18	20	379	M4
GMC K-15 Diesel	18	19	379	M4C
GMC K-25	12	16	350	L4
GMC K-25	10	15	350	M4C
GMC K-25 Diesel	17	21	379	L4
GMC K-25 Diesel	17	18	379	M4C
GMC T-15 FI	20	26	151	L4
GMC T-15 FI	22	25	151	M4
GMC T-15 FI	21	27	151	M5
Jeep Comanche Diesel	28	29	126	M5
Jeep Comanche FI	20	22	150	L3
Jeep Comanche FI	19	23	150	M4
Jeep Comanche FI	22	26	150	M4
Jeep Comanche FI	21	25	150	M5
Jeep Comanche	17	19	173	L3
Jeep Comanche	17	22	173	M5
Jeep J-10	16	19	258	A3
Jeep J-10	14	19	258	M4
Jeep J-10	11	13	360	A3
Jeep J-20	11	13	360	A3
Nissan	19	21	146	M5
Nissan FI	18	22	146	M5
Toyota	20	24	144	M5
Toyota	19	22	144	M5
Toyota FI	18	20	144	L4
Toyota FI	21	22	144	L4
Toyota FI	18	22	144	M5
Toyota FI	21	24	144	M5
CARGO VANS				
Chevrolet Astro	21	26	151	L4
Chevrolet Astro	21	26	151	M4
Chevrolet Astro	23	28	151	M5
Chevrolet Astro	17	22	262	L4
Chevrolet Astro	18	22	262	M4
Chevrolet Astro	18	24	262	M5
Chevrolet G-10/20	17	19	262	A3
Chevrolet G-10/20	17	21	262	L4
Chevrolet G-10/20	15	18	262	L4
Chevrolet G-10/20	15	18	262	M3
Chevrolet G-10/20	18	20	262	M3
Chevrolet G-10/20	17	21	262	M4
Chevrolet G-10/20	16	20	262	M4
Chevrolet G-10/20	15	18	305	L3
Chevrolet G-10/20	15	18	305	L4
Chevrolet G-10/20	15	20	305	L4
Chevrolet G-10/20	15	18	305	M3
Chevrolet G-10/20	15	18	305	M4
Chevrolet G-10/20 Diesel	19	23	379	L4
Chevrolet G-10/20 Diesel	20	23	379	M4
Chevrolet G-30	16	19	262	L4
Chevrolet G-30	15	18	262	M3
Dodge B-150/B-250	14	15	225	A3
Dodge B-150/B-250	15	17	225	L3
Dodge B-150/B-250	14	17	225	M4
Dodge B-150/B-250	16	19	225	M4
Dodge B-150/B-250	14	15	318	A3
Dodge B-150/B-250	13	14	318	A3
Dodge B-150/B-250	13	16	318	L3
Dodge B-150/B-250	14	17	318	M4
Dodge B-150/B-250	12	18	318	M4
Dodge B-150/B-250	11	13	360	A3
Dodge B-350	14	15	318	A3
Dodge B-350	12	14	318	A3
Dodge B-350	11	12	360	A3
Ford Aerostar FI	20	24	140	L4
Ford Aerostar FI	20	29	140	M5
Ford Aerostar	17	23	171	L4
Ford Aerostar	18	24	171	M5
Ford E-150 Econoline	15	17	300	A3
Ford E-150 Econoline	16	21	300	L4
Ford E-150 Econoline	17	18	300	M3
Ford E-150 Econoline	20	25	300	M4
Ford E-150 Econoline FI	14	18	302	L4
Ford E-150 Econoline	12	13	351	A3
Ford E-250 Econoline	15	17	300	A3
Ford E-250 Econoline FI	14	17	302	L4
Ford E-250 Econoline	11	13	351	A3
GMC G-15/25 Vandura	17	19	262	A3
GMC G-15/25 Vandura	17	21	262	L4
GMC G-15/25 Vandura	15	18	262	L4
GMC G-15/25 Vandura	18	20	262	M3
GMC G-15/25 Vandura	15	18	262	M3
GMC G-15/25 Vandura	17	21	262	M4
GMC G-15/25 Vandura	16	20	262	M4
GMC G-15/25 Vandura	15	18	305	L3
GMC G-15/25 Vandura	15	18	305	L4
GMC G-15/25 Vandura	15	20	305	L4
GMC G-15/25 Vandura	15	18	305	M3
GMC G-15/25 Vandura	15	18	305	M4
GMC G-15/25 Vandura Diesel	19	23	379	L4
GMC G-15/25 Vandura Diesel	20	23	379	M4
GMC G-35 Vandura	16	19	262	L4
GMC G-35 Vandura	15	18	262	M3
GMC Safari	21	26	151	L4
GMC Safari	21	26	151	M4
GMC Safari	23	28	151	M5
GMC Safari	17	22	262	L4
GMC Safari	18	22	262	M4
GMC Safari	18	[illegible]	262	M5
Toyota	21	[illegible]	137	L4
Toyota	22	24	137	M5
PASSENGER VANS				
Chevrolet Astro	21	26	151	L4
Chevrolet Astro	21	26	151	M4
Chevrolet Astro	23	28	151	M5
Chevrolet Astro	17	22	262	L4
Chevrolet Astro	17	21	262	M4
Chevrolet Astro	17	23	262	M5
Chevrolet G-10/20 Sportvan	16	17	262	A3
Chevrolet G-10/20 Sportvan	15	17	262	L4
Chevrolet G-10/20 Sportvan	16	19	262	L4
Chevrolet G-10/20 Sportvan	15	18	262	M3
Chevrolet G-10/20 Sportvan	14	16	262	M3
Chevrolet G-10/20 Sportvan	13	13	305	L3
Chevrolet G-10/20 Sportvan	14	17	305	L4
Chevrolet G-10/20 Sportvan Diesel	13	16	350	L4
Chevrolet G-10/20 Sportvan Diesel	13	17	350	L4
Chevrolet G-10/20 Sportvan Diesel	18	23	379	L4
Chevrolet G-30 Sportvan	11	14	350	L4
Chevrolet G-30 Sportvan	11	13	350	L4
Dodge B-150/B-250	14	16	225	A3
Dodge B-150/B-250	15	17	225	L3
Dodge B-150/B-250	15	19	225	M4
Dodge B-150/B-250	12	14	318	A3
Dodge B-150/B-250	13	14	318	A3
Dodge B-150/B-250	13	16	318	L3
Dodge B-150/B-250	12	18	318	M4
Dodge B-150/B-250	11	12	360	A3
Dodge B-350	12	14	318	A3
Dodge B-350	10	12	360	A3
Ford Aerostar	23	27	140	M5
Ford Aerostar	16	21	171	L4
Ford Aerostar	17	22	171	M5
Ford E-150 Club Wagon	14	16	300	A3
Ford E-150 Club Wagon	14	18	300	L4
Ford E-150 Club Wagon	14	18	300	M4
Ford E-150 Club Wagon FI	14	17	302	L4
Ford E-150 Club Wagon	12	13	351	A3
GMC G-15/25 Rally	16	17	262	A3
GMC G-15/25 Rally	15	17	262	L4
GMC G-15/25 Rally	16	19	262	L4
GMC G-15/25 Rally	14	16	262	M3
GMC G-15/25 Rally	15	18	262	M3
GMC G-15/25 Rally	13	13	305	L3
GMC G-15/25 Rally	14	17	305	L4
GMC G-15/25 Rally	13	16	350	L4
GMC G-15/25 Rally	13	17	350	L4
GMC G-15/25 Rally Diesel	18	23	379	L4
GMC G-15/25 Rally Diesel	18	21	379	M4
GMC G-35 Rally	11	14	350	L4
GMC G-35 Rally	11	13	350	L4
GMC Safari	21	26	151	L4
GMC Safari	21	26	151	M4
GMC Safari	23	28	151	M5
GMC Safari	17	22	262	L4
GMC Safari	17	21	262	M4
GMC Safari	17	23	262	M5
Toyota	21	23	137	L4
Toyota	22	24	137	M5
Volkswagen Vanagon	14	18	129	A3
Volkswagen Vanagon	16	18	129	M4
SPECIAL-PURPOSE VEHICLES/2WD				
Chevrolet C-10 Suburban	14	17	305	L4
Chevrolet C-10 Suburban	13	16	350	L4
Chevrolet C-10 Suburban	13	17	350	L4
Chevrolet C-10 Suburban FI	18	23	379	L4
Chevrolet S-10 Blazer	21	26	151	L4
Chevrolet S-10 Blazer	21	26	151	M4
Chevrolet S-10 Blazer	23	28	151	M5
Dodge AD-150 Ramcharger	12	14	318	A3
Dodge AD-150 Ramcharger	14	15	318	A3
Dodge AD-150 Ramcharger	13	16	318	L3
Dodge AD-150 Ramcharger	11	13	360	A3
Dodge Caravan/Ram Van 2WD	20	23	135	A3
Dodge Caravan/Ram Van 2WD	19	22	135	A3
Dodge Caravan/Ram Van 2WD	22	27	135	M4
Dodge Caravan/Ram Van 2WD	22	28	135	M4
Dodge Caravan/Ram Van 2WD	21	27	135	M5
Dodge Caravan/Ram Van 2WD	21	27	135	M5
Ford Bronco II	23	27	140	M5
Ford Bronco II	18	23	179	L4
Ford Bronco II	19	24	179	M5
GMC C-15 Suburban	14	17	305	L4
GMC C-15 Suburban	13	16	350	L4
GMC C-15 Suburban	13	17	350	L4
GMC C-15 Suburban Diesel	18	23	379	L4
GMC S-15 Jimmy	21	26	151	L4
GMC S-15 Jimmy	21	26	151	M4
GMC S-15 Jimmy	23	28	151	M5
Jeep Cherokee/Wagoneer Diesel	28	31	126	M5
Jeep Cherokee/Wagoneer FI	20	23	150	L3
Jeep Cherokee/Wagoneer FI	20	24	150	M4
Jeep Cherokee/Wagoneer FI	24	27	150	M4
Jeep Cherokee/Wagoneer FI	22	27	150	M5
Jeep Cherokee/Wagoneer	17	19	173	L3
Jeep Cherokee/Wagoneer	17	22	173	M5
Plymouth Voyager	20	23	135	A3
Plymouth Voyager	21	27	135	M5
Plymouth Voyager	21	27	135	M5
Plymouth Voyager	19	22	156	A3
SPECIAL-PURPOSE VEHICLES/4WD				
AMC Eagle	16	19	258	A3
AMC Eagle	17	21	258	M5
Chevrolet K-10 Blazer 4WD	13	17	305	L4
Chevrolet K-10 Blazer 4WD	14	17	305	M4C
Chevrolet K-10 Blazer 4WD	12	16	350	L4
Chevrolet K-10 Blazer Diesel	17	21	379	L4
Chevrolet K-10 Suburban	11	16	350	L4
Chevrolet K-10 Suburban	12	16	350	L4
Chevrolet K-10 Suburban	11	13	350	M4C
Chevrolet K-10 Suburban Diesel	16	21	379	L4
Chevrolet T-10 Blazer	19	24	151	L4
Chevrolet T-10 Blazer	22	25	151	M4
Chevrolet T-10 Blazer	20	26	151	M5
Dodge AW-150 Ramcharger	11	14	318	A3
Dodge AW-150 Ramcharger	11	13	318	A3
Dodge AW-150 Ramcharger	11	14	318	M4C
Dodge AW-150 Ramcharger	10	12	360	A3
Dodge AW-150 Ramcharger	11	13	360	M4C
Dodge Colt Vista	19	25	122	M5
Ford Bronco II FI	17	22	179	L4
Ford Bronco II FI	18	22	179	M5
Ford Bronco	15	15	300	A3
Ford Bronco	17	21	300	M4
Ford Bronco	16	17	300	M4C
Ford Bronco FI	13	17	302	L4
Ford Bronco FI	13	15	302	M4C
Ford Bronco	12	13	351	A3
GMC K-15 Jimmy	13	17	305	L4
GMC K-15 Jimmy	14	17	305	M4C
GMC K-15 Jimmy	12	16	350	L4
GMC K-15 Jimmy Diesel	17	21	379	L4
GMC K-15 Suburban	12	16	350	L4
GMC K-15 Suburban	11	16	350	L4
GMC K-15 Suburban	11	13	350	M4C
GMC K-15 Suburban Diesel	16	21	379	L4
GMC T-15 Jimmy	19	24	151	L4
GMC T-15 Jimmy	22	25	151	M4
GMC T-15 Jimmy	20	26	151	M5
Isuzu Trooper Diesel	28	28	137	M5
Isuzu Trooper	18	21	138	M5
Isuzu Trooper	18	21	138	M5
Jeep Cherokee/Wagoneer Diesel	28	29	126	M5
Jeep Cherokee/Wagoneer FI	20	22	150	L3
Jeep Cherokee/Wagoneer FI	19	23	150	M4
Jeep Cherokee/Wagoneer FI	22	26	150	M4
Jeep Cherokee/Wagoneer FI	21	25	150	M5
Jeep Cherokee/Wagoneer	17	19	173	L3
Jeep Cherokee/Wagoneer	17	22	173	M5
Jeep CJ-7	19	20	150	M4
Jeep CJ-7	18	19	150	M5
Jeep CJ-7	16	18	258	A3
Jeep CJ-7	17	19	258	M4
Jeep CJ-7	17	21	258	M5
Jeep Grand Wagoneer	15	17	258	A3
Jeep Grand Wagoneer	14	19	258	M4
Jeep Grand Wagoneer	11	13	360	A3
Mitsubishi Montero	17	17	156	A3
Mitsubishi Montero	18	20	156	M5
Nissan Stanza Wagon	19	21	120	L4
Nissan Stanza Wagon	20	24	120	M5
Plymouth Colt Vista	19	25	122	M5
Subaru Hatchback	24	28	109	M4
Subaru Hatchback	24	29	109	M4
Subaru Sedan/3-Door	22	24	109	A3
Subaru Sedan/3-Door	21	24	109	A3
Subaru Sedan/3-Door	22	28	109	M5
Subaru Sedan/3-Door	23	29	109	M5
Subaru Sedan/3-Door Turbo	22	24	109	A3
Subaru Sedan/3-Door Turbo	24	28	109	M5
Subaru Wagon	22	24	109	A3
Subaru Wagon	21	24	109	A3
Subaru Wagon	23	29	109	M5
Subaru Wagon	22	28	109	M5
Subaru Wagon Turbo	22	24	109	A3
Subaru Wagon Turbo	23	27	109	M5
Subaru XT Turbo	22	24	109	A3
Subaru XT Turbo	23	27	109	M5
Suzuki Samurai	27	29	81	M5
Suzuki Samurai Conv.	27	29	81	M5
Toyota 4Runner Turbo	17	19	144	L4
Toyota 4Runner Turbo	19	22	144	L4
Toyota 4Runner FI	20	23	144	M5
SPECIAL-PURPOSE VEHICLES/CAB CHASSIS				
Chevrolet S-10 Cab Chassis 2WD	19	19	151	M4
Dodge D-250 Cab Chassis 2WD	11	12	360	A3
Ford Ranger Cab Chassis	18	23	179	L4
Ford Ranger Cab Chassis	17	20	179	M5
GMC S-15 Cab Chassis 2WD	19	19	151	M4
Nissan Cab Chassis 2WD	15	15	146	M5
Toyota Cab/Chassis	13	13	144	A4
Toyota Cab/Chassis	16	16	144	M4

† Transmission: A—Automatic; C—Creeper; L—Lockup; M—Manual.

*Available in Puerto Rico only.

MODELS: 1942-'86

Number of models offered by U.S. auto makers, 1942 to 1986:

1942	276	1966	368
1946	160	1967	370
1947	182	1968	368
1948	201	1969	365
1949	205	1970	375
1950	243	1971	341
1951	243	1972	297
1952	224	1973	304
1953	210	1974	302
1954	240	1975	325
1955	216	1976	294
1956	232	1977	275
1957	245	1978	259
1958	263	1979	268
1959	239	1980	252
1960	244	1981	278
1961	260	1982	307
1962	296	1983	298
1963	336	1984	305
1964	336	1985	295
1965	348	1986	321

Copyright, 1986, Automotive News

1986 U.S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1986 Totals	(Final 1985 Totals)
AMERICAN MOTORS						
RENAULT**	6	7	2	2	17	(17)
AMC Eagle	1	0	0	2	3	(3)
Renault Alliance	3	3	2	0	8	(8)
Renault Encore	2	4	0	0	6	(6)
CHRYSLER CORP.	26	18	5	5	54	(52)
Chrysler 5th Avenue	1	0	0	0	1	(1)
Laser	0	3	0	0	3	(2)
LeBaron	1	1	3	1	6	(6)
LeBaron GTS	2	0	0	0	2	(2)
Limousine	1	0	0	0	1	(1)
New Yorker	1	0	0	0	1	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	3	3	0	2	8	(8)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(3)
Dodge 600	2	1	2	0	5	(4)
Lancer	2	0	0	0	2	(2)
Omni	3	0	0	0	3	(3)
Plymouth Gran Fury	1	0	0	0	1	(1)
Caravelle	2	0	0	0	2	(1)
Horizon	2	0	0	0	2	(2)
Reliant	3	3	0	2	8	(8)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	27	33	2	18	80	(74)
Ford LTD Crown Victoria	2	2	0	4	8	(4)
Escort	2	4	0	2	8	(12)
Escort EXP	0	2	0	0	2	(3)
LTD	2	0	0	1	3	(4)
Mustang	0	4	2	0	6	(6)
Taurus	4	0	0	4	8	(0)
Tempo	2	2	0	0	4	(6)
Thunderbird	0	3	0	0	3	(4)
Lincoln	3	0	0	0	3	(3)
Continental	2	0	0	0	2	(3)
Mark VII	0	3	0	0	3	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	2	0	0	2	(2)
Cougar	0	3	0	0	3	(3)
Lynx	2	4	0	2	8	(7)
Marquis	2	0	0	2	4	(4)
Sable	2	0	0	2	4	(0)
Topaz	2	2	0	0	4	(4)
HONDA**	3	2	0	0	5	(5)
Accord	3	2	0	0	5	(5)
GENERAL MOTORS	56	79	4	20	159	(141)
Buick LeSabre	2	2	0	1	5	(5)
Electra	3	2	0	1	6	(7)
Century	3	2	0	2	7	(8)
Regal	0	4	0	0	4	(3)
Riviera	0	2	0	0	2	(3)
Skyhawk	2	6	0	2	10	(7)
Skylark ('85)	0	0	0	0	0	(2)
Somerset/Skylark	2	3	0	0	5	(2)
Cadillac DeVille-Fleetwood (fwd)	2	2	0	0	4	(4)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(2)
Fleetwood Brougham (rwd)	1	0	0	0	1	(2)
Limousine	2	0	0	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Caprice	3	1	0	1	5	(4)
Camaro	0	3	0	0	3	(3)
Cavalier	0	6	1	3	13	(7)
Celebrity	1	1	0	2	4	(4)
Chevette	1	1	0	0	2	(2)
Citation	0	0	0	0	0	(2)
Corvette	0	1	1	0	2	(1)
Monte Carlo	0	3	0	0	3	(2)
Nova	2	0	0	0	2	(1)
Oldsmobile Delta 88	2	2	0	1	5	(6)
Ninety-Eight	2	2	0	0	4	(4)
Calais	2	2	0	0	4	(2)
Cutlass Ciera	2	4	0	1	7	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Firenza	2	4	0	1	7	(6)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	4	0	0	4	(4)
Firebird	0	3	0	0	3	(3)
Grand Am	3	3	0	0	6	(2)
Grand Prix	0	3	0	0	3	(3)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 6000	4	2	0	3	9	(7)
Sunbird	2	4	2	1	9	(11)
NISSAN**	0	3	0	0	3	(3)
Sentra	0	3	0	0	3	(3)
VOLKSWAGEN**	1	2	0	0	3	(3)
Golf/GTI	1	2	0	0	3	(3)
1986 TOTALS	119	144	13	45	321	
1985 TOTALS (end of model year)	108	136	13	38		(295)

*Two-door total includes hatchbacks, which some makers list as three-door models.
**Totals for Renault, Honda, Nissan and Volkswagen include only U.S.-built models.

PRODUCTS/SPECIFICATIONS

U.S. 1986-model light-duty truck specs

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Rating (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engine
AMC/JEEP *Wrangler	93.4	—	152.0	153.1	66.0	72.0	3,668-3,822	800	15.0	15.0	L4	2.5/150	EFI	117	X	4.2/258, 2V, L6
Comanche Pickup	119.9	—	195.5	—	71.7	63.7	2,168-2,199	1,500-2,205	15.0	16.0	L4	2.5/150	EFI	117	X	2.8/173, 2V, V-6; 2.1/126, L4, turbodiesel
*J-10 Pickup	130.7	—	206.0	—	78.9	69.0	6,200-	2,235-	15.0	18.2	L6	4.2/258	2V	112	X	5.9/360, 2V, V-8
*J-20 Pickup	130.8	—	206.0	—	78.9	70.0	8,400-	3,214-	16.5	18.2	V-8	5.9/360	2V	144	X	
Cherokee/Wagoneer	101.4	—	165.3	—	70.5	63.3	4,340- 4,604	1,527-1,589	15.0	13.5	L4	2.5/150	EFI	117	X	2.8/173, 2V, V-6; 2.1/126, L4, turbodiesel
*Grand Wagoneer	108.7	—	186.4	—	74.8	66.4	5,975- 6,200	1,695-1,723	15.0	20.3	L6	4.2/258	2V	112	X	5.9/360, 2V, V-8
NISSAN Pickup	104.3	116.1	174.2	190.0	65.0	62.0	4,400-5,100	1,000-1,400	14	15.9	4	2.4/146	EFI	106	X	3.0/180.6, EFI, V-6
King Cab Pickup	116.1	—	190.0	—	65.0	62.4	4,400-5,100	1,400-	14	15.9	4	2.4/146	EFI	106	X	3.0/180.6, EFI, V-6
DODGE D100 Pickup	115.0	131.0	190.8	210.8	79.5	69.0	4,950- 5,000	1,455-1,499	15.0	20.0	L6	3.7/225	1V	90	X	5.2/318, 2V, V-8; 5.9/360, 4V, V-8
D150 Pickup	115.0	131.0	190.8	210.8	79.5	69.0	4,950- 6,050	1,450-2,429	15.0	20.0	L6	3.7/225	1V	90	X	5.2/318, 2V, V-8; 5.9/360, 4V, V-8
D250 Pickup	131.0	—	210.8	—	79.5	73.0	6,600- 8,510	2,749-4,437	16.5	20.0	L6	3.7/225	1V	90	X	5.2/318, 2V, V-8; 5.9/360, 4V, V-8
D350 Pickup	131.0	—	210.8	—	79.5	72.0	8,700-	4,607-	16.5	20.0	V-8	5.9/360	4V	180	X	
Caravan/Mini Ram V./Plym. Voyager	112.0	—	175.9	—	69.6	64.2	3,960- 4,900	1,205-2,005	14.0	15.0	L4	2.2/135	2V	96		2.6/156, 2V, L4
Ramcharger	106.0	—	184.6	—	79.5	69.7	5,600- 6,400	1,470-1,851	15.0	35.0	V-8	5.2/318	2V	145	X	5.9/360, 4V, V-8
B150 Van	109.6	127.6	178.9	196.9	79.8	79.6	5,000- 5,300	1,308-1,714	15.0	22.0	L6	3.7/225	1V	90		
FORD Ranger Pickup	107.9	125.0	175.6	192.7	66.9	64.0	3,820- 4,460	1,220-2,215	14.0	15.2	L4	2.3/140	EFI	90**	X	2.9/179, EFI, V-6; 2.3/140, L-4, turbodiesel
Bronco II	94.0	—	158.3	—	68.0	68.2	3,819-	600-	15.0	23.0	V-6	2.9/179	EFI	140	X	2.3/140, L-4, turbodiesel
F-150 Pickup	116.8	155.0	192.1	230.3	77.2	70.1	4,800- 6,250	1,365-2,490	15.0	16.5	L6	4.9/300	1V	120	X	5.0/302, EFI, V-8; 5.8/351, HO4V, V-8
F-250 Pickup	133.0	155.0	208.3	230.3	77.2	73.4	6,300- 8,800	2,420-4,580	16.0	19.0	L6	4.9/300	1V	125	X	5.0/302, EFI, V-8; 5.8/351, HO4V, V-8; 6.9/421, diesel, V-8; 7.5/460, 4V, V-8
F-350 Pickup	133.0	168.4	208.3	243.7	77.2	74.0	8,800-11,000	4,300-6,305	16.0	19.0	L-6	4.9/300	1V	125	X	5.8/351, HO4V, V-8; 6.9/421, diesel, V-8; 7.5/460, 4V, V-8
*Bronco	104.7	—	177.6	—	77.2	74.0	—	1,200-1,350	15.0	32.0	L6	4.9/300	1V	120	X	5.0/302, EFI, V-8; 5.8/351, HO4V, V-8
E-150 Van	124.0	138.0	186.8	226.8	79.9	79.2	5,300- 6,400	1,260-2,330	15.0	18.0	L6	4.9/300	1V	120		5.0/302, EFI, V-8; 5.8/351, HO4V, V-8
Aerostar	118.9	—	174.9	—	71.7	72.8	4,120- 5,100	1,200-2,000	14.0	17.0	L-4	2.3/140	EFI	88**		2.8/171, 2V, V-6; 3.0/179, EFI, V-6
GENERAL MOTORS: CHEVROLET/GMC																
El Camino/Caballero	117.1	—	201.6	—	71.9	53.8	4,568- 4,791	1,250-	14.0	17.4	V-6	4.3/262	EFI	130		5.0/305, 4V, V-8
S-10/15 Pickup	108.3	122.9	178.2	194.2	64.7	61.3	3,568- 4,970	1,000-1,625	14.0	13.2	L4	2.5/151	EFI	92	X	
S-10/15 Blazer/Jimmy (2 and 4wd)	100.5	—	170.3	—	65.4	64.7	3,880- 4,880	1,000-	15.0	13.2	L4	2.5/151	EFI	92	X	
C-10/1500 Pickup	117.5	131.5	193.5	213.4	79.6	69.2	4,900- 6,100	1,040-2,522	15.0	16.0	V-6	4.3/262	4V	155	X	5.0/305, 4V, V-8; 6.2/379, diesel, V-8
C-20/2500 Pickup	131.5	—	213.4	—	79.6	72.2	6,400- 8,600	1,913-4,468	16.0	20.0	V-6	4.3/262	4V	155	X	4.8/292, 1V, L6; 5.0/305, 4V, V-8; 5.7/350, 4V, V-8; 6.2/379, diesel, V-8
C-30/3500 Pickup	131.5	—	213.4	—	79.6	73.6	9,000-10,000	3,452-5,256	16.0	20.0	L6	4.8/292	1V	115	X	5.7/350, 4V, V-8; 7.4/454, 4V, V-8; 6.2/379, diesel, V-8
*Blazer/Jimmy (4wd)	106.5	—	184.8	—	79.6	73.8	6,100- 6,250	1,331-1,688	15.0	25.0	V-8	5.0/305	4V	160	X	6.2/379, diesel, V-8
C-10/1500 Suburban	129.5	—	219.1	—	79.6	72.0	6,100- 7,300	1,756-2,478	15.0	25.0	V-8	5.0/305	4V	160	X	5.7/350, 4V, V-8; 7.4/454, 4V, V-8; 6.9/379, diesel, V-8
G-10/1500 Van	110.0	125.0	178.2	202.2	79.5	79.4	4,900- 6,000	1,101-2,376	15.0	22.0	V-6	4.3/262	4V	160		5.0/305, 4V, V-8
Astro/Safari Van (cargo & passenger)	111.0	—	176.8	—	77.0	71.7	4,074- 5,535	1,000-1,700	15.0	17.0	L4	2.5/151	EFI	92		4.3/262, EFI, V-6

Note: All pickup trucks are standard cab versions unless otherwise specified.
*4wd only.
**1985 horsepower ratings.

Copyright 1986, Automotive News

Import 1986-model light-duty truck specs

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Rating (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engine
NISSAN Pickup	104.3	116.1	174.2	190.0	65.0	62.0	4,400-5,100	1,000-1,400	14	15.9	4	2.4/146	EFI	106	X	3.0/180.6, EFI, V-6
King Cab Pickup	116.1	—	190.0	—	65.0	62.4	4,400-5,100	1,400-	14	15.9	4	2.4/146	EFI	106	X	3.0/180.6, EFI, V-6
DODGE Ram 50	109.4	—	184.6	—	65.0	60.6	4,067-4,683	-1,630	14	18.0	4	2.0/122	2V	90	X	2.6/156
ISUZU P'up	104.3	117.9	174.4	191.5	63.0	59.3	3,550-4,550	1,035-1,690	14	13.2	4	2.3/137	2V	96	X	2.2/136 (turbodiesel)
Trooper	104.3	—	174.2	—	65.0	70.1	4,300-	1,222-	15	21.9	4	2.3/137	2V	96	X	2.2/136 (turbodiesel)
MAZDA B2000	108.7	117.5	177.6	193.7	65.7	61.9	4,175-	1,400-	14	14.8	4	2.0/122	2V	80		None
MITSUBISHI Pickup	109.4	109.8	184.4	—	65.5	57.5	4,062-4,396	1,435-1,620	14	18.0	4	2.0/122	2V	88	X	2.6/156
Montero	92.5	—	157.3	—	66.1	70.9	4,310-4,359	1,050-	15	15.9	4	2.6/156	2V	106	X	None
TOYOTA Pickup	103.0	112.2	174.6	186.2	63.8	60.8	4,400-5,500	1,400-2,500	14	17.2	4	2.4/144	2V	103	X	2.0/122 EFI turbo; 2.4/144 EFI; 2.4/149 (diesel and td)
4Runner	103.0	—	174.6	—	66.5	66.1	4,800-	700-	15	14.8	4	2.4/144	EFI	116	X	2.0/122, turbocharged, EFI
Vans (LE, Deluxe, Cargo)	88.0	—	175.4	—	65.7	70.1	4,480-5,020	1,500-2,000	14	15.9	4	2.2/135	EFI	101		None
VOLKSWAGEN Vanagon	96.9	—	179.9	—	72.6	77.2	5,200-	1,578-1,904	14	15.9	4	2.1/129	EFI	95	X	None
SUZUKI Samurai	79.9	—	135.0	135.4	60.2	65.6	2,932	805-938	15	10.6	4	1.3/80.8	2V	64	X	None

PRICES

Retail prices, 1986 U.S. models

This table shows the prices of 1986 U.S.-built models as of March 15, 1986. All prices are Manufacturers' Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard equipment radio is a delete option.

Copyright, 1986, Automotive News

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS Eagle 6	$10,836				$11,606	$379	std.	std.	$186*	$795
Eagle Limited 6					12,179	379	std.	std.	186*	795
*—Radio is AM/FM unit.										
BUICK Skyhawk Custom 4	8,073	$7,844			8,426	465	$215	std.	std.	645
Skyhawk Limited 4	8,598	8,388			8,910	465	215	std.	std.	645
Skyhawk T-Type 4		8,971				390	215	std.	std.	645
Somerset Custom 4		9,425				465	std.	std.	std.	645
Somerset Limited 4		10,095				465	std.	std.	std.	645
Somerset T-Type V-6		11,390				std.	std.	std.	std.	645
Skylark Custom 4	9,620					465	std.	std.	std.	645
Skylark Limited 4	10,290					465	std.	std.	std.	645
Century Custom 4	10,228	10,052			10,648	std.	std.	std.	std.	750
Century Limited 4	10,729	10,544				std.	std.	std.	std.	750
Century T-Type V-6	12,223					std.	std.	std.	std.	750
Century Estate Wagon 4					11,109	std.	std.	std.	std.	750
Regal V-6		10,654				std.	std.	std.	std.	750
Regal Limited V-6		11,347				std.	std.	std.	std.	750
Regal T-Type V-6		13,714				std.	std.	std.	std.	std.
Regal Grand National V-6		14,349				std.	std.	std.	std.	std.
LeSabre Custom V-6 (fwd)	12,511	12,511				std.	std.	std.	std.	std.
LeSabre Limited V-6 (fwd)	13,633	13,633				std.	std.	std.	std.	std.
LeSabre Estate Wagon V-8 (rwd)					13,622	std.	std.	std.	std.	std.
Electra V-6 (fwd)	15,588	15,369				std.	std.	std.	std.	std.
Park Avenue V-6 (fwd)	17,338	17,158				std.	std.	std.	std.	std.
Electra T-Type V-6 (fwd)	16,826					std.	std.	std.	std.	std.
Electra Estate Wagon V-8 (rwd)					16,402	std.	std.	std.	std.	std.
Riviera V-6		19,831				std.	std.	std.	std.	std.
Riviera T-Type V-6		21,577				std.	std.	std.	std.	std.
CADILLAC Cimarron 4	13,128					390	std.	std.	std.	std.
DeVille V-8	19,990	19,669				std.	std.	std.	std.	std.
Fleetwood V-8 (fwd)	24,314	23,443				std.	std.	std.	std.	std.
Fleetwood Brougham V-8 (rwd)	21,265					std.	std.	std.	std.	std.
Eldorado V-8		24,251				std.	std.	std.	std.	std.
Seville V-8	26,756					std.	std.	std.	std.	std.
Fleetwood Limousine V-8 (fwd)	33,895					std.	std.	std.	std.	std.
Formal Limousine V-8 (fwd)	35,895					std.	std.	std.	std.	std.
CHEVROLET Chevette CS 4	5,959		$5,645			425	215	$100	std.	645
Cavalier 4	6,888	6,706			7,047	465	215	std.	112	645
Cavalier CS 4	7,350		7,373		7,525	465	215	std.	std.	645
Cavalier RS 4	7,811	7,640	7,830	$12,530	7,979	465	std.	std.	std.	645
Cavalier Z-24 V-6		8,878	9,068			465	std.	std.	std.	645
Nova 4	7,435					*	*	std.	std.	*
Nova Hatchback 4	7,669					*	*	std.	std.	*
Camaro 4		8,935				465	std.	std.	std.	750
Camaro Berlinetta V-6		11,902				465	std.	std.	std.	750
Camaro Z-28 V-8		11,902				465	std.	std.	std.	750
Celebrity 4	8,931	8,735			9,081	490	std.	std.	std.	750
Celebrity 3-Seat Wagon 4					9,313	490	std.	std.	std.	750
Monte Carlo V-6		10,241				std.	std.	std.	std.	750
Monte Carlo LS V-6		10,451				std.	std.	std.	std.	750
Monte Carlo SS V-6		12,466				std.	std.	std.	std.	750
Caprice V-6	10,243					std.	std.	std.	std.	750
Caprice Classic V-6	10,795	10,635				std.	std.	std.	std.	750
Caprice Classic 3-Seat Wagon V-8					11,511	std.	std.	std.	std.	750
Caprice Classic Brougham V-6	11,429					std.	std.	std.	std.	750
Corvette V-8			32,038			std.	std.	std.	std.	std.
*—Part of Nova option package; not priced separately.										
CHRYSLER LeBaron 4	10,127	9,977		12,695		std.	std.	std.	std.	757
LeBaron Town & Country 4					11,370	std.	std.	std.	std.	757
LeBaron Mark Cross 4				16,595		std.	std.	std.	std.	std.
LeBaron Mark Cross T&C 4				17,595		std.	std.	std.	std.	std.
LeBaron GTS 4	9,754					504	std.	std.	std.	757
LeBaron GTS Premium 4	11,437					504	std.	std.	std.	std.

Continued on page 56

Retail prices, import cars

PRICES IN EFFECT MARCH 28, 1986

The following prices are Manufacturers' Suggested Retail Prices. They include ocean freight and import duty. They do not include inland shipping charges, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for **1986** models unless otherwise indicated.

Copyright, 1986, Automotive News

ACURA

See Honda Acura.

ALFA ROMEO

GRADUATE—Convertible, $13,995.
SPIDER VELOCE—Convertible, $16,395.
QUADRIFOGLIO—Coupe (with removable hard top), $19,600.
GTV-6—Coupe, $16,500.
5-speed transmission, power disk brakes standard on all models. **Radio** standard on Quadrifoglio. **Air conditioning** standard on Quadrifoglio and GTV-6.
Prices do not include dealer prep fee of $160 on GTV-6, $150 on other models.

ASTON MARTIN

V-8 COUPE—Coupe, $112,000.
V-8 VANTAGE—Coupe, $127,000.
V-8 VOLANTE—Convertible, $137,800.
LAGONDA—4-door sedan, $167,000.
Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on all models.
Prices include dealer prep fee.
West Coast prices are $2,000 higher.

AUDI

4000 SERIES—4000-S 4-door sedan, $14,925; 4000-CS Quattro 4-door sedan (4-wheel drive), $18,670. **Power steering, power disk brakes, air conditioning** standard on both models. **Radio** standard on Quattro. **Automatic transmission** is $475 on 4000-S, not available on Quattro.
COUPE GT—Coupe, $16,535. **Power steering, power disk brakes, air conditioning** are standard. **Automatic transmission** is $475.
5000 SERIES—5000-S 4-door sedan (Model 4431F), $19,575; 5000-S 4-door sedan, $18,950; 5000-S 4-door wagon, $20,220; 5000-CS Turbo 4-door sedan, $25,275; 5000-CS Turbo Quattro 4-door sedan (4-wheel drive), $29,345; 5000-CS Turbo Quattro 4-door wagon (4-wheel drive), $30,615. **Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on Model 4431F, CS Turbo sedan and both Quattro models. **Automatic transmission** standard on Model 4431F, $475 on S sedan and wagon and CS Turbo sedan, not available on Quattro models.
Audi manual transmission is 5-speed.
Audi prices do not include suggested dealer prep fee of $40.

BENTLEY

MULSANNE—Mulsanne 4-door sedan, $102,920; Mulsanne L 4-door sedan, $113,860.
CONTINENTAL-Convertible, $163,245.
Automatic transmission, power steering, power disk brakes, radio, air conditioning are standard on all Bentley models.
Bentley prices do not include dealer prep fee.

BMW

3 SERIES—325 2-door sedan, $19,955; 325 4-door sedan, $20,455; 325es 2-door sedan, $22,540; 325e 4-door sedan, $23,255. **Power steering, power disk brakes, radio, air conditioning** standard on all models. **Automatic transmission** is $595. Dealer prep fee is $140 on 325es, $100 on other models.
5 SERIES—524td 4-door sedan (turbodiesel), $26,225; 528e 4-door sedan, $26,980; 535i 4-door sedan, $31,980. **Power steering, power disk brakes, radio, air conditioning** standard on all models. **Automatic transmission** is standard on 524td, $595 on 528e, $795 on 535i. Dealer prep fee is $100 on 524td and 528e, $110 on 535i. Gas-guzzler tax is $850 on 535i.
6 SERIES—635CSi coupe, $43,055. **Power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $795. Dealer prep fee is $155. (Gas-guzzler tax is $650.)
7 SERIES—735i 4-door sedan, $39,275; L7 4-door sedan, $44,030. **Power steering, power disk brakes, radio, air conditioning** standard on both models. **Automatic transmission** standard on L7, $795 on 735i. Dealer prep fee is $110 on both models. Gas-guzzler tax is $850 on both models.
BMW manual tranamission is 5-speed.

CHEVROLET

SPECTRUM (Isuzu)—2-door hatchback, $6,658; 4-door sedan, $6,928. **5-speed transmission, power disk brakes** are standard. **Automatic transmission** is $395. Prices include dealer prep fee.
SPRINT (Suzuki)—2-door hatchback, $5,380; ER 2-door hatchback, $5,480; 4-door hatchback, $5,580. **5-speed transmission, power disk brakes** standard on both models. **Automatic transmission** is $395. Prices include dealer prep fee.

DODGE

COLT—E 3-door hatchback, $5,633; DL 3-door hatchback, $6,510; E 4-door sedan, $6,533; DL 4-door sedan, $6,862; Premier 4-door sedan, $7,893. **Power disk brakes** standard on all models. **Automatic transmission** is $392, not available on E 3-door hatchback.
COLT VISTA—5-door wagon (2-wheel drive), $9,378; 5-door wagon (4-wheel drive), $10,502. **Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $392 with 2WD, not available with 4WD.
CONQUEST—2-door liftback, $13,740. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $565.
Manual transmission is 4-speed on Colt E 3-door hatchback, 5-speed on other Colt, Colt Vista and Conquest models.
Prices include dealer prep fee.
Dodge imports are made by Mitsubishi.

DODGE PICKUP TRUCKS

RAM 50—2-Wheel Drive—Ram 50, $5,999; Ram 50 Sport, $6,914. **4-Wheel Drive**—Power Ram 50, $8,494; Power Ram 50 Sport, $9,296. **Power disk brakes** standard on 2-wheel-drive models. **Radio** standard on both 2-wheel-drive models and on Sport 4-wheel-drive model.
Prices include dealer prep fee.
Dodge imports are made by Mitsubishi.

FERRARI

328 SERIES—GTB coupe, $58,400; GTS Targa coupe, $62,500. **5-speed transmission, air conditioning** standard on both models. Prices include gas-guzzler tax.
MONDIAL—Coupe, $61,900; cabriolet, $67,200. **5-speed transmission, air conditioning** standard on both models. Prices include gas-guzzler tax.
TESTAROSSA—Coupe, $94,000. **5-speed transmission, air conditioning** are standard. Price includes gas-guzzler tax of $2,700.
Prices do not include dealer prep fee of $350 on 328 and Mondial, $450 on Testarossa.

HONDA

CIVIC CRX—HF coupe, $7,198; coupe, $7,523; coupe (automatic), $7,998; Si coupe, $8,885. **Power disk brakes** standard on all models.
CIVIC—3-door hatchback, $5,698; DX 3-door hatchback, $7,094; DX 3-door harchback (automatic), $7,569; Si 3-door hatchback, $8,529. 4-door sedan, $7,993; 4-door sedan (automatic), $8,679; 4-door wagon, $7,884; 4-door wagon (automatic), $8,359; 4-door wagon (4-wheel drive), $9,239; Wagovan, $7,619. **Power disk brakes** standard on all models.
ACCORD—DX 3-door hatchback, $9,195; DX 3-door hatchback (automatic), $9,685; LXi 3-door hatchback, $12,115; LXi 3-door hatchback (automatic), $12,605; DX

Continued on page 56

AVERAGE SELLING PRICE OF USED CARS RETAILED BY FRANCHISED NEW-CAR DEALERS

Year	Sales Price
1980	$3,380
1981	3,850
1982	4,300
1983	4,610
1984	4,950
1985	5,150

SOURCE: NADA

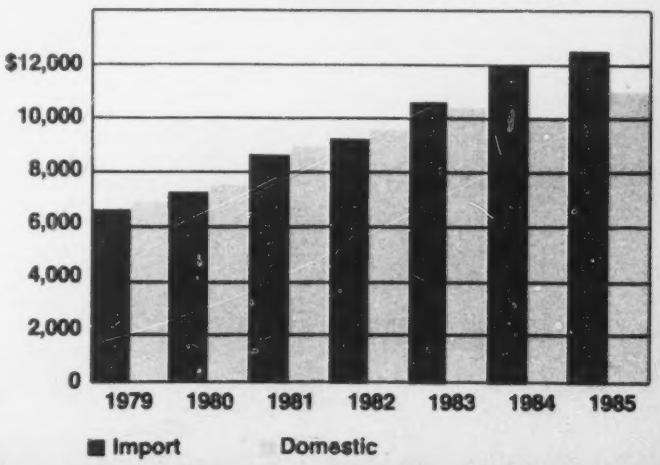
AVERAGE TRANSACTION PRICE PER NEW CAR

Expenditure Per Car

Year	Domestic	Import	Average
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,940	8,894	8,929
1982	9,880	9,785	9,853
1983	10,484	10,644	10,530
1984	11,059	11,954	11,274
1985	11,180	12,518	11,883

Source: U.S. Dept. of Commerce, Bureau Economic Analysis

NEW CAR AVERAGE TRANSACTION PRICES



PRICES

Import prices

Continued from page 53

4-door sedan, $9,998; DX 4-door sedan (automatic), $10,488; LX 4-door sedan, $11,979; LX 4-door sedan (automatic), $12,469; LXi 4-door sedan, $13,727; LXi 4-door sedan (automatic), $14,217. **Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on LX 4-doors and all LXi models. Honda Accord models are assembled in the U.S. In addition, some Accords are imported.

PRELUDE—Coupe $11,365; coupe (automatic), $11,855; Si coupe, $14,079; Si coupe (automatic), $14,569. **Power steering, power disk brakes, radio** standard on all models. **Air conditioning** standard on Si models.

Manual transmission is 4-speed on base 3-door hatchback, 5-speed on all other models.

Honda prices include dealer prep fee.

HONDA ACURA

INTEGRA—RS 3-door hatchback, $9,298; RS 5-door hatchback, $9,948; LS 3-door hatchback, $10,593; LS 5-door hatchback, $11,343. **Power steering, power disk brakes** standard on all models. **Radio standard** on LS models. **Automatic transmission** is $490.

LEGEND—4-door sedan, $19,298. **Power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $595.

Acura prices include dealer prep fee.

HYUNDAI

EXCEL—5-door hatchback, $4,995. **Power disk brakes** are standard.

EXCEL GL—5-door hatchback, $5,895; 5-door hatchback (automatic), $6,265; 4-door sedan, $6,045; 4-door sedan (automatic), $6,415. **Power disk brakes** standard on all models.

EXCEL GLS—5-door hatchback, $6,395; 5-door hatchback (automatic), $6,765; 4-door sedan, $6,545; 4-door sedan (automatic), $6,915. **Power disk brakes, radio** standard on all models.

Manual transmission is 4-speed on base Excel hatchback, 5-speed on other models.

Hyundai prices include dealer prep fee.

ISUZU

I-MARK—2-door hatchback, $7,439; 4-door sedan, $7,539. **Power disk brakes** are standard. **Automatic transmission** is $400.

IMPULSE—"S" sport coupe, $10,499; sport coupe, $11,389; Turbo sport coupe, $14,439. **Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on all except "S" coupe. **Automatic transmission** is $520.

TROOPER II (sport/utility, 4-wheel drive)—Deluxe 2-door, $9,639; LS 2-door, $10,889; Deluxe 2-door (turbodiesel), $10,759; LS 2-door (turbodiesel), $12,009. **Power steering, power disk brakes** standard on all models.

Manual transmission on I-Mark, Impulse and Trooper II are 5-speed.

ISUZU P'UP PICKUPS

GASOLINE ENGINE—2-Wheel Drive—Standard, $5,969; Standard long wheelbase, $6,469; Deluxe, $6,939; Deluxe long wheelbase, $7,129; Deluxe Spacecab, $7,719; LS, $8,009; LS Spacecab, $8,709. **4-Wheel Drive**—Deluxe, $9,079; Deluxe long wheelbase, $9,269; Deluxe Spacecab, $9,599; LS, $9,709; LS Spacecab, $10,439. **Power disk brakes** are standard.

DIESEL ENGINE—2-Wheel Drive—Standard MPG Plus, $7,029; long wheelbase, $7,219; Deluxe long wheelbase (turbodiesel), $8,295; Deluxe Spacecab (turbodiesel), $8,885; LS Spacecab (turbodiesel), $9,875. **4-Wheel Drive, Turbodiesel**—Deluxe, $10,435; Deluxe long wheelbase, $10,625; Deluxe Spacecab, $10,915. **Power disk brakes** standard on all models.

Turbodiesel models are not available in California.

JAGUAR

XJ-6—4-door sedan, $33,900.

VANDENPLAS—4-door sedan, $37,400.

XJ-S—Coupe, $37,800.

Automatic transmission, power steering, power disk brakes, radio, air conditioning standard on all models.

Prices do not include dealer prep fee of about $400.

LAMBORGHINI

COUNTACH LP500—Coupe, $100,000.

JALPA—Coupe (with removable hard top), $53,500.

5-speed transmission, power disk brakes, radio, air conditioning standard on both models.

Prices do not include dealer prep fee of $350.

Prices do not include gas-guzzler tax of $2,200 on Countach and $1,400 on Jalpa.

LOTUS

TURBO ESPRIT—Coupe (with removable roof panel), $54,942. **5-speed transmission, power disk brakes, radio, air conditioning** are standard.

Price does not include dealer prep fee of $350.

MASERATI

BITURBO—Coupe (5-speed), $26,874; coupe (automatic), $28,184; E coupe (automatic), $29,112; 425 4-door sedan (automatic), $29,900; Spyder convertible (automatic), $31,895. **Power disk brakes, radio, air conditioning** standard on all models. **Power steering** standard with automatic transmission.

QUATTROPORTE—4-door sedan, $66,710. **Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard.

Prices do not include prep fee, which is set by the

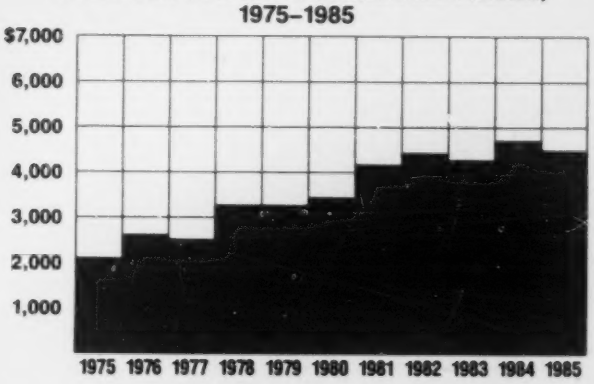
Continued on page 57

U.S. prices

Continued from page 53

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Laser 4			9,364			504	std.	std.	std.	757
Laser XE 4			11,501			504	std.	std.	std.	757
Laser XT Turbo 4			11,854			504	std.	std.	std.	757
New Yorker 4	13,409					std.	std.	std.	std.	900
Fifth Avenue V-8	14,910					std.	std.	std.	std.	std.
Executive Limousine 4	27,495					std.	std.	std.	std.	std.
DODGE Omni 4	6,209					504	230	std.	113	663
Omni SE 4	6,558					504	230	std.	std.	663
Omni GLH 4	7,918					504	230	std.	std.	663
Charger 4			6,787			504	230	std.	113	663
Charger 2.2 4			7,732			504	230	std.	std.	663
Shelby Charger Turbo 4			9,361			N.A.	std.	std.	std.	663
Aries 4	7,301	7,184				504	230	std.	std.	757
Aries SE 4	7,759	7,639			8,186	504	230	std.	std.	757
Aries LE 4	8,207	8,087				504	230	std.	std.	757
Aries LE Wagon 4					8,936	504	std.	std.	std.	757
Lancer 4	9,426					504	std.	std.	std.	757
Lancer ES 4	10,322					504	std.	std.	std.	757
Daytona 4			9,013			504	std.	std.	std.	757
Daytona Turbo Z 4			11,301			504	std.	std.	std.	757
Dodge 600 4	9,370	9,577				std.	std.	std.	std.	757
Dodge 600 Convertible 4				11,695		std.	230	std.	std.	757
Dodge 600-SE 4	10,028					std.	std.	std.	std.	757
Dodge 600-ES Turbo 4				14,856		std.	std.	std.	std.	757
Diplomat Salon V-8	10,086					std.	std.	std.	std.	812
Diplomat SE V-8	11,166					std.	std.	std.	std.	812
Omni America 4-door Sedan will be available May 15 at $5,499.										
FORD Escort Pony 4			6,052			N.A.	N.A.	std.	39	N.A.
Escort L4	6,541		6,327		6,822	466	226	std.	std.	657
Escort LX 4	7,448		7,234		7,729	390	std.	std.	std.	657
Escort GT 4			8,112			390	std.	std.	std.	657
Escort EXP Luxury Coupe 4			7,186			390	226	std.	std.	657
Escort EXP Sport Coupe 4			8,235			N.A.	std.	std.	std.	657
Mustang LX 4		7,189	7,744			510	std.	std.	std.	762
Mustang LX Convertible V-6				12,879		std.	std.	std.	std.	762
Mustang GT V-8			10,778	14,610		622	std.	std.	std.	762
Mustang SVO Turbo 4			15,272			N.A.	std.	std.	std.	std.
Tempo GL 4	7,508	7,358				448	223	std.	std.	743
Tempo LX 4	8,777	8,578				448	std.	std.	std.	743
Taurus L 4	9,645					std.	std.	std.	std.	762
Taurus L Wagon V-6					10,824	std.	std.	std.	std.	762
Taurus MT5 4	10,276				10,741	N.A.	std.	std.	std.	762
Taurus GL V-6	11,383				11,851	std.	std.	std.	std.	762
Taurus LX V-6	13,412				13,921	std.	std.	std.	std.	std.

DECEMBER WHOLESALE AVERAGE PRICES, 1975–1985



USED CAR PRICE TRENDS AT AUCTIONS, 1975-1985

Average prices of all cars at wholesale auctions

Auction year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1975	2,075	1,979	1,916	2,187	2,070	2,271	2,232	2,127	2,171	2,054	2,041	2,040
1976	2,263	2,422	2,351	2,496	2,786	2,716	2,506	2,787	2,563	2,708	2,802	2,692
1977	2,563	2,838	2,998	2,913	2,796	2,687	2,489	2,617	2,642	2,755	2,889	2,669
1978	2,840	3,048	3,167	3,271	3,326	3,172	3,210	3,386	3,168	3,139	3,162	3,271
1979	3,373	3,462	3,303	3,227	3,023	3,120	2,913	3,231	3,133	3,266	3,293	3,262
1980	3,175	3,207	3,112	3,102	3,183	3,349	3,289	3,649	3,545	3,665	3,795	3,589
1981	3,981	4,076	4,076	4,116	4,326	4,286	4,398	4,548	4,321	4,364	4,315	4,117
1982	4,904	4,687	4,781	4,710	4,799	4,708	4,885	4,910	4,807	4,513	4,569	4,505
1983	4,646	4,733	5,010	5,069	5,173	5,138	5,172	5,159	5,190	5,241	5,059	4,308
1984	5,359	5,340	5,162	5,418	5,372	5,436	5,560	5,189	4,894	4,984	5,118	4,863
1985	4,992	4,782	4,928	4,961	5,203	5,296	4,815	5,172	4,883	4,759	4,714	4,559
1986	4,651	4,811	4,899									

PRICE AVERAGES BY MONTH AND MODEL YEAR AT AUCTIONS, 1985 AND 1984

1985

Model year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1985	$11,375	$14,691	$12,924	$11,744	$11,515	$11,181	$10,804	$11,068	$10,176	$ 9,706	$ 9,989	$ 9,839
1984	8,726	8,850	9,046	8,522	8,553	8,061	7,727	7,766	7,430	6,891	6,690	6,514
1983	5,978	6,171	6,028	6,464	6,474	6,306	5,971	5,923	6,177	6,047	5,820	5,594
1982	5,343	5,185	5,332	5,228	5,381	5,544	5,326	5,094	4,860	4,870	4,752	4,507
1981	4,350	4,049	2,623	3,323	4,399	4,536	4,141	4,228	3,991	3,591	3,543	3,474
1980	3,600	3,301	3,474	3,511	3,226	3,528	3,245	3,165	3,008	2,896	2,738	2,694
1979	2,771	2,742	2,809	2,622	2,706	2,953	2,590	2,585	2,519	2,404	2,254	2,207
1978	2,117	1,907	1,578	1,938	2,039	2,114	2,139	2,099	2,099	1,848	1,765	1,696
Overall Average	$ 4,992	$ 4,782	$ 4,928	$ 4,961	$ 5,203	$ 5,296	$ 4,815	$ 5,172	$ 4,883	$ 4,759	$ 4,714	$ 4,559

1984

Model year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1984	$10,118	$10,278	$12,302	$13,891	$11,393	$10,601	$11,772	$ 9,793	$ 9,747	$ 9,894	$ 9,945	$ 9,531
1983	8,110	8,567	8,066	8,850	9,040	8,284	7,793	7,732	7,364	7,471	6,999	6,760
1982	6,338	6,218	6,357	6,589	6,165	6,185	6,759	5,882	5,762	6,074	5,565	5,112
1981	5,279	5,154	5,393	5,344	5,193	5,091	5,681	5,147	5,020	4,474	4,623	4,454
1980	4,239	4,526	4,351	4,621	4,345	4,358	4,222	4,310	3,932	3,986	3,813	3,528
1979	3,902	3,469	3,698	4,008	3,671	3,963	4,100	3,529	3,237	3,204	3,110	2,932
1978	2,589	2,421	2,744	2,910	2,431	2,432	2,644	2,456	2,346	2,350	2,262	2,047
1977	1,999	1,907	2,365	2,159	1,893	1,830	2,114	1,916	2,213	1,647	1,738	
Overall Average	$ 5,359	$ 5,340	$ 5,162	$ 5,418	$ 5,372	$ 5,436	$ 5,560	$ 5,189	$ 4,894	$ 4,984	$ 5,118	$ 4,863

PRICES

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
LTD V-6	10,032				10,132	std.	std.	std.	std.	762
LTD Brougham V-6	10,420					std.	std.	std.	std.	762
Thunderbird V-6		11,020				std.	std.	std.	std.	762
Thunderbird Elan V-6		12,554				std.	std.	std.	std.	762
Thunderbird Turbo Coupe 4		14,143				315	std.	std.	std.	762
LTD Crown Victoria V-8	12,562	13,022			12,405	std.	std.	std.	std.	762
LTD Country Squire V-8					12,655	std.	std.	std.	std.	762
LTD Crown Victoria LX V-8	13,784	13,752			13,567	std.	std.	std.	std.	762
LTD Country Squire LX V-8					13,817	std.	std.	std.	std.	762
HONDA U.S.-built models										
Accord DX 4	9,998		9,195			490	std.	std.	149*	650
Accord LX4	11,979					490	std.	std.	std.	std.
Accord LXi 4	13,727		12,115			490	std.	std.	std.	std.
*—Radio is AM/FM stereo. Price does not include dealer installation charge.										
LINCOLN Town Car V-8	20,764					std.	std.	std.	std.	std.
Town Car Signature V-8	23,972					std.	std.	std.	std.	std.
Town Car Cartier V-8	25,235					std.	std.	std.	std.	std.
Mark VII V-8		22,399				std.	std.	std.	std.	std.
Mark VII Bill Blass V-8		23,980				std.	std.	std.	std.	std.
Mark VII LSC V-8		23,980				std.	std.	std.	std.	std.
Continental V-8	24,556					std.	std.	std.	std.	std.
Continental Givenchy V-8	26,960					std.	std.	std.	std.	std.
MERCURY Lynx 4			6,182			N.A.	std.	std.	39	N.A.
Lynx L 4	6,686		6,472		6,967	466	226	std.	std.	657
Lynx GS 4	7,376		7,162		7,657	390	226	std.	std.	657
Lynx XR3 4			8,193			390	std.	std.	std.	657
Capri GS 4			8,331			510	std.	std.	std.	762
Capri 5.0L V-8			11,037			622	std.	std.	std.	762
Topaz GS 4	8,235	8,085				448	std.	std.	std.	743
Topaz LS 4	9,494	9,224				448	std.	std.	std.	743
Sable GS 4	10,700					std.	std.	std.	std.	762
Sable GS Wagon V-6					11,837	std.	std.	std.	std.	762
Sable LS V-6	12,635				13,129	std.	std.	std.	std.	762
Marquis 4	9,660					std.	std.	std.	std.	762
Marquis Wagon V-6					10,254	std.	std.	std.	std.	762
Marquis Brougham 4	10,048					std.	std.	std.	std.	762
Marquis Brougham Wagon V-6					10,613	std.	std.	std.	std.	762
Cougar GS V-6		11,421				std.	std.	std.	std.	762
Cougar LS V-6		12,757				std.	std.	std.	std.	762
Cougar XR-7 Turbo 4		14,377				315	std.	std.	std.	762
Grand Marquis V-8	13,504	13,480				std.	std.	std.	std.	762
Grand Marquis LS V-8	13,952	13,929				std.	std.	std.	std.	762
Colony Park V-8					13,724	std.	std.	std.	std.	762
NISSAN (U. S.-built models)										
Sentra 4		5,649				N.A.	N.A.	std.	*	N.A.
Sentra Deluxe 4		6,969				660**	N.A.	std.	*	665
Sentra XE 4		7,649				400	N.A.	std.	std.	665
*—Radio is dealer-installed. Nissan does not quote a price.										
**—Automatic transmission price includes radio on Sentra Deluxe.										
1987 models have been priced, but U.S. assembly will not begin until August.										
OLDSMOBILE Firenza 4	8,035	7,782			8,259	465	215	std.	std.	645
Firenza S 4			7,941			465	215	std.	std.	645
Firenza LC 4		8,611				465	std.	std.	std.	645
Firenza GT 4			9,774			465	std.	std.	std.	645

Continued on page 58

Import prices

Continued from page 56

dealer.

Prices include gas-guzzler tax of $1,500 on Biturbo and $2,650 on Quattroporte.

MAZDA

323 SERIES—3-door hatchback, $5,795; Deluxe 3-door hatchback, $7,395; Luxury 3-door hatchback, $8,095; Deluxe 4-door sedan, $7,895; Luxury 4-door sedan, $8,495. **Power disk brakes** standard on all models. **Automatic transmission** is $405, not available on base 3-door hatchback.

626 SERIES—Deluxe 2-door sedan, $9,545; Luxury 2-door sedan, $11,345; GT Turbo 2-door sedan, $12,995; Deluxe 4-door sedan, $9,295; Luxury 4-door sedan, $11,045; GT Turbo 4-door sedan, $12,695; Luxury Touring 4-door sedan, $11,945; GT Turbo 4-door Touring Sedan, $13,595. **Power disk brakes** standard on all models. **Power steering, radio** standard on Luxury, Luxury Touring and GT Turbo models. **Automatic transmission** is $440, not available on GT Turbo models.

RX-7 SERIES—Coupe, $13,595; 2.2 coupe, $14,095; GXL coupe, $18,445; GXL 2.2 coupe, $18,945; Turbo coupe (1987 model), $20,195. **Power disk brakes, radio** standard on all models. **Power steering, air conditioning** standard on GXL and Turbo. **Automatic transmission** is $585.

Manual transmission is 4-speed on 323 base 3-door hatchback, 5-speed on all other models.

Prices include dealer prep fee.

MAZDA PICKUP TRUCKS

B-2000—Standard short bed, $6,295; Standard long bed, $6,495; SE-5 short bed, $6,795; SE-5 long bed, $6,995; LUX short bed, $7,895; LUX long bed, $8,095; LUX short bed (with convenience package), $8,595; LUX long bed (with convenience package), $8,795; Cab Plus, $7,895; SE-5 Cab Plus, $8,095; LUX Cab Plus, $8,995; LUX Cab Plus (with convenience package), $9,895. **5-speed transmission, power disk brakes** standard on all models. **Radio** standard on LUX models.

Prices include dealer prep fee.

MERCEDES-BENZ

190 SERIES—190E 2.3 4-door sedan, $25,080; 190E 2.3 4-door sedan (automatic), $25,710; 190D 2.5 4-door sedan (diesel), $25,080; 190E 2.5 4-door sedan (diesel, automatic), $25,710; 190E 2.3-16 4-door sedan, $36,820; 190E 2.3-16 4-door sedan (automatic), $37,450.

300 SERIES-300E 4-door sedan, $35,870; 300E 4-door sedan (automatic), $36,710.

300-SDL TURBO—4-door sedan (automatic), $43,800.

420 SERIES—420-SEL 4-door sedan (automatic), $47,720.

560 SERIES—560-SEL 4-door sedan (automatic), $56,390; 560-SL coupe/roadster (automatic), $51,000; 560-SEC coupe (automatic), $62,110.

Power steering, power disk brakes, radio, air conditioning standard on all models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

MERKUR

XR4TI—Coupe (5-speed), $16,361. **5-speed transmission, power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $440.

Price includes dealer prep fee.

Merkur is sold by Lincoln-Mercury dealers.

MITSUBISHI

MIRAGE—2-door hatchback, $5,869; L 2-door hatchback, $7,069; L 2-door hatchback (automatic), $7,469; Turbo sport hatchback, $8,229; Turbo sport hatchback (automatic, power steering), $8,819. **Power disk brakes** standard on all models.

TREDIA—4-door sedan, $7,749; L 4-door sedan, $9,079; L 4-door sedan (automatic), $9,469; LS 4-door sedan (automatic), $10,279; Turbo 4-door sedan, $10,089. **Power disk brakes** standard on all models. **Power steering, radio** standard on all models except base sedan.

CORDIA—L Sport 2-door hatchback, $9,319; L Sport 2-door hatchback (automatic), $9,709; Turbo Sport 2-door hatchback, $10,799. **Power steering, power disk brakes, radio** standard on all models.

GALANT—4-door Luxury Sedan, $13,899. **Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard.

STARION—LE Turbo 2+2 coupe, $15,209; LE Turbo 2+2 coupe (automatic), $15,769; ESI-R Turbo 2+2 coupe, $17,569. **Power steering, power disk brakes, radio, air conditioning** are standard.

MONTERO (sport/utility)—Standard, $9,369; Montero, $10,599; Montero (automatic), $11,009. **Power steering, power disk brakes** standard on all models. **Radio** standard on all except base model. All models except base must be ordered with Sport Group at $829.

Manual transmission models are 5-speed, except for base Mirage hatchback, which is 4-speed.

Prices include dealer prep fee.

MITSUBISHI PICKUP TRUCKS

2-WHEEL DRIVE—Mighty Max, $5,989; Mighty Max (automatic), $6,339; Mighty Max Sport, $6,449; SPX, $7,239. **Power disk brakes** standard on all models.

4-WHEEL DRIVE—Mighty Max, $8,549; SPX, $9,599. **Power disk brakes** standard on both models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

NISSAN

SENTRA (1987 models)—Standard 2-door sedan, $5,999; E 2-door sedan, $6,999; E 2-door sedan (automatic), $7,679; XE 2-door sedan, $7,849; XE 2-door sedan (automatic), $8,659; E 3-door hatchback, $7,199; E 3-door hatchback (automatic), $7,879; XE 3-door hatchback, $7,999; XE 3-door hatchback (automatic), $8,809; E 4-door sedan, $7,399; E 4-door sedan (automatic), $8,079; XE 4-door sedan, $8,199; XE 4-door sedan (automatic), $9,009; GXE 4-door sedan, $9,009; GXE 4-door sedan (automatic), $9,559; XE 4-door wagon, $8,499; XE 4-door wagon (automatic), $9,309; GXE 4-door wagon, $9,399; GXE 4-door wagon (automatic), $9,859; XE coupe, $8,899; XE coupe (automatic), $9,509; SE coupe, $9,899; SE coupe (automatic), $10,159. **Power disk brakes** standard on all models. **Power steering, radio** standard on all XE, GXE and SE models.

Sentra 2-door sedans and 4-door sedans will be assembled in Smyrna, Tenn. Production of 1987 models is scheduled to start at Smyrna in August, 1986.

PULSAR NX—Coupe, $9,099; coupe (automatic), $9,559. **Power steering, power disk brakes, radio** standard on both models.

STANZA—4-door sedan, $10,069; 4-door sedan (automatic), $10,619; XE wagon (2-wheel drive), $10,799; XE wagon (2-wheel drive, automatic), $11,449; E wagon (4-wheel drive), $11,429; XE wagon (4-wheel drive), $12,099. **Power steering, power disk brakes, radio** standard on all models.

200-SX—E coupe, $9,899; E coupe (automatic), $10,449; XE coupe, $11,299; XE coupe (automatic), $11,849; E hatchback coupe, $10,199 E hatchback coupe (automatic), $10,749; XE hatchback coupe, $11,899; XE hatchback coupe (automatic), $12,449; Turbo hatchback coupe, $13,549. **Power steering, power disk brakes, radio** standard on all models.

MAXIMA (1987 models)—SE 4-door sedan, $15,199; GXE 4-door sedan, $15,199; GL 4-door wagon, $16,149. **Power steering, power disk brakes, radio, air conditioning** standard on all models. **Automatic transmission** standard on GXE models.

300-ZX—Coupe (non T-bar roof), $17,999; coupe (non T-bar roof, automatic), $18,549; coupe, $18,999; coupe (automatic), $19,549; 2+2 coupe, $20,149; 2+2 coupe (automatic), $20,699; Turbo coupe, $20,999; Turbo coupe (automatic), $21,549. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

All Nissan prices include dealer prep fee.

NISSAN PICKUP TRUCKS

REGULAR BED (2-wheel drive)—Standard, $6,299; Model E, $6,949; Model E (automatic), $7,799; SE V-6, $9,399; SE V-6 (automatic), $10,099.

LONG BED (2-wheel drive)—Model E, $7,249; Model E (automatic), $8,099; XE, $8,199; XE (automatic), $8,799; Heavy-Duty (E), $8,549; Heavy-Duty (E), (automatic) $9,499.

CAB AND CHASSIS (2-wheel drive)—Dual rear wheel (E), $8,549; dual rear wheel (E) (automatic), $9,249.

KING CAB (2-wheel drive)—Model E, $8,049; Model E (automatic), $8,899; XE, $8,999; XE (automatic), $9,599; SE V-6, $10,499; SE V-6 (automatic), $11,199.

4-WHEEL DRIVE—E regular bed, $9,249; SE V-6 regular bed, $11,699; XE long bed, $10,549; King Cab XE, $11,299; King Cab SE V-6, $12,799.

Power disk brakes standard on all models. **Power steering** standard on XE, SE, Cab/Chassis and Heavy-Duty models; included with automatic transmission on E 2-wheel-drive models. **Radio** standard on SE models.

Nissan truck prices include dealer prep fee.

PEUGEOT

505 SERIES—GL 4-door sedan, $12,615; GL 4-door sedan (automatic), $13,150; S 4-door sedan, $15,965; S 4-door sedan (automatic), $16,500; STI 4-door sedan, $17,065; STI 4-door sedan (automatic), $17,600; GL 4-door wagon, $13,185; GL 4-door wagon (automatic), $13,720; S 4-door wagon, $17,130; S 4-door wagon (automatic), $17,665. **Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on S and STI models.

505 TURBO—4-door sedan, $18,740; 4-door sedan (automatic), $19,275; 4-door wagon (automatic), $20,435. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

Manual transmission models are 5-speed.

PININFARINA

Convertible (5-speed), $16,995; convertible (automatic), $17,490. **Power disk brakes, radio, air conditioning** are standard.

Prices do not include dealer prep fee of $179.

Prices are for 1985 models.

PLYMOUTH

COLT—E 3-door hatchback, $5,633; DL 3-door hatchback, $6,510; E 4-door sedan, $6,533; DL 4-door sedan, $6,862; Premier 4-door sedan, $7,893. **Power disk brakes** standard on all models. **Automatic transmission** is $392, not available on E 3-door hatchback.

COLT VISTA—5-door wagon (2-wheel drive), $9,378;

Continued on page 58

COMPARING PRICES: 1986 vs. 1985

SUBCOMPACTS	March 25, 1986	March 25, 1985
Chevette CS 2-dr.	$5,645	$5,470
Pontiac 1000 2-dr.	5,749	5,575
Chevette CS 4-dr.	5,959	5,790
Pontiac 1000 4-dr.	5,969	5,795
Nissan Sentra 2-dr.	5,999	5,499
Alliance 2-dr.	5,999	5,995
Escort 2-dr.	6,052	5,620
Lynx 2-dr.	6,182	5,750
Alliance 4-dr.	6,199	----
Horizon 4-dr.	6,209	5,999
Omni 4-dr.	6,209	5,999
Escort L 2-dr.	6,327	5,876
Lynx L 2-dr.	6,472	6,170
Alliance L 2-dr.	6,510	6,400
Escort L 4-dr.	6,541	6,091
Omni SE 4-dr.	6,558	6,342
Horizon SE 4-dr.	6,558	6,342
Lynx L 4-dr.	6,686	6,384
Encore S 2-dr.	6,710	6,360
Alliance L 4-dr.	6,760	6,650
Charger 2-dr.	6,787	6,584
Turismo 2-dr.	6,787	6,584
Escort L Wagon	6,822	6,305
Encore S 4-dr.	6,960	6,610
Lynx L Wagon	6,967	6,508
Golf 2-dr.	7,150	6,790
Escort EXP 2-dr.	7,186	6,697
Golf 4-dr.	7,200	7,000
Nova 4-dr.	7,435	----
Charger 2.2 2-dr.	7,732	7,515
Turismo 2.2 2-dr.	7,732	7,515

Fiero 2-dr.	8,949	8,495
Daytona 2-dr.	9,013	8,505
Accord 2-dr.	9,195	7,895
VW GTI 2-dr.	9,350	8,990
Shelby Charger 2-dr.	9,361	8,995
Laser 2-dr.	9,364	8,854
Fiero Sport Coupe	9,449	8,995
Accord 4-dr.	9,998	8,845

COMPACTS (2-Door Models, unless otherwise noted)		
Cavalier 4	$6,706	----
Aries 4	7,184	6,924
Reliant	7,184	6,924
Mustang 4	7,189	6,989
Tempo 4	7,358	7,052
Sunbird	7,469	6,995
Firenza 4	7,782	7,588
Skyhawk 4	7,844	7,512
Topaz 4	8,085	7,767
Capri 4	8,331	8,131
Camaro 4	8,935	8,530
Firebird	9,279	8,849
LeBaron	9,977	9,574
Eagle 6 (4-dr.)	10,836	10,457
Cimarron 4 (4-dr.)	13,128	12,962

COMPACT WAGONS (4-Door Models)		
Cavalier 4	$7,047	$6,767
Sunbird 4	7,879	7,485
Reliant 4	8,186	7,939
Aries 4	8,186	7,939
Skyhawk 4	8,426	8,077

Firenza 4	8,259	7,898
Eagle 6	11,606	11,127
LeBar. Town & Coun. 4	11,370	10,495

INTERMEDIATES (2-Door Models, unless otherwise noted)		
Grand Am 4	$8,549	$8,149
Celebrity 4	8,735	8,264
Caravelle 4 (4-dr.)	9,241	9,007
Calais 4	9,283	8,669
Somerset 4	9,425	9,034
Lancer 4 (4-dr.)	9,426	8,927
Pontiac 6000 4	9,549	9,089
Dodge 600 4	9,577	9,174
Taurus 4 (4-dr.)	9,645	----
Marquis 4 (4-dr.)	9,660	9,188
LeBaron GTS 4 (4-dr.)	9,754	9,244
LTD V-6 (4-dr.)	10,032	9,066
Century 4	10,052	9,565
Cutlass Ciera 4	10,153	9,493
Monte Carlo V-6	10,241	9,731
Bonneville V-6 (4-dr.)	10,249	9,749
Grand Prix V-6	10,259	9,759
Regal V-6	10,654	10,129
Cutlass Supreme V-6	10,698	9,993
Sable 4 (4-dr.)	10,700	----
Thunderbird V-6	11,020	10,443
Cougar V-6	11,421	10,844
New Yorker 4 (4-dr.)	13,409	12,921

INTERMEDIATE WAGONS (4-Door Models)		
Celebrity 4	$9,081	$8,649
Pontiac 6000 4	10,095	9,599
Century 4	10,648	10,140
Cutlass Ciera 4	10,734	10,055
LTD V-6	10,132	9,655
Marquis V-6	10,254	9,777
Taurus V-6	10,824	----
Sable V-6	11,837	----

STANDARD-SIZE (4-Door Models)		
Plym. Gran Fury V-8	$10,086	$9,658
Dodge Diplomat V-8	10,086	9,658
Chevrolet Caprice V-6	10,243	9,709
Caprice Classic V-6	10,795	10,239
Pont. Parisienne V-6	11,169	10,599
Buick LeSabre V-6	12,511	10,815
Ford Crown Vic. V-8	12,562	11,912
Olds Delta Royale V-6	12,760	10,798
Merc. Grd. Marquis V-8	13,504	12,661
*—Impala 1985.		

STANDARD-SIZE WAGONS (4-Door, V-8)		
Chevrolet Caprice	$11,511	$10,928
Pontiac Parisienne	11,779	11,175
Ford Crown Victoria	12,405	11,850
Ford Country Squire	12,655	12,100
Olds Custom Cruiser	13,416	11,860
Buick LeSabre Estate	13,622	12,958
Mercury Colony Park	13,724	12,873
Buick Electra Estate	16,402	15,629

LUXURY CARS		
Chrysler Fifth Ave. 4-dr.	$14,910	$14,428
Buick Electra 4-dr.	15,588	14,883
Olds 98 4-dr.	15,989	15,224
Olds Toronado 2-dr.	19,418	17,134
Buick Riviera 2-dr.	19,831	17,044
Cadillac DeVille 4-dr.	19,990	18,947
Lincoln Town Car	20,764	19,458
Cad. Fleet. Bro. 4-dr. (RWD)	21,265	21,835
Lincoln Mark VII 2-dr.	22,399	22,399
Cad. Eldorado 2-dr.	24,251	21,335
Lincoln Cont. 4-dr.	24,556	23,086
Cadillac Seville 4-dr.	26,756	23,729
Chev. Corvette 2-dr.	27,027	24,891
Chrys. Executive Limo.	27,495	26,318
Cadillac Limousine	33,895	32,640

CONVERTIBLES		
Alliance L 4	$10,557	$10,295
Alliance DL 4	11,557	11,295
Dodge 600 4	11,695	11,052
Cavalier 4	12,530	11,927
LeBaron 4	12,695	12,052
Sunbird SE	12,779	12,295
Mustang LX V-6	12,879	12,237
Sunbird GT 4	14,399	----
Mustang GT V-8	14,610	13,930
Dodge 600-ES Turbo 4	14,856	14,195
LeBaron Mark Cross 4	16,595	16,194
LeBar. Town & Coun. 4	17,595	17,194
Corvette V-8	32,038	----

Comparison of selected 1986 and 1985 domestic models by market class. Prices are Manufacturers' Suggested Retail Prices in effect on March 25 of each year.

No adjustment has been made for year-to-year equipment changes of dealer discount changes or for standard-equipment variations among competing models. If there is no entry in the 1985 column, it means that the 1986 model is new or had no direct counterpart in 1985.

Copyright 1986, Automotive News

PRICES

U.S. prices

Continued from page 57

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans	Power Steering	Power Brakes	Radio	Air Cond.
Firenza LX 4	8,626					465	std.	std.	std.	645
Calais 4	9,478	9,283				465	std.	std.	std.	645
Calais Supreme 4	9,863	9,668				465	std.	std.	std.	645
Cutlass Ciera 4	10,354	10,153				std.	std.	std.	std.	750
Cutlass Ciera S V-6		10,354				std.	std.	std.	std.	750
Cutlass Ciera SL V-6		10,868				std.	std.	std.	std.	750
Cutlass Ciera Brougham 4	10,868	10,645				std.	std.	std.	std.	750
Cutlass Cruiser 4					10,734	std.	std.	std.	std.	750
Cutlass Supreme V-6	10,872	10,698				std.	std.	std.	std.	750
Cutlass Supreme Brougham V-6	11,551	11,408				std.	std.	std.	std.	750
Cutlass Salon V-6		11,728				std.	std.	std.	std.	750
Delta 88 Royale V-6	12,760	12,760				std.	std.	std.	std.	std.
Delta 88 Royale Brougham V-6	13,491	13,491				std.	std.	std.	std.	std.
Custom Cruiser V-8					13,416	std.	std.	std.	std.	std.
98 Regency V-6	15,989	16,062				std.	std.	std.	std.	std.
98 Regency Brougham V-6	16,979	17,052				std.	std.	std.	std.	std.
Toronado V-6		19,418				std.	std.	std.	std.	std.
PLYMOUTH Horizon 4	6,209					504	230	std.	113	663
Horizon SE 4	6,558					504	230	std.	std.	663
Turismo 4			6,787			504	230	std.	113	663
Turismo 2.2 4			7,732			504	230	std.	std.	663
Reliant 4	7,301	7,184				504	230	std.	std.	757
Reliant SE 4	7,759	7,639			8,186	504	230	std.	std.	757
Reliant LE 4	8,207	8,087				504	230	std.	std.	757
Reliant LE Wagon 4					8,936	504	std.	std.	std.	757
Caravelle 4	9,241					std.	std.	std.	std.	757
Caravelle SE 4	9,810					std.	std.	std.	std.	757
Gran Fury V-8	10,086					std.	std.	std.	std.	812
Horizon America 4-door sedan will be available May 15 at $5,499.										
PONTIAC 1000 4	5,969		5,749			425	215	100	std.	645
Sunbird 4	7,495				7,879	390	215	std.	112	645
Sunbird SE 4		7,469	7,829			390	215	std.	112	645
Sunbird SE Conv. 4				12,779		390	std.	std.	std.	645
Sunbird GT 4	9,499	9,459	9,819	14,399		465	std.	std.	std.	645
Fiero 4		8,949				N.A.	N.A.	std.	112	N.A.
Fiero Sport Coupe 4		9,449				465	N.A.	std.	std.	750
Fiero SE 4		10,595				465	N.A.	std.	std.	750
Fiero GT 4		12,875				515	N.A.	std.	std.	750
Grand Am 4	8,749	8,549				465	std.	std.	std.	645
Grand Am LE 4	9,279	9,079				465	std.	std.	std.	645
Grand Am SE V-6	11,749	11,499				std.	std.	std.	std.	645
Firebird 4		9,279				465	std.	std.	std.	750
Firebird SE V-6		11,995				465	std.	std.	std.	750
Firebird Trans Am V-8		12,395				465	std.	std.	std.	750
Pontiac 6000 4	9,729	9,549			10,095	std.	std.	std.	std.	750
6000 LE 4	10,195	10,049			10,579	std.	std.	std.	std.	750
6000 SE V-6	11,179				11,825	std.	std.	std.	std.	750
6000 STE V-6	15,949					std.	std.	std.	std.	std.
Bonneville V-6	10,249					std.	std.	std.	std.	750
Bonneville LE V-6	10,529					std.	std.	std.	std.	750
Bonneville Brougham V-6	11,079					std.	std.	std.	std.	750
Grand Prix V-6		10,259				std.	std.	std.	std.	750
Grand Prix LE V-6		10,795				std.	std.	std.	std.	750
Grand Prix Brougham V-6		11,579				std.	std.	std.	std.	750
Grand Prix 2 + 2 V-6		17,386				std.	std.	std.	std.	std.
Parisienne V-6	11,169					std.	std.	std.	std.	750
Parisienne Wagon V-8					11,779	std.	std.	std.	std.	750
Parisienne Brougham V-6	11,949					std.	std.	std.	std.	750
RENAULT (U. S.-built models)										
Alliance 4	6,199	5,999				469	227	std.	93	685
Alliance L 4	6,760	6,510				469	227	std.	93	685
Alliance L Conv. 4				10,557		469	227	std.	93	685
Alliance DL 4	7,360	7,110				469	227	std.	93	685
Alliance DL Conv. 4				11,557		469	227	std.	93	685
Encore S 4	6,960		6,710			469	227	std.	std.	685
Encore LS 4	7,560		7,310			469	227	std.	std.	685
Encore GS 4			7,968			469	227	std.	std.	685
Encore Electronic 4			7,498			469	227	std.	std.	685
VOLKSWAGEN (U.S.-built models)										
Golf 4 (diesel)	7,200		7,150			N.A.	235	std.	295*	695
Golf 4 (gasoline)	7,400		7,190			435	235	std.	295*	695
GTI 4 (gasoline)			9,350			N.A.	235	std.	295*	695

*—Radio price is for AM/FM/Stereo Unit.

Import prices

Continued from page 57

5-door wagon (4-wheel drive), $10,502. **Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $392 with 2WD, not available with 4WD.

CONQUEST—2-door liftback, $13,740. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $565.

Manual transmission is 4-speed on Colt E 3-door hatchback, 5-speed on other Colt, Colt Vista and Conquest models.

Prices include dealer prep fee.

Plymouth imports are made by Mitsubishi.

PORSCHE

944—Coupe, $24,500; coupe (automatic), $25,000; Turbo coupe, $29,800. **(Power steering, power disk brakes, air conditioning** standard on all models.

911 CARRERA—Coupe, $33,975; Targa coupe, $35,500; Cabriolet, $38,750; Turbo coupe, $53,475. **Power disk brakes, air conditioning** standard on all models.

928—Coupe (5-speed or automatic), $51,900. **Power steering, power disk brakes, radio, air conditioning** are standard.

Manual transmission models are 5-speed, except for 911 Turbo coupe which is 4-speed.

Price of 911 Turbo coupe does not include gas-guzzler tax.

Prices do not include prep fee of $245.

RENAULT

ALLIANCE—2-door sedan, $5,999; 4-door sedan, $6,199; L 2-door sedan, $6,510; L 4-door sedan, $6,760; L convertible, $10,557; DL 2-door sedan, $7,110; DL 4-door sedan, $7,360; DL convertible, $11,557. **Power disk brakes** standard on all models. **Automatic transmission** is $469. Alliance models are built in the U.S.

ENCORE—S 3-door liftback, $6,710; S 5-door liftback, $6,960; Electronic 3-door liftback, $7,498; LS 3-door liftback, $7,310; LS 5-door liftback, $7,560; GS 3-door liftback, $7,968. **Power disk brakes, radio** standard on all models. **Automatic transmission** is $469. Encore models are built in the U.S.

SPORTWAGON—4-door wagon, $10,199. **Power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $449.

All Renault prices include dealer prep fee.

ROLLS-ROYCE

SILVER SPIRIT—4-door sedan, $103,500.

SILVER SPUR—4-door sedan, $114,500; limousine, $198,000.

CAMARGUE—2-door sedan, $150,600.

CORNICHE II—Convertible, $163,800.

Automatic transmission, power steering, power disk brakes, radio, air conditioning are standard on all Rolls-Royce models.

Rolls-Royce prices do not include dealer prep fee.

SAAB

900—3-door hatchback, $12,585; 4-door sedan, $12,985.

900—S (16-valve)—2-door sedan, $15,795; 3-door hatchback, $16,095; 4-door sedan, $16,495.

900 TURBO (16-valve)—3-door hatchback, $18,895.

9000 TURBO (16-valve)—5-door hatchback, $22,145.

5-speed manual transmission, power steering, power disk brakes, air conditioning standard on all models. **Radio** standard on 900-S, 900 Turbo and 9000 Turbo models. **Automatic transmission** is $500 on 9000 Turbo, $400 on other models.

Prices include dealer prep fee of $72.

SUBARU

HATCHBACK—Standard, $5,379; GL, $7,509; GL (automatic), $7,979; GL (4WD), $8,174. **Radio** standard on GL models.

BRAT—GL (4WD), $8,235. (**Radio** is standard.)

3-DOOR—DL, $8,455; GL, $9,090; GL (automatic), $10,055; GL (4WD), $9,680; GL (4WD, automatic), $10,465; GL Turbo (4WD), $12,571. **Power disk brakes** standard on all models. **Radio** standard on all models except DL. **Power steering** standard on GL Turbo 4WD; power steering also standard with automatic transmission. **Air conditioning** standard on GL Turbo 4WD.

4-DOOR SEDAN—DL, $8,168; GL, $8,803; GL (automatic), $9,403; GL-10 (automatic), $12,080; GL-10 Turbo, $12,811; GL-10 Turbo (automatic), $13,206; GL (4WD), $10,013; GL (4WD, automatic), $10,433; RX Turbo (4WD), $12,643; GL-10 Turbo (4WD), $13,806; GL-10 Turbo (4WD, automatic), $14,226. **Power steering, air conditioning** standard on GL-10 models. **Radio** standard on all models except DL.

4-DOOR WAGON—DL, $8,490; GL, $9,125; GL (automatic), $9,725; GL-10 (automatic), $12,282; GL-10 Turbo, $12,997; GL-10 Turbo (automatic), $13,392; DL (4WD), $9,080; GL(4WD) $9,715; GL (4WD, automatic), $10,135; GL-10 Turbo (4WD), $13,587; GL-10 Turbo (4WD, automatic), $14,412. **Power steering, air conditioning** standard on GL-10 models. **Radio** standard on all models except DL.

XT COUPE—DL, $9,192; GL, $11,030; GL (automatic), $11,425; Turbo, $13,930; Turbo (automatic), $14,325; Turbo (4WD), $14,925; Turbo (4WD, automatic), $15,345. **Power steering** standard on GL and Turbo models. **Radio** standard on all models except DL. **Air conditioning** standard on Turbo models.

4WD denotes 4-wheel drive.

Manual transmission is 4-speed on Standard hatchback, GL (4WD) hatchback and BRAT. Manual transmission is 5-speed on all other models.

Prices do not inbclude dealer prep fee of $144 on BRAT, $129 on other models.

SUZUKI

SAMURAI (sport/utility)—Standard soft top, $6,695; Standard hard top, $6,865; Deluxe soft top, $7,375; Deluxe hard top, $7,530; Deluxe II soft top, $8,115; Deluxe II hard top, $8,275; Truck soft top, $6,200; Truck hard top, $6,600. **5-speed transmission, power disk brakes** standard on all models. **Radio** standard on Deluxe and Deluxe II models. **Air conditioning** standard on Deluxe II models.

Prices include dealer prep fee.

TOYOTA

TERCEL—Standard 3-door liftback, $5,798; Deluxe 3-door liftback, $6,938; Deluxe 3-door liftback (automatic), $7,288; Deluxe 5-door liftback, $7,088; Deluxe 5-door liftback (automatic), $7,438; Deluxe 5-door wagon, $7,588; Deluxe 5-door wagon (automatic), $7,938; Deluxe wagon (4-wheel drive), $8,868; Deluxe wagon (4WD, automatic), $8,998; SR5 wagon (4WD), $9,598. **Power disk brakes** standard on all models.

MR2—Coupe, $12,198; coupe (automatic), $12,848. **Power steering, power disk brakes, radio** are standard.

COROLLA (front-wheel drive)—Deluxe 4-door sedan, $7,598; Deluxe 4-door sedan (automatic), $8,008; LE 4-door sedan, $8,518; LE 4-door sedan (automatic), $9,088; LE Limited 4-door sedan (automatic), $10,468; Deluxe 5-door liftback, $7,858; Deluxe 5-door liftback (automatic), $8,268. **Power disk brakes** standard on all models. **Power steering** standard on LE Limited. **Radio** standard on LE and LE Limited models.

COROLLA SPORT (rear-wheel drive)—SR5 sport coupe, $8,808; SR5 sport coupe (automatic), $9,378; GT-S sport coupe, $9,898; SR5 sport liftback, $8,968; GT-S sport liftback, $10,078. **Power disk brakes, radio** standard on all models.

CAMRY—Deluxe 4-door sedan, $9,998; Deluxe 4-door sedan (automatic), $10,638; LE 4-door sedan, $11,388; LE 4-door sedan (automatic), $12,038; LE 5-door liftback (automatic), $12,388; Deluxe Turbodiesel 4-door sedan (automatic), $11,838. **Power steering, power disk brakes** standard on all models. **Radio** standard on LE models.

CRESSIDA—4-door Luxury sedan, $17,480; 4-door Luxury sedan (automatic), $17,480; 5-door Luxury wagon (automatic), $17,540. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

CELICA—ST sport coupe, $9,798; GT sport coupe, $10,948; GT sport coupe (automatic), $11,518; GT liftback, $11,198; GT liftback (automatic), $11,768; GT-S sport coupe, $12,948; GT-S sport coupe (automatic), $13,598; GT-S liftback, $13,298. **Power steering, power disk brakes, radio** standard on all models.

SUPRA—Liftback, $17,990; liftback (automatic), $18,610; Sportroof liftback (with removable top), $18,790; Sportroof liftback (automatic), $19,410. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

VAN—Deluxe Van, $10,748; Deluxe Van (automatic) $11,318; LE Van (automatic), $13,078; Cargo Van, $8,998; Cargo Van (automatic), $9,568; Panel Van, $8,698; Panel Van (automatic), $9,268. **Power disk brakes** standard on all models. **Power steering, radio** standard on LE.

LAND CRUISER—Wagon, $15,9988. **Power disk brakes** are standard.

4RUNNER (sport/utility)—Standard, $11,898; Standard (automatic), $12,548; Deluxe (automatic), $13,228; SR5, $13,998; SR5 Turbo (automatic), $16,968. **Power disk brakes** standard on all models. **Power steering, radio** standard on SR5 and SR5 Turbo.

Manual transmission is 4-speed on base Tercel 3-door liftback (2WD) and Land Cruiser. Manual transmission is 5-speed on all other models.

Prices include dealer prep fee.

TOYOTA PICKUP TRUCKS

2-WHEEL DRIVE—Standard bed (4-speed), $6,298; standard bed (5-speed), $6,598; standard bed (automatic), $7,078; long bed, $6,928; long bed (automatic), $7,408; Deluxe long bed, $7,238; Deluxe long bed (automatic), $7,718; SR5 long bed, $8,888. **Power disk brakes** standard on all models. **Radio** standard on SR5 long bed.

XTRACAB (2-wheel drive)—Long bed, $7,488; long bed (automatic), $7,968; Deluxe long bed, $7,968; Deluxe long bed (automatic), $8,448; SR5, $9,088; SR5 (automatic), $9,568; SR5 Turbo, $11,468; SR5 Turbo (automatic), $12,118. **Power disk brakes** standard on all models. **Power steering** standard on SR5 Turbo. **Radio** standard on SR5 and SR5 Turbo.

WORK TRUCKS (2-wheel drive)—One-ton long bed, $7,838; one-ton long bed (automatic), $8,318; commercial cab/chassis (single rear wheels), $7,408; commercial cab/chassis (single rear wheels, automatic), $7,988; commercial cab/chassis (dual rear wheels), $7,718; commercial cab/chassis (dual rear wheels, automatic), $8,298; commercial cab/chassis (dual rear wheels, long wheelbase), $7,918; camper cab/chassis (dual rear wheels, long wheelbase, automatic), $8,748. **Power disk brakes** standard on all models. Cab/chassis manual transmission models are 4-speed.

4-WHEEL DRIVE—Standard bed, $8,898; Standard bed Turbo, 310,438; Deluxe long bed, $9,938; Deluxe long bed (automatic), $10,818; Xtracab Deluxe, $10,188; Xtracab Deluxe (automatic), $11,068; SR5 standard bed, $11,088; SR5 long bed, $11,448; Xtracab SR5, $11,638; Xtracab SR5 Turbo (automatic), $14,418. **Power disk brakes** standard on all models. **Power steering, radio** standard on all SR5 models.

Manual transmission models are 5-speed unless otherwise indicated.

Prices include dealer prep fee.

TVR

280i—Convertible, $23,546; coupe, $25,252. **4-speed transmission, power disk brakes, radio** are standard. **Power steering or air conditioning** also standard. **Automatic transmission** is $840.

VOLKSWAGEN

GOLF—2-door hatchback (diesel), $7,150; 2-door hatchback (gasoline), $7,190; 4-door hatchback (diesel), $7,200; 4-door hatchback (gasoline), $7,400. **Power disk brakes** standard on all models. **Automatic transmission** is $435 on gasoline-engne models.

GTI—2-door hatchback, $9,350. **Power disk brakes** are standard.

Golf and GTI models are built in the U.S.

CABRIOLET—Convertible, $11,995. **Power disk brakes, radio** are standard. **Automatic transmission** is $435.

JETTA—2-door sedan (diesel), $7,950; 2-door sedan (gasoline), $8,150; 4-door sedan (diesel), $8,170; 4-door sedan (gasoline), $8,370; GL 4-door sedan (turbodiesel), $9,670; 4-door sedan (gasoline), $8,670; GLI 4-door sedan (gasoline), $10,190. **Power disk brakes** standard on all models. **Power steering** standard on GLI. **Automatic transmission** is $435 on gasoline-engine models.

SCIROCCO—Coupe, $9,980. **Power disk brakes** are standard. **Automatic transmission** is $435.

QUANTUM—GL 4-door sedan, $13,595. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $450.

VANAGON—7-seater, $12,540; 9-seater, $12,590; GL 7-seater, $13,140; GL Syncro 7-seater (4-wheel-drive), $15,315; Camper $14,700; Camper Syncro (4WD), $16,875; GL Camper, $17,190; GL Camper Syncro (4WD), $19,335. **Power disk brakes** standard on all models. **Power steering** standard on GL and Syncro models. **Automatic transmission** is $450, not available on Syncro models.

Manual transmission is 4-speed on Vanagon models, 5-speed on all other models.

Prices do not include dealer prep fee of $35.

VOLVO

240 SERIES—DL 4-door sedan, $14,615; DL 5-door wagon, $15,105; GL 4-door sedan, $16,695; GL 5-door wagon, $17,280. **Power steering, power disk brakes, air conditioning** standard on all models. **Automatic transmission** is $455.

740 SERIES—GLE 4-door sedan, $18,525; GLE 4-door sedan (automatic), $18,980; GLE 5-door wagon, $19,750; GLE 5-door wagon (automatic), $20,205; GLE TD 4-door sedan (automatic), $20,095; GLE TD 5-door wagon (automatic), $21,320; Turbo 4-door sedan, $20,505; Turbo 4-door sedan (automatic), $20,960; Turbo 5-door wagon, $20,995; Turbo 5-door wagon (automatic), $21,450. **Power steering, power disk brakes, radio, air conditioning** standard on all models. GLE Turbodiesel sedan and wagon are not available in California.

760 SERIES—GLE 4-door sedan (automatic), $23,625; GLE Turbo 4-door sedan, $24,480; GLE Turbo 4-door sedan (automatic), $24,935; GLE Turbo 5-door wagon (automatic), $25,425. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

YUGO

YUGO—3-door hatchback, $3,990. **Power disk brakes** are standard.

Price does not include dealer prep fee of $90. ■

OPTIONS / EQUIPMENT

Comfort installation options in cars continue to increase with AM/FM cassette stereos, power windows, rear window defrosters and air conditioning options leading the list.

Not too surprisingly, interest in AM radios, once comprising 35 percent of installations in 1977, has dropped. Only 701,210 AM radios were ordered in 1985, an 8.74 percent rate. FM mono radios, never very popular, have dropped to an almost non-existent 1.73 percent at 138,225. AM/FM stereo sets have been steady sellers, hovering around 30 percent of the market until the '80s when they rose to 40 percent.

The biggest jump has been in AM/FM stereo cassette units. In 1977 they comprised less than 15 percent. Since then they have steadily grown to capture nearly 35 percent, slightly trailing AM/FM stereo sets in recent years.

In the engine and powertrain category, diesel engines continue to fall out of favor while four-cylinder gas engines have steadily increased their share from a negligible amount in the '70s to about 45 percent in 1985. V-8 engines, after taking a plunge in the '70s, have leveled out to about 25 percent in the '80s. Four-cylinder engines now lead the pack.

Turbocharging gained slightly from less than 2 percent in '84 to more than 3 percent in '85 to 255,864 units. Fuel injection is in more than 50 percent of the cars, increasing 10 percentage points from 1985.

Power equipment such as brakes and steering are in a clear majority of cars with both options in the 90- to 95-percent range. Power window units have doubled in the last nine years from 23 percent in 1976 to almost 45 percent in 1985. Rear window defroster installations have also doubled in the last nine years to about 65 percent in 1985.

While automatic transmission options are still in better than 85 percent of the models, five-speed options gained ground over four-speeds in 1985.

Radial tires are the prime tire in cars with steel-belted versions leading the list. After taking a plunge in 1984, whitewall tires have risen back to prominence with a 66.1-percent share.

Note: Figures in this chapter refer to model-year production of North American-built cars sold in the U.S. Honda figures are estimated. Nissan figures were not available.

ROOF, PAINT OPTIONS ON 1985 U.S. MODELS

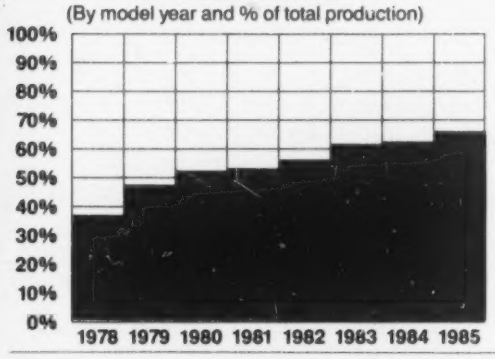
	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-Up Sunroofs	Percent of Output	T-Roofs	Percent of Output	Two-Tone Paint	Percent Of Output	Convertible Top Models	Percent Of Output
AMERICAN MOTORS	1,942	1.20	0	0.00	5,652	3.48	0	0.00	0	0.00	7,143	4.40
Eagle	1,942	16.11	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Renault Total	0	0.00	0	0.00	5,652	3.76	0	0.00	0	0.00	7,143	4.76
Alliance	0	0.00	0	0.00	2,226	2.43	0	0.00	0	0.00	7,143	7.79
Encore	0	0.00	0	0.00	3,426	5.85	0	0.00	0	0.00	0	0.00
CHRYSLER CORP.	284,029	22.47	5,236	0.41	45,404	3.59	933	0.07	107,340	8.49	17,781	1.41
Plymouth Total	4,734	1.38	0	0.00	7,648	2.23	0	0.00	12,330	3.60	0	0.00
Horizon	0	0.00	0	0.00	7,648	4.90	0	0.00	12,330	7.90	0	0.00
Reliant	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Gran Fury	4,734	24.70	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Chrysler Total	261,504	62.15	4,692	1.12	13,604	3.23	933	0.22	26,283	6.25	17,781	4.23
LeBaron	74,054	73.30	0	0.00	0	0.00	0	0.00	9,800	9.70	17,781	17.60
LeBaron GTS	0	0.00	0	0.00	4,328	6.10	0	0.00	0	0.00	0	0.00
Laser	0	0.00	0	0.00	9,276	15.90	933	1.60	13,476	23.10	0	0.00
New Yorker/E-Class	70,143	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Fifth Avenue	117,307	97.50	4,692	3.90	0	0.00	0	0.00	3,008	2.50	0	0.00
Dodge Total	17,791	3.55	544	0.11	24,152	4.82	0	0.00	68,726	13.72	0	0.00
Omni	0	0.00	0	0.00	12,032	8.20	0	0.00	20,983	14.30	0	0.00
Aries	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Daytona	0	0.00	0	0.00	9,420	18.80	0	0.00	32,720	65.30	0	0.00
Dodge 600 (2 dr.)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Dodge 600 (4 dr.)	0	0.00	0	0.00	0	0.00	0	0.00	4,530	11.30	0	0.00
Lancer	0	0.00	0	0.00	2,700	5.30	0	0.00	10,494	20.60	0	0.00
Diplomat	17,791	42.50	544	1.30	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR	205,497	11.84	12,189	0.70	34,675	2.00	15,485	0.89	102,595	5.91	16,121	0.93
Ford Division	41,480	3.61	0	0.00	31,802	2.77	14,086	1.23	50,706	4.41	16,121	1.40
Escort	0	0.00	0	0.00	1,457	0.40	0	0.00	16,031	4.40	0	0.00
Mustang	0	0.00	0	0.00	11,739	7.50	14,086	9.00	5,948	3.80	16,121	10.30
LTD	11,510	5.60	0	0.00	0	0.00	0	0.00	12,127	5.90	0	0.00
Thunderbird	0	0.00	0	0.00	11,541	7.60	0	0.00	5,011	3.30	0	0.00
Crown Victoria	29,970	69.40	0	0.00	0	0.00	0	0.00	3,066	7.10	0	0.00
EXP	0	0.00	0	0.00	7,065	26.70	0	0.00	4,895	18.50	0	0.00
Tempo	0	0.00	0	0.00	0	0.00	0	0.00	3,628	1.80	0	0.00
L-M Division	164,018	27.97	12,189	2.08	2,873	0.49	1,399	0.24	51,890	8.85	0	0.00
Mercury Total	44,140	10.51	0	0.00	2,873	0.68	1,399	0.33	36,916	8.79	0	0.00
Lynx	0	0.00	0	0.00	0	0.00	0	0.00	5,236	6.50	0	0.00
Capri	0	0.00	0	0.00	2,873	15.40	1,399	7.50	0	0.00	0	0.00
Marquis	3,230	3.10	0	0.00	0	0.00	0	0.00	9,378	9.00	0	0.00
Cougar	7,036	6.00	0	0.00	0	0.00	0	0.00	8,561	7.30	0	0.00
Grand Marquis	33,873	91.30	0	0.00	0	0.00	0	0.00	4,304	11.60	0	0.00
Topaz	0	0.00	0	0.00	0	0.00	0	0.00	9,438	15.20	0	0.00
Lincoln Total	119,878	72.00	12,189	7.32	0	0.00	0	0.00	14,974	8.99	0	0.00
Continental	0	0.00	2,571	9.10	0	0.00	0	0.00	6,103	21.60	0	0.00
Lincoln	119,878	100.00	5,874	4.90	0	0.00	0	0.00	8,871	7.40	0	0.00
Mark VII	0	0.00	3,744	20.40	0	0.00	0	0.00	0	0.00	0	0.00
GENERAL MOTORS	1,000,103	21.76	44,563	0.97	64,009	1.39	124,387	2.71	347,875	7.57	29,965	0.65
Buick Total	307,714	30.68	13,148	1.31	16,984	1.69	2,242	0.22	65,174	6.50	392	0.04
Skylark	9,036	9.70	0	0.00	279	0.30	0	0.00	6,148	6.60	0	0.00
Skyhawk	0	0.00	0	0.00	9,234	11.19	0	0.00	8,722	10.57	0	0.00
Somerset Regal	0	0.00	0	0.00	3,099	3.60	0	0.00	9,752	11.33	0	0.00
Century	34,721	13.50	0	0.00	4,372	1.70	0	0.00	23,919	9.30	0	0.00
Regal	73,358	58.90	2,615	2.10	0	0.00	2,242	1.80	7,846	6.30	0	0.00
LeSabre/Electra Wagon (rwd)	97,970	52.30	1,573	1.00	0	0.00	0	0.00	6,762	4.30	0	0.00
Riviera	50,611	77.50	8,947	13.70	0	0.00	0	0.00	2,024	3.10	392	0.60
Electra	42,017	30.70	14	0.01	0	0.00	0	0.00	0	0.00	0	0.00
Cadillac Total	99,076	25.74	10,903	2.83	0	0.00	0	0.00	8,753	2.27	23,226	6.04
Cimarron	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Seville	4,135	10.40	3,339	8.40	0	0.00	0	0.00	7,355	18.50	0	0.00
Eldorado	31,477*	41.20*	7,564	9.90	0	0.00	0	0.00	1,398	1.83	23,226	30.40
Cadillac	10,702	20.70	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DeVille (fwd)	52,762	26.77	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Chevrolet Total	85,905	6.06	0	0.00	16,477	1.16	111,331	7.85	122,828	8.66	4,222	0.30
Chevette	0	0.00	0	0.00	0	0.00	0	0.00	7,533	6.10	0	0.00
Cavalier	0	0.00	0	0.00	14,584	3.80	0	0.00	26,481	6.90	4,222	1.10
Celebrity	5,949	2.20	0	0.00	1,893	0.70	0	0.00	27,583	10.20	0	0.00
Camaro	0	0.00	0	0.00	0	0.00	63,546	35.30	0	0.00	0	0.00
Citation	0	0.00	0	0.00	0	0.00	0	0.00	6,711	10.70	0	0.00
Monte Carlo	27,629	22.80	0	0.00	0	0.00	8,056	6.60	10,741	8.80	0	0.00
Chevrolet	52,127	22.10	0	0.00	0	0.00	0	0.00	37,739	16.00	0	0.00
Corvette	0	0.00	0	0.00	0	0.00	39,729	100.00	6,039	15.20	0	0.00
Oldsmobile Total	411,826	35.33	13,858	1.19	10,828	0.93	6,966	0.60	46,807	4.02	0	0.00
Firenza	0	0.00	0	0.00	1,618	3.30	0	0.00	4,119	8.40	0	0.00
Cutlass Supreme	116,985	48.70	4,564	1.90	0	0.00	6,966	2.90	8,408	3.50	0	0.00
Cutlass Ciera	46,563	14.70	0	0.00	5,385	1.70	0	0.00	15,838	5.00	0	0.00
88 (rwd)	137,323	56.80	2,418	1.00	0	0.00	0	0.00	5,319	2.20	0	0.00
Olds 98	84,717	50.00	0	0.00	0	0.00	0	0.00	1,525	0.90	0	0.00
Calais	0	0.00	0	0.00	3,825	3.60	0	0.00	11,051	10.40	0	0.00
Toronado	26,239	62.20	6,876	16.30	0	0.00	0	0.00	548	1.30	0	0.00
Pontiac Total	95,583	15.33	6,653	1.07	19,720	3.16	3,848	0.62	104,314	16.73	2,126	0.34
2000 Sunbird	0	0.00	0	0.00	9,064	8.10	0	0.00	20,478	18.30	2,126	1.90
1000	0	0.00	0	0.00	698	2.70	0	0.00	0	0.00	0	0.00
Firebird	0	0.00	0	0.00	0	0.00	0	0.00	9,013	9.40	0	0.00
6000	500	1.40	0	0.00	2,858	8.00	0	0.00	9,717	27.20	0	0.00
Grand Prix/Bonneville	50,252	44.40	5,093	4.50	0	0.00	3,848	3.40	11,997	10.60	0	0.00
Parisienne	44,830	54.60	1,560	1.90	0	0.00	0	0.00	10,838	13.20	0	0.00
Fiero	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Grand Am	0	0.00	0	0.00	7,100	8.60	0	0.00	42,271	51.20	0	0.00
HONDA	0	0.00	18,907	12.19	0	0.00	0	0.00	0	0.00	0	0.00
NUMMI (Nova)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	0	0.00	0	0.00	23,846	28.80	0	0.00	0	0.00	0	0.00
Total Cars, U.S.	1,491,572	18.59	80,896	1.01	173,585	2.16	140,806	1.76	557,810	6.95	71,010	0.89

*Includes 3,209 convertible-simulated tops; 4.20 percent of output.

OPTIONS/EQUIPMENT

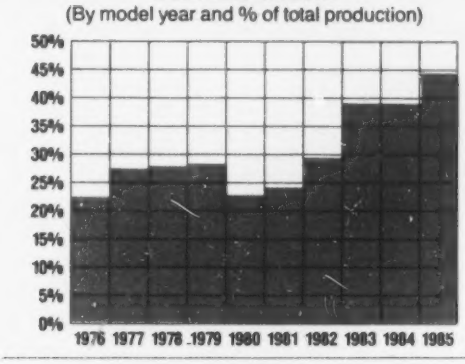
REAR-WINDOW DEFROSTER INSTALLATIONS

(By model year and % of total production)



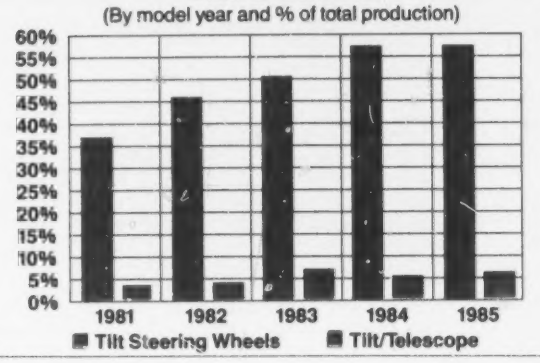
POWER SIDE WINDOW INSTALLATIONS

(By model year and % of total production)



TILT AND TILT/TELESCOPE STEERING WHEEL INSTALLATIONS

(By model year and % of total production)



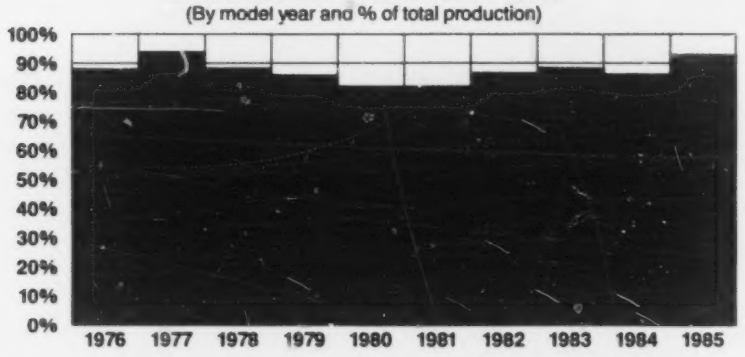
POWER EQUIPMENT, BRAKE, GLASS OPTIONS ON 1985 U.S. MODELS

	Tinted glass	Percent of output	Power steering	Percent of output	Power brakes	Percent of output	4-wheel disk brakes	Percent of output	Power side windows	Percent of output	Rear window defroster	Percent of output	Power locks	Percent of output
AMERICAN MOTORS	76,638	47.24	95,943	59.14	162,243	100.00	0	0.00	7,041	4.34	66,884	41.22	15,989	9.86
Eagle	11,194	92.86	12,054	100.00	12,054	100.00	0	0.00	2,598	21.55	11,205	92.96	4,732	39.26
Renault Total	65,444	43.57	83,889	55.86	150,189	100.00	0	0.00	4,443	2.96	55,679	37.07	11,257	7.50
Alliance	65,444	71.40	57,167	62.37	91,664	100.00	0	0.00	4,035	4.40	55,679	60.74	10,624	11.59
Encore	0	0.00	26,723	45.66	58,525	100.00	0	0.00	408	0.70	0	0.00	633	1.08
CHRYSLER CORP	1,225,136	96.94	1,208,539	95.63	1,263,822	100.00	0	0.00	391,095	30.95	905,970	71.68	388,966	30.78
Plymouth Total	327,347	95.66	317,809	92.87	342,207	100.00	0	0.00	7,080	2.07	207,407	60.61	12,004	3.51
Horizon	156,073	100.00	134,847	86.40	156,073	100.00	0	0.00	0	0.00	90,834	58.20	0	0.00
Reliant	152,106	91.10	163,794	98.10	166,966	100.00	0	0.00	3,840	2.30	102,350	61.30	7,347	4.40
Gran Fury	19,168	100.00	19,168	100.00	19,168	100.00	0	0.00	3,239	16.90	14,223	74.20	4,658	24.30
Chrysler Total	415,090	98.65	420,780	100.00	420,780	100.00	0	0.00	298,460	70.93	368,142	87.49	289,585	68.82
LeBaron	100,220	99.20	101,028	100.00	101,028	100.00	0	0.00	51,019	50.50	72,639	71.90	49,605	49.10
LeBaron GTS	69,751	98.30	70,957	100.00	70,957	100.00	0	0.00	34,698	48.90	64,713	91.20	40,729	57.40
Laser	54,662	93.70	58,337	100.00	58,337	100.00	0	0.00	22,285	38.20	47,486	81.40	18,084	31.00
New Yorker/E-Class	70,143	100.00	70,143	100.00	70,143	100.00	0	0.00	70,143	100.00	62,988	89.80	66,145	94.30
Fifth Avenue	120,315	100.00	120,315	100.00	120,315	100.00	0	0.00	120,315	100.00	120,315	100.00	115,021	95.60
Dodge Total	482,698	95.38	469,950	93.83	500,835	100.00	0	0.00	85,556	17.08	330,421	65.97	87,377	17.45
Omni	146,731	100.00	127,656	87.00	146,731	100.00	0	0.00	0	0.00	82,316	56.10	0	0.00
Aries	130,068	91.70	139,572	98.40	141,841	100.00	0	0.00	5,815	4.10	85,388	60.20	8,510	6.00
Daytona	46,249	92.30	50,107	100.00	50,107	100.00	0	0.00	15,483	30.90	38,833	77.50	11,825	23.60
Dodge 600 (2 dr.)	29,088	99.40	19,724	67.40	29,264	100.00	0	0.00	17,588	60.10	12,115	41.40	13,608	46.50
Dodge 600 (4 dr.)	39,286	98.00	40,088	100.00	40,088	100.00	0	0.00	11,986	29.90	33,794	84.30	13,630	34.00
Lancer	49,414	97.00	50,942	100.00	50,942	100.00	0	0.00	19,613	38.50	44,778	87.90	22,975	45.10
Diplomat	41,862	100.00	41,862	100.00	41,862	100.00	0	0.00	15,070	36.00	33,197	79.30	16,829	40.20
FORD MOTOR	1,441,764	83.06	1,541,941	88.83	1,377,575	79.36	46,608	2.69	732,623	42.21	1,142,625	65.83	744,459	42.89
Ford Division	899,992	78.30	985,068	85.70	847,333	73.72	0	0.00	317,994	27.67	653,702	56.87	364,324	31.70
Escort	183,630	50.40	219,336	60.20	263,786	72.40	0	0.00	0	0.00	153,754	42.20	2,915	0.80
Mustang	121,142	77.40	156,514	100.00	156,514	100.00	0	0.00	46,954	30.00	74,657	47.70	119,107	76.10
LTD	201,219	97.90	205,535	100.00	205,535	100.00	0	0.00	99,479	48.40	149,629	72.80	75,020	36.50
Thunderbird	149,878	98.70	151,852	100.00	151,852	100.00	0	0.00	132,263	87.10	123,608	81.40	90,959	59.90
Crown Victoria	42,623	98.70	43,184	100.00	43,184	100.00	0	0.00	29,020	67.20	34,590	80.10	29,365	68.00
EXP	13,469	50.90	10,135	38.30	26,462	100.00	0	0.00	0	0.00	9,844	37.20	0	0.00
Tempo	188,032	93.30	198,512	98.50	0	0.00	0	0.00	10,278	5.10	107,620	53.40	46,958	23.30
L-M Division	541,772	92.40	556,873	94.97	530,242	90.43	46,608	7.95	414,629	70.71	488,924	83.38	380,135	64.83
Mercury Total	375,286	89.38	390,387	92.98	410,364	97.74	0	0.00	248,143	59.10	334,785	79.74	213,649	50.88
Lynx	38,020	47.20	51,069	63.40	71,046	88.20	0	0.00	0	0.00	30,448	37.80	0	0.00
Capri	18,654	100.00	18,654	100.00	18,654	100.00	0	0.00	18,654	100.00	18,654	100.00	13,543	72.60
Marquis	102,843	98.70	104,198	100.00	104,198	100.00	0	0.00	86,172	82.70	94,820	91.00	72,313	69.40
Cougar	116,688	99.50	117,274	100.00	117,274	100.00	0	0.00	100,504	85.70	109,651	93.50	85,845	73.20
Grand Marquis	36,990	99.70	37,101	100.00	37,101	100.00	0	0.00	37,101	100.00	33,836	91.20	36,173	97.50
Topaz	62,091	100.00	62,091	100.00	62,091	100.00	0	0.00	5,712	9.20	47,375	76.30	5,774	9.30
Lincoln Total	166,486	100.00	166,486	100.00	119,878	72.00	46,608	28.00	166,486	100.00	154,139	92.58	166,486	100.00
Continental	28,253	100.00	28,253	100.00	0	0.00	28,253	100.00	28,253	100.00	28,253	100.00	28,253	100.00
Lincoln	119,878	100.00	119,878	100.00	119,878	100.00	0	0.00	119,878	100.00	107,531	89.70	119,878	100.00
Mark VII	18,355	100.00	18,355	100.00	0	0.00	18,355	100.00	18,355	100.00	18,355	100.00	18,355	100.00
GENERAL MOTORS	4,320,828	94.03	4,388,546	95.51	4,380,278	95.33	164,301	3.58	2,435,030	52.99	2,958,719	64.39	2,396,350	52.15
Buick Total	968,827	96.60	1,001,751	99.88	1,002,906	100.00	3,461	0.35	663,423	66.15	686,878	68.49	645,949	64.41
Skylark	84,493	90.70	93,157	100.00	93,157	100.00	0	0.00	10,247	11.00	56,267	60.40	17,979	19.30
Skyhawk	74,240	89.97	81,361	98.60	82,516	100.00	0	0.00	77,978	94.50	56,012	67.88	10,001	12.12
Somerset Regal	86,071	100.00	86,071	100.00	86,071	100.00	0	0.00	42,269	49.11	51,548	59.89	46,401	53.91
Century	252,048	98.00	257,192	100.00	257,192	100.00	0	0.00	123,452	48.00	182,349	70.90	168,204	65.40
Regal	113,337	91.00	124,546	100.00	124,546	100.00	0	0.00	76,471	61.40	67,255	54.00	64,515	51.80
LeSabre/Electra (rwd)	156,470	99.50	157,256	100.00	157,256	100.00	0	0.00	130,837	83.20	105,991	67.40	137,914	87.70
Riviera	65,305	100.00	65,305	100.00	65,305	100.00	3,461	5.30	65,305	100.00	55,640	85.20	65,305	100.00
Electra	136,863	100.00	136,863	100.00	136,863	100.00	0	0.00	136,863	100.00	111,817	81.70	135,631	99.10
Cadillac Total	384,840	100.00	384,840	100.00	308,439	80.15	76,401	19.85	333,139	86.57	320,530	83.29	278,806	72.45
Cimarron	19,890	100.00	19,890	100.00	19,890	100.00	0	0.00	19,890	100.00	19,890	100.00	19,890	100.00
Seville	39,755	100.00	39,755	100.00	39,755	100.00	0	0.00	39,755	100.00	34,070	85.70	4,850	12.20
Eldorado	76,401	100.00	76,401	100.00	0	0.00	76,401	100.00	76,401	100.00	59,822	78.30	5,272	6.90
Cadillac	51,701	100.00	51,701	100.00	51,701	100.00	0	0.00	0	0.00	42,964	83.10	51,701	100.00
DeVille (fwd)	197,093	100.00	197,093	100.00	197,093	100.00	0	0.00	197,093	100.00	163,784	83.10	197,093	100.00
Chevrolet Total	1,239,763	87.42	1,307,977	92.23	1,296,408	91.42	59,891	4.22	394,670	27.83	829,433	58.49	437,528	30.85
Chevette	66,442	53.80	30,257	24.50	22,724	18.40	0	0.00	0	0.00	51,746	41.90	0	0.00
Cavalier	307,796	80.20	367,282	95.70	383,785	100.00	0	0.00	15,351	4.00	183,833	47.90	34,924	9.10
Celebrity	258,520	95.60	270,418	100.00	270,418	100.00	0	0.00	58,951	21.80	169,282	62.60	86,263	31.90
Camaro	171,557	95.30	180,018	100.00	159,856	88.80	20,162	11.20	88,569	49.20	119,352	66.30	70,747	39.30
Citation	50,303	80.20	62,346	99.40	61,969	98.80	0	0.00	1,944	3.10	38,323	61.10	7,903	12.60
Monte Carlo	118,273	96.90	122,057	100.00	122,057	100.00	0	0.00	66,765	54.70	79,337	65.00	54,804	44.90
Chevrolet	227,143	96.30	235,870	100.00	235,870	100.00	0	0.00	123,360	52.30	149,777	63.50	144,588	61.30
Corvette	39,729	100.00	39,729	100.00	39,729	100.00	39,729	100.00	39,729	100.00	37,782	95.10	38,299	96.40
Oldsmobile Total	1,143,502	98.10	1,165,011	99.95	1,165,649	100.00	0	0.00	753,239	64.62	781,880	67.08	786,837	67.50
Firenza	43,449	88.60	48,402	98.70	49,040	100.00	0	0.00	4,561	9.30	30,356	61.90	6,228	12.70
Cutlass Supreme	235,171	97.90	240,216	100.00	240,216	100.00	0	0.00	137,884	57.40	137,884	57.40	133,080	55.40
Cutlass Ciera	306,934	96.90	316,753	100.00	316,753	100.00	0	0.00	168,513	53.20	220,777	69.70	186,251	58.80
88 (rwd)	240,073	99.30	241,765	100.00	241,765	100.00	0	0.00	179,873	74.40	162,224	67.10	201,632	83.40
Olds 98	169,433	100.00	169,433	100.00	169,433	100.00	0	0.00	169,433	100.00	131,649	77.70	169,433	100.00
Calais	106,257	100.00	106,257	100.00	106,257	100.00	0	0.00	50,791	47.80	62,373	58.70	48,028	45.20
Toronado	42,185	100.00	42,185	100.00	42,185	100.00	0	0.00	42,185	100.00	36,617	86.80	42,185	100.00
Pontiac Total	583,896	93.64	528,967	84.83	606,876	97.32	24,548	3.94	290,559	46.60	339,998	54.52	247,230	39.65
2000 Sunbird	94,555	84.50	107,983	96.50	111,899	100.00	0	0.00	8,057	7.20	61,544	55.00	10,630	9.50
1000	17,194	66.50	11,531	44.60	9,153	35.40	0	0.00	0	0.00	7,420	28.70	0	0.00
Firebird	93,483	97.50	95,880	100.00	95,880	100.00	19,368	20.20	59,062	61.60	58,774	61.30	38,160	39.80
6000	30,117	84.30	35,726	100.00	35,726	100.00	5,180	14.50	16,720	46.80	25,187	70.50	19,578	54.80
Grand Prix/Bonneville	111,709	98.70	113,180	100.00	113,180	100.00	0	0.00	63,720	56.30	55,119	48.70	54,666	48.30
Parisienne	81,040	98.70	82,107	100.00	82,107	100.00	0	0.00	60,923	74.20	51,481	62.70	67,492	82.20
Fiero	73,240	95.90	0	0.00	76,371	100.00	0	0.00	47,732	62.50	30,854	40.40	31,770	41.60
Grand Am	82,560	100.00	82,560	100.00	82,560	100.00	0	0.00	34,345	41.60	49,619	60.10	24,933	30.20
HONDA	155,102	100.00	155,102	100.00	155,102	100.00	0	0.00	18,907	12.19	155,102	100.00	18,907	12.19
NUMMI (Nova)	27,943	100.00	24,981	89.40	27,943	100.00	0	0.00	0	0.00	21,209	75.90	1,984	7.10
VOLKSWAGEN	82,797	100.00	21,362	25.80	0	0.00	82,797	100.00	0	0.00	82,797	100.00	0	0.00
Total Cars, U.S.	7,330,208	91.37	7,436,414	92.69	7,366,963	91.83	293,706	3.66	3,584,696	44.68	5,333,306	66.47	3,566,655	44.46

OPTIONS/EQUIPMENT

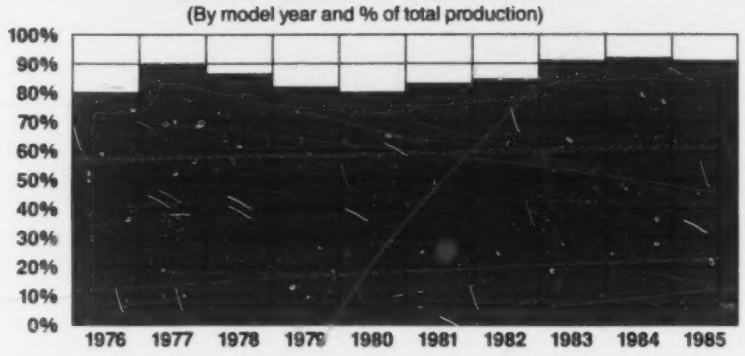
POWER STEERING INSTALLATIONS

(By model year and % of total production)



POWER BRAKE INSTALLATIONS

(By model year and % of total production)



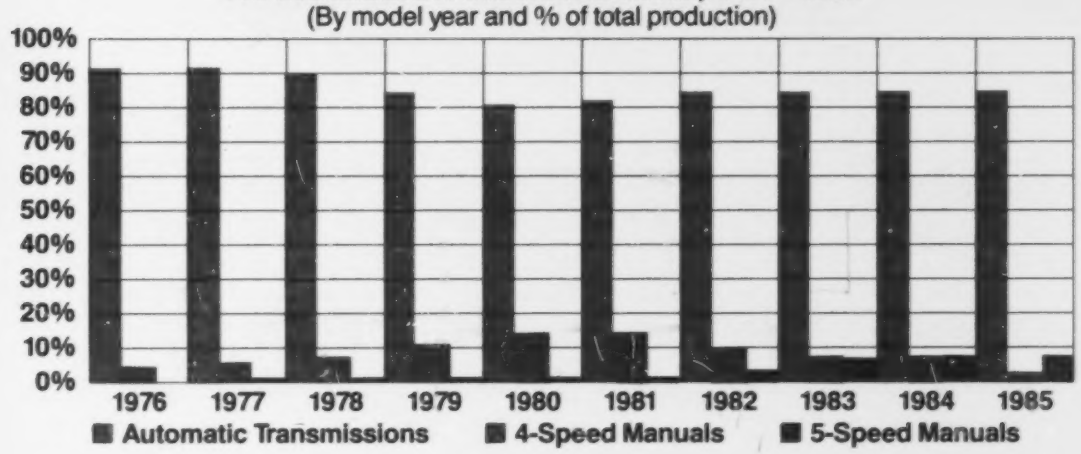
SEAT OPTIONS ON 1985 U.S. MODELS

	Bucket seats	Percent of output	Split bench seats	Percent of output	Reclining seats	Percent of output	Bench seats	Percent of output	Power seats	Percent of output
AMERICAN MOTORS	150,189	92.57	0	0.00	11,964	7.37	0	0.00	2,154	1.33
Eagle	0	0.00	0	0.00	11,964	99.25	0	0.00	2,154	17.87
Renault Total	150,189	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Alliance	91,664	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Encore	58,525	100.00	0	0.00	0	0.00	0	0.00	0	0.00
CHRYSLER CORP	643,131	50.89	266,775	21.11	877,043	69.40	353,917	28.00	303,651	24.03
Plymouth Total	176,610	51.61	16,753	4.90	183,081	53.50	148,844	43.50	0	0.00
Horizon	156,073	100.00	0	0.00	156,073	100.00	0	0.00	0	0.00
Reliant	20,537	12.30	0	0.00	20,203	12.10	146,429	87.70	0	0.00
Gran Fury	0	0.00	16,753	87.40	6,805	35.50	2,415	12.60	0	0.00
Chrysler Total	178,798	42.49	195,610	46.49	374,408	88.98	46,372	11.02	254,057	60.38
LeBaron	49,504	49.00	5,152	5.10	54,656	54.10	46,372	45.90	36,875	36.50
LeBaron GTS	70,957	100.00	0	0.00	70,957	100.00	0	0.00	26,822	37.80
Laser	58,337	100.00	0	0.00	58,337	100.00	0	0.00	15,518	26.60
New Yorker/E-Class	0	0.00	70,143	100.00	70,143	100.00	0	0.00	61,866	88.20
Fifth Avenue	0	0.00	120,315	100.00	120,315	100.00	0	0.00	112,976	93.90
Dodge Total	287,723	57.45	54,411	10.86	319,555	63.80	158,700	31.69	49,595	9.90
Omni	146,731	100.00	0	0.00	146,731	100.00	0	0.00	0	0.00
Aries	14,893	10.50	0	0.00	14,751	10.40	126,948	89.50	0	0.00
Daytona	50,107	100.00	0	0.00	50,107	100.00	0	0.00	9,771	19.50
Dodge 600 (2 dr)	25,050	85.60	0	0.00	25,050	85.60	4,214	14.40	10,974	37.50
Dodge 600 (4 dr)	0	0.00	17,238	43.00	17,238	43.00	22,850	57.00	7,456	18.60
Lancer	50,942	100.00	0	0.00	50,942	100.00	0	0.00	13,398	26.30
Diplomat	0	0.00	37,173	88.80	14,735	35.20	4,689	11.20	7,996	19.10
FORD MOTOR	1,065,293	61.37	437,393	25.20	1,640,800	94.53	88,606	5.10	497,390	28.66
Ford Division	903,997	78.65	38,175	3.32	1,054,445	91.74	62,765	5.46	153,790	13.38
Escort	364,345	100.00	0	0.00	364,345	100.00	0	0.00	0	0.00
Mustang	156,514	100.00	0	0.00	156,514	100.00	0	0.00	0	0.00
LTD	3,289	1.60	0	0.00	142,025	69.10	57,755	28.10	38,641	18.80
Thunderbird	151,852	100.00	0	0.00	151,852	100.00	0	0.00	87,770	57.80
Crown Victoria	0	0.00	38,175	88.40	38,175	88.40	5,009	11.60	27,379	63.40
EXP	26,462	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Tempo	201,535	100.00	0	0.00	201,535	100.00	0	0.00	0	0.00
L-M Division	161,296	27.51	399,218	68.08	586,355	100.00	25,841	4.41	343,600	58.60
Mercury Total	161,296	38.42	232,732	55.43	419,869	100.00	25,841	6.15	177,114	42.18
Lynx	80,551	100.00	0	0.00	80,551	100.00	0	0.00	0	0.00
Capri	18,654	100.00	0	0.00	18,654	100.00	0	0.00	0	0.00
Marquis	0	0.00	78,357	75.20	104,198	100.00	25,841	24.80	54,496	52.30
Cougar	0	0.00	117,274	100.00	117,274	100.00	0	0.00	85,258	72.70
Grand Marquis	0	0.00	37,101	100.00	37,101	100.00	0	0.00	34,504	93.00
Topaz	62,091	100.00	0	0.00	62,091	100.00	0	0.00	2,856	4.60
Lincoln Total	0	0.00	166,486	100.00	166,486	100.00	0	0.00	166,486	100.00
Continental	0	0.00	28,253	100.00	28,253	100.00	0	0.00	28,253	100.00
Lincoln	0	0.00	119,878	100.00	119,878	100.00	0	0.00	119,878	100.00
Mark VII	0	0.00	18,355	100.00	18,355	100.00	0	0.00	18,355	100.00
GENERAL MOTORS	1,613,870	35.12	2,029,238	44.16	2,634,513	57.33	586,930	12.77	1,610,571	35.05
Buick Total	195,636	19.51	806,781	80.44	486,834	48.54	279	0.03	383,900	38.28
Skylark	9,036	9.70	83,748	89.90	15,185	16.30	279	0.30	3,726	4.00
Skyhawk	82,516	100.00	0	0.00	82,516	100.00	0	0.00	2,426	2.94
Somerset Regal	86,071	100.00	0	0.00	86,071	100.00	0	0.00	20,175	23.44
Century	6,430	2.50	251,019	97.60	75,872	29.50	0	0.00	83,845	32.60
Regal	11,583	9.30	112,590	90.40	38,609	31.00	0	0.00	52,060	41.80
LeSabre/Electra Wagon (rwd)	0	0.00	157,256	100.00	70,451	44.80	0	0.00	19,500	12.40
Riviera	0	0.00	65,305	100.00	41,077	62.90	0	0.00	65,305	100.00
Electra	0	0.00	136,863	100.00	77,054	56.30	0	0.00	136,863	100.00
Cadillac Total	19,890	5.17	0	0.00	159,997	41.57	0	0.00	338,662	88.00
Cimarron	19,890	100.00	0	0.00	19,890	100.00	0	0.00	0	0.00
Seville	0	0.00	0	0.00	17,894	44.90	0	0.00	36,932	92.90
Eldorado	0	0.00	0	0.00	29,414	38.50	0	0.00	67,615	88.50
Cadillac	0	0.00	0	0.00	19,284	37.30	0	0.00	48,651	94.10
DeVille (fwd)	0	0.00	0	0.00	73,515	37.30	0	0.00	185,465	94.10
Chevrolet Total	791,105	55.79	242,172	17.08	889,201	62.70	384,821	27.14	197,357	13.92
Chevette	123,499	100.00	0	0.00	123,499	100.00	0	0.00	0	0.00
Cavalier	383,785	100.00	0	0.00	383,785	100.00	0	0.00	4,605	1.20
Celebrity	12,439	4.60	64,900	24.00	36,236	13.40	193,078	71.40	18,118	6.70
Camaro	180,018	100.00	0	0.00	180,018	100.00	0	0.00	32,223	17.90
Citation	6,962	11.10	0	0.00	6,962	11.10	55,760	88.90	0	0.00
Monte Carlo	44,673	36.60	42,354	34.70	44,673	36.60	35,030	28.70	9,276	7.60
Chevrolet	0	0.00	134,918	57.20	74,299	31.50	100,952	42.80	93,405	39.60
Corvette	39,729	100.00	0	0.00	39,729	100.00	0	0.00	39,729	100.00
Oldsmobile Total	195,339	16.76	815,016	69.92	597,970	51.30	155,534	13.34	579,609	49.72
Firenza	49,040	100.00	0	0.00	49,040	100.00	0	0.00	1,618	3.30
Cutlass Supreme	33,390	13.90	151,096	62.90	65,579	27.30	55,970	23.30	77,590	32.30
Cutlass Ciera	6,652	2.10	234,714	74.10	101,361	32.00	75,387	23.80	103,895	32.80
88 (rwd)	0	0.00	217,589	90.00	106,618	44.10	24,177	10.00	172,137	71.20
Olds 98	0	0.00	169,433	100.00	132,835	78.40	0	0.00	169,433	100.00
Calais	106,257	100.00	0	0.00	106,257	100.00	0	0.00	12,751	12.00
Toronado	0	0.00	42,185	100.00	36,279	86.00	0	0.00	42,185	100.00
Pontiac Total	411,900	66.05	165,269	26.50	500,511	80.26	46,295	7.42	111,044	17.81
2000 Sunbird	111,899	100.00	0	0.00	111,899	100.00	0	0.00	2,126	1.90
1000	25,855	100.00	0	0.00	25,855	100.00	0	0.00	0	0.00
Firebird	95,880	100.00	0	0.00	95,880	100.00	0	0.00	11,410	11.90
6000	1,000	2.80	24,865	69.60	12,647	35.40	9,860	27.60	8,610	24.10
Grand Prix/Bonneville	18,335	16.20	66,097	58.40	42,669	37.70	28,635	25.30	26,597	23.50
Parisienne	0	0.00	74,307	90.50	52,631	64.10	7,800	9.50	50,660	61.70
Fiero	76,371	100.00	0	0.00	76,371	100.00	0	0.00	0	0.00
Grand Am	82,560	100.00	0	0.00	82,560	100.00	0	0.00	11,641	14.10
HONDA	155,102	100.00	0	0.00	155,102	100.00	0	0.00	0	0.00
NUMMI (Nova)	27,943	100.00	0	0.00	27,943	100.00	0	0.00	0	0.00
VOLKSWAGEN	82,797	100.00	61,932	74.80	82,797	100.00	20,865	25.20	0	0.00
Total Cars, U.S.	3,738,325	46.60	2,795,338	34.84	5,430,163	67.68	1,050,317	13.09	2,413,766	30.09

OPTIONS/EQUIPMENT

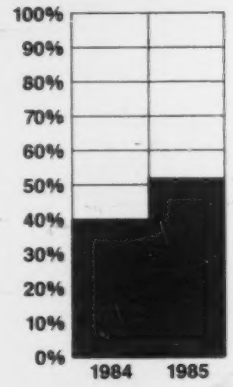
TRANSMISSION INSTALLATIONS, 1976–1985

(By model year and % of total production)



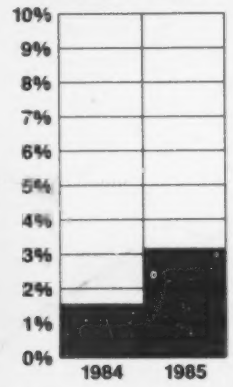
FUEL-INJECTION INSTALLATIONS

(By model year and % of total production)



TURBOCHARGER INSTALLATIONS

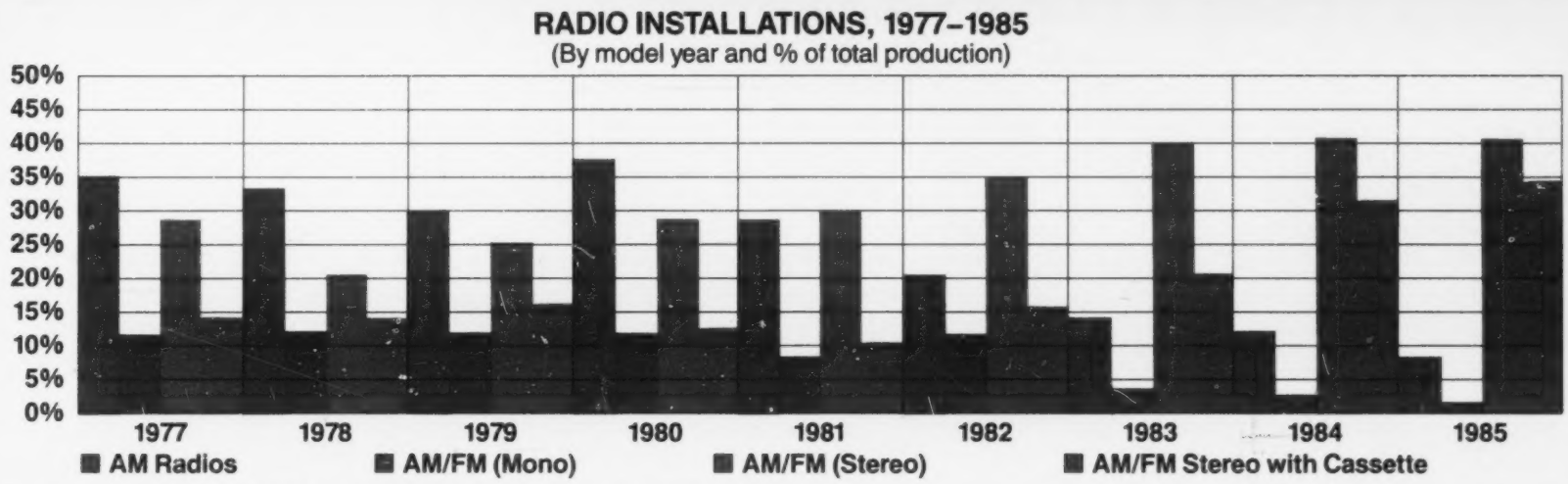
(By model year and % of total production)



ENGINE ASSISTS, TRANSMISSION OPTIONS AND STEERING-WHEEL OPTIONS ON 1985 U.S. MODELS

	Turbo-charging	Percent of Output	Fuel Injection	Percent of Output	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output	Cruise Control	Percent of Output
AMERICAN MOTORS	0	0.00	150,189	92.57	94,086	57.99	32,282	19.90	35,876	22.11	9,959	6.14	0	0.00	14,244	8.78
Eagle	0	0.00	0	0.00	11,368	94.31	0	0.00	686	5.69	9,959	82.62	0	0.00	6,462	53.61
Renault Total	0	0.00	150,189	100.00	82,718	55.08	32,282	21.49	35,190	23.43	0	0.00	0	0.00	7,782	5.18
Alliance	0	0.00	91,664	100.00	56,701	61.86	15,017	16.38	19,947	21.76	0	0.00	0	0.00	6,303	6.88
Encore	0	0.00	58,525	100.00	26,017	44.45	17,265	29.50	15,244	26.05	0	0.00	0	0.00	1,478	2.53
CHRYSLER CORP	213,131	16.86	346,168	27.39	1,078,598	85.34	20,480	1.62	164,744	13.04	622,875	49.29	0	0.00	624,515	49.41
Plymouth Total	0	0.00	63,113	18.44	291,766	85.26	10,410	3.04	40,031	11.70	50,360	14.72	0	0.00	70,098	20.48
Horizon	0	0.00	0	0.00	108,471	69.50	8,740	5.60	38,862	24.90	0	0.00	0	0.00	13,422	8.60
Reliant	0	0.00	63,113	37.80	164,128	98.30	1,670	1.00	1,169	0.70	39,070	23.40	0	0.00	49,756	29.80
Gran Fury	0	0.00	0	0.00	19,168	100.00	0	0.00	0	0.00	11,290	58.90	0	0.00	6,920	36.10
Chrysler Total	140,357	33.36	139,599	33.18	382,516	90.91	0	0.00	38,264	9.09	374,221	88.94	0	0.00	355,853	84.57
LeBaron	29,500	29.20	51,019	50.50	101,028	100.00	0	0.00	0	0.00	84,055	83.20	0	0.00	80,620	79.80
LeBaron GTS	37,040	52.20	33,917	47.80	59,178	83.40	0	0.00	11,779	16.60	60,668	85.50	0	0.00	60,597	85.40
Laser	27,593	47.30	30,744	52.70	31,852	54.60	0	0.00	26,485	45.40	46,086	79.00	0	0.00	36,286	62.20
New Yorker/E-Class	46,224	65.90	23,919	34.10	70,143	100.00	0	0.00	0	0.00	66,706	95.10	0	0.00	64,532	92.00
Fifth Avenue	0	0.00	0	0.00	120,315	100.00	0	0.00	0	0.00	116,706	97.00	0	0.00	113,818	94.60
Dodge Total	72,773	14.53	143,456	28.64	404,315	80.73	10,071	2.01	86,449	17.26	198,294	39.59	0	0.00	198,565	39.65
Omni	12,619	8.60	0	0.00	87,452	59.60	8,510	5.80	50,769	34.60	0	0.00	0	0.00	11,885	8.10
Aries	0	0.00	43,829	30.90	139,146	98.10	1,560	1.10	1,135	0.80	37,446	26.40	0	0.00	43,403	30.60
Daytona	22,248	44.40	27,859	55.60	22,999	45.90	0	0.00	27,108	54.10	36,428	72.70	0	0.00	29,613	59.10
Dodge 600 (2 dr.)	12,349	42.20	13,110	44.80	29,264	100.00	0	0.00	0	0.00	24,114	82.40	0	0.00	20,777	71.00
Dodge 600 (4 dr.)	6,454	16.10	26,819	66.90	40,088	100.00	0	0.00	0	0.00	29,264	73.00	0	0.00	32,511	81.10
Lancer	19,103	37.50	31,839	62.50	43,504	85.40	0	0.00	7,438	14.60	39,939	78.40	0	0.00	40,448	79.40
Diplomat	0	0.00	0	0.00	41,862	100.00	0	0.00	0	0.00	31,103	74.30	0	0.00	19,926	47.60
FORD MOTOR	32,734	1.89	1,129,627	65.08	1,333,607	76.83	178,551	10.29	223,780	12.89	954,440	54.99	0	0.00	986,220	56.82
Ford Division	24,525	2.13	640,015	55.68	810,693	70.53	150,515	13.09	188,375	16.39	477,718	41.56	0	0.00	538,997	46.89
Escort	0	0.00	0	0.00	181,079	49.70	110,761	30.40	72,505	19.90	29,876	8.20	0	0.00	26,233	7.20
Mustang	2,035	1.30	31,616	20.20	76,692	49.00	39,755	25.40	40,224	25.70	77,005	49.20	0	0.00	124,116	79.30
LTD	0	0.00	192,175	93.50	205,535	100.00	0	0.00	0	0.00	135,653	66.00	0	0.00	146,834	71.44
Thunderbird	20,956	13.80	151,852	100.00	139,704	92.00	0	0.00	12,148	8.00	133,174	87.70	0	0.00	128,619	84.70
Crown Victoria	0	0.00	38,995	90.30	43,184	100.00	0	0.00	0	0.00	32,474	75.20	0	0.00	35,454	82.10
EXP	1,535	5.80	26,462	100.00	5,689	21.50	0	0.00	20,773	78.50	2,223	8.40	0	0.00	1,561	5.90
Tempo	0	0.00	198,915	98.70	158,810	78.80	0	0.00	42,725	21.20	67,313	33.40	0	0.00	76,180	37.80
L-M Division	8,209	1.40	489,612	83.50	522,914	89.18	28,036	4.78	35,405	6.04	476,722	81.30	0	0.00	447,223	76.27
Mercury Total	8,209	1.96	323,126	76.96	356,428	84.89	28,036	6.68	35,405	8.43	310,236	73.89	0	0.00	280,737	66.86
Lynx	0	0.00	0	0.00	41,887	52.00	23,279	28.90	15,385	19.10	8,941	11.10	0	0.00	5,719	7.10
Capri	0	0.00	11,416	61.20	10,614	56.90	4,757	25.50	3,283	17.60	18,654	100.00	0	0.00	14,252	76.40
Marquis	0	0.00	104,198	100.00	104,198	100.00	0	0.00	0	0.00	96,904	93.00	0	0.00	95,654	91.80
Cougar	8,209	7.00	109,065	93.00	114,694	97.80	0	0.00	2,580	2.20	110,707	94.40	0	0.00	106,837	91.10
Grand Marquis	0	0.00	37,101	100.00	37,101	100.00	0	0.00	0	0.00	36,285	97.80	0	0.00	36,544	98.50
Topaz	0	0.00	61,346	98.80	47,934	77.20	0	0.00	14,157	22.80	38,745	62.40	0	0.00	21,732	35.00
Lincoln Total	0	0.00	166,486	100.00	166,486	100.00	0	0.00	0	0.00	166,486	100.00	0	0.00	166,486	100.00
Continental	0	0.00	28,253	100.00	28,253	100.00	0	0.00	0	0.00	28,253	100.00	0	0.00	28,253	100.00
Lincoln	0	0.00	119,878	100.00	119,878	100.00	0	0.00	0	0.00	119,878	100.00	0	0.00	119,878	100.00
Mark VII	0	0.00	18,355	100.00	18,355	100.00	0	0.00	0	0.00	18,355	100.00	0	0.00	18,355	100.00
GENERAL MOTORS	9,999	0.22	2,511,066	54.65	4,292,785	93.42	125,024	2.72	180,864	3.94	2,997,064	65.22	450,548	9.81	2,997,086	65.22
Buick Total	6,195	0.62	484,172	48.28	980,874	97.80	6,263	0.62	15,760	1.57	824,932	82.25	19,502	1.94	736,113	73.40
Skylark	0	0.00	52,168	56.00	92,505	99.30	652	0.70	0	0.00	59,807	64.20	0	0.00	39,312	42.20
Skyhawk	850	1.03	82,516	100.00	67,523	81.83	5,611	6.80	9,374	11.36	43,247	52.41	0	0.00	31,488	38.16
Somerset Regal	0	0.00	86,071	100.00	79,685	92.58	0	0.00	6,386	7.42	73,031	84.85	0	0.00	52,391	60.87
Century	0	0.00	126,538	49.20	257,192	100.00	0	0.00	0	0.00	217,327	84.50	0	0.00	186,464	72.50
Regal	4,235	3.40	0	0.00	124,546	100.00	0	0.00	0	0.00	106,238	85.30	0	0.00	84,442	67.80
LeSabre/Electra Wagon (rwd)	0	0.00	0	0.00	157,256	100.00	0	0.00	0	0.00	143,575	91.30	0	0.00	141,216	89.80
Riviera	1,110	1.70	1,110	1.70	65,305	100.00	0	0.00	0	0.00	60,995	93.40	4,310	6.60	65,305	100.00
Electra	0	0.00	135,768	99.20	136,863	100.00	0	0.00	0	0.00	120,713	88.20	15,192	11.10	135,494	99.00
Cadillac Total	0	0.00	372,511	96.80	384,164	99.82	259	0.07	398	0.10	0	0.00	381,419	99.11	377,539	98.10
Cimarron	0	0.00	8,672	43.60	19,214	96.60	259	1.30	398	2.00	0	0.00	19,890	100.00	19,890	100.00
Seville	0	0.00	39,715	99.90	39,755	100.00	0	0.00	0	0.00	0	0.00	39,278	98.80	38,841	97.70
Eldorado	0	0.00	76,325	99.90	76,401	100.00	0	0.00	0	0.00	0	0.00	74,949	98.10	73,498	96.20
Cadillac	0	0.00	51,494	99.60	51,701	100.00	0	0.00	0	0.00	0	0.00	51,391	99.40	50,977	98.60
DeVille (fwd)	0	0.00	196,305	99.60	197,093	100.00	0	0.00	0	0.00	0	0.00	195,910	99.40	194,334	98.60
Chevrolet Total	0	0.00	806,738	56.89	1,260,549	88.86	91,905	6.48	69,163	4.88	770,631	54.34	39,729	2.80	642,612	45.32
Chevette	0	0.00	0	0.00	85,338	69.10	30,134	24.40	8,027	6.50	13,091	10.60	0	0.00	0	0.00
Cavalier	0	0.00	383,785	100.00	305,109	79.50	44,903	11.70	33,773	8.80	145,455	37.90	0	0.00	80,211	20.90
Celebrity	0	0.00	127,096	47.00	268,525	99.30	1,893	0.70	0	0.00	183,343	67.80	0	0.00	160,358	59.30
Camaro	0	0.00	114,491	63.60	152,555	84.80	5,401	3.00	27,363	15.20	135,734	75.40	0	0.00	84,968	47.20
Citation	0	0.00	44,909	71.60	60,840	97.00	0	0.00	0	0.00	21,388	34.10	0	0.00	19,381	30.90
Monte Carlo	0	0.00	63,470	52.00	122,057	100.00	0	0.00	0	0.00	98,256	80.50	0	0.00	83,121	68.10
Chevrolet	0	0.00	33,258	14.10	235,870	100.00	0	0.00	0	0.00	173,364	73.50	0	0.00	176,195	74.70
Corvette	0	0.00	39,729	100.00	30,154	75.90	9,575	24.10	0	0.00	0	0.00	39,729	100.00	38,378	96.60
Oldsmobile Total	0	0.00	499,001	42.81	1,149,596	98.62	1,618	0.14	14,434	1.24	989,088	84.85	9,899	0.85	915,761	78.56
Firenza	0	0.00	49,040	100.00	43,400	88.50	1,618	3.30	4,021	8.20	26,138	53.30	0	0.00	16,723	34.10
Cutlass Supreme	0	0.00	0	0.00	240,216	100.00	0	0.00	0	0.00	202,022	84.10	0	0.00	173,916	72.40
Cutlass Ciera	0	0.00	173,897	54.90	316,753	100.00	0	0.00	0	0.00	263,222	83.10	0	0.00	233,764	73.80
88 (rwd)	0	0.00	967	0.40	241,765	100.00	0	0.00	0	0.00	216,863	89.70	0	0.00	218,797	90.50
Olds 98	0	0.00	168,755	99.60	169,433	100.00	0	0.00	0	0.00	161,131	95.10	6,777	4.00	165,028	97.40
Calais	0	0.00	106,257	100.00	95,844	90.20	0	0.00	10,413	9.80	80,649	75.90	0	0.00	65,348	61.50
Toronado	0	0.00	84	0.20	42,185	100.00	0	0.00	0	0.00	39,063	92.60	3,122	7.40	42,185	100.00
Pontiac Total	3,805	0.61	348,645	55.91	517,602	83.01	24,979	4.01	81,108	13.01	412,412	66.14	0	0.00	325,060	52.13
2000 Sunbird	3,805	3.40	111,899	100.00	86,274	77.10	2,797	2.50	22,939	20.50	60,985	54.50	0	0.00	17,344	15.50
1000	0	0.00	0	0.00	18,228	70.50	5,533	21.40	2,094	8.10	4,499	17.40	0	0.00	0	0.00
Firebird	0	0.00	58,487	61.00	79,485	82.90	0	0.00	16,395	17.10	79,389	82.80	0	0.00	51,200	53.40
6000	0	0.00	19,328	54.10	35,726	100.00	0	0.00	0	0.00	30,081	84.20	0	0.00	26,294	73.60
Grand Prix/Bonneville	0	0.00	0	0.00	113,180	100.00	0	0.00	0	0.00	90,997	80.40	0	0.00	71,756	63.40
Parisienne	0	0.00	0	0.00	82,107	100.00	0	0.00	0	0.00	72,993	88.90	0	0.00	70,612	86.00
Fiero	0	0.00	76,371	100.00	35,894	47.00	16,649	21.80	23,828	31.20	73,469	96.20	0	0.00	40,629	53.20
Grand Am	0	0.00	82,560	100.00	66,708	80.80	0	0.00	15,852	19.20	0	0.00	0	0.00	47,224	57.20
HONDA	0	0.00	18,907	12.19	18,907	12.19	0	0.00	18,907	12.19	0	0.00	0	0.00	0	0.00
NUMMI (Nova)	0	0.00	0	0.00	17,744	63.50	0	0.00	10,199	36.50	0	0.00	0	0.00	3,269	11.70
VOLKSWAGEN	0	0.00	67,894	82.00	13,413	16.20	0	0.00	69,384	83.80	0	0.00	0	0.00	4,305	5.20
Total Cars, U.S.	255,864	3.19	4,223,851	52.65	6,849,140	85.37	356,338	4.44	703,755	8.77	4,584,338	57.14	450,548	5.62	4,629,641	57.71

OPTIONS/EQUIPMENT



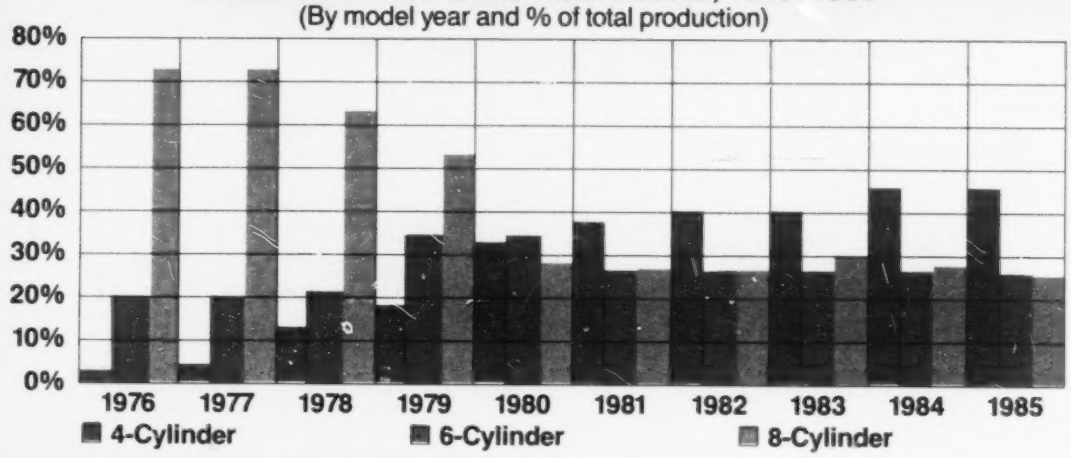
RADIO OPTIONS ON 1985 U.S.MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette & Graphic Equalizer	Percent of Output
AMERICAN MOTORS	22,091	13.62	12,731	7.85	44,289	27.30	8,933	5.51	2,904	1.79
Eagle	467	3.88	19	0.15	7,026	58.29	2,917	24.20	0	0.00
Renault Total	21,624	14.40	12,712	8.46	37,263	24.81	6,016	4.01	2,904	1.93
Alliance	12,903	14.08	7,539	8.22	26,001	28.37	4,213	4.60	2,111	2.30
Encore	8,721	14.90	5,173	8.84	11,262	19.24	1,803	3.08	792	1.35
CHRYSLER CORP	102,984	8.15	0	0.00	743,176	58.80	208,790	16.52	136,082	10.77
Plymouth Total	46,722	13.65	0	0.00	252,038	73.65	16,134	4.71	1,246	0.36
Horizon	5,775	3.70	0	0.00	130,165	83.40	9,364	6.00	1,093	0.70
Reliant	35,063	21.00	0	0.00	111,867	67.00	5,677	3.40	0	0.00
Gran Fury	5,885	30.70	0	0.00	10,006	52.20	1,093	5.70	153	0.80
Chrysler Total	8,527	2.03	0	0.00	168,999	40.16	130,121	30.92	104,206	24.77
LeBaron	3,031	3.00	0	0.00	59,202	58.60	21,822	21.60	13,538	13.40
LeBaron GTS	0	0.00	0	0.00	33,776	47.60	19,868	28.00	16,036	22.60
Laser	2,158	3.70	0	0.00	22,751	39.00	13,943	23.90	16,393	28.10
New Yorker/E-Class	1,052	1.50	0	0.00	17,536	25.00	28,408	40.50	22,025	31.40
Fifth Avenue	2,286	1.90	0	0.00	35,734	29.70	46,081	38.30	36,215	30.10
Dodge Total	47,734	9.53	0	0.00	322,140	64.32	62,535	12.49	30,629	6.12
Omni	5,576	3.80	0	0.00	113,423	77.30	15,113	10.30	2,788	1.90
Aries	28,368	20.00	0	0.00	96,168	67.80	5,957	4.20	0	0.00
Daytona	2,555	5.10	0	0.00	21,446	42.80	11,174	22.30	11,174	22.30
Dodge 600 (2 dr.)	936	3.20	0	0.00	13,403	45.80	8,838	30.20	4,916	16.80
Dodge 600 (4 dr.)	1,884	4.70	0	0.00	30,026	74.90	5,051	12.60	1,724	4.30
Lancer	0	0.00	0	0.00	30,260	59.40	11,462	22.50	7,641	15.00
Diplomat	8,414	20.10	0	0.00	17,415	41.60	4,940	11.80	2,386	5.70
FORD MOTOR	203,119	11.70	14,574	0.84	767,418	44.21	613,536	35.35	0	0.00
Ford Division	173,865	15.13	14,574	1.27	545,600	47.47	295,996	25.75	0	0.00
Escort	119,505	32.80	14,574	4.00	119,141	32.70	22,225	6.10	0	0.00
Mustang	0	0.00	0	0.00	82,796	52.90	66,518	42.50	0	0.00
LTD	25,281	12.30	0	0.00	146,958	71.50	27,542	13.40	0	0.00
Thunderbird	0	0.00	0	0.00	34,622	22.80	113,737	74.90	0	0.00
Crown Victoria	3,757	8.70	0	0.00	21,808	50.50	15,719	36.40	0	0.00
EXP	6,377	24.10	0	0.00	9,076	34.30	8,336	31.50	0	0.00
Tempo	18,944	9.40	0	0.00	131,199	65.10	41,919	20.80	0	0.00
L-M Division	29,254	4.99	0	0.00	221,818	37.83	317,540	54.15	0	0.00
Mercury Total	29,254	6.97	0	0.00	195,795	46.63	177,077	42.17	0	0.00
Lynx	26,904	33.40	0	0.00	37,537	46.60	7,491	9.30	0	0.00
Capri	0	0.00	0	0.00	12,591	67.50	5,354	28.70	0	0.00
Marquis	1,667	1.60	0	0.00	83,358	80.00	17,714	17.00	0	0.00
Cougar	0	0.00	0	0.00	23,689	20.20	92,998	79.30	0	0.00
Grand Marquis	0	0.00	0	0.00	15,397	41.50	21,481	57.90	0	0.00
Topaz	683	1.10	0	0.00	23,222	37.40	32,039	51.60	0	0.00
Lincoln Total	0	0.00	0	0.00	26,023	15.63	140,463	84.37	0	0.00
Continental	0	0.00	0	0.00	1,808	6.40	26,445	93.60	0	0.00
Lincoln	0	0.00	0	0.00	22,177	18.50	97,701	81.50	0	0.00
Mark VII	0	0.00	0	0.00	2,037	11.10	16,318	88.90	0	0.00
GENERAL MOTORS	362,537	7.89	110,921	2.41	1,697,990	36.95	1,824,041	39.70	379,989	8.27
Buick Total	39,619	3.95	0	0.00	469,450	46.81	412,517	41.13	71,362	7.12
Skylark	12,483	13.40	0	0.00	65,769	70.60	12,763	13.70	466	0.50
Skyhawk	7,006	8.49	0	0.00	46,976	56.93	25,514	30.92	1,560	1.89
Somerset Regal	2,083	2.42	0	0.00	71,241	82.77	0	0.00	12,515	14.54
Century	10,288	4.00	0	0.00	143,770	55.90	93,618	36.40	6,687	2.60
Regal	3,985	3.20	0	0.00	66,258	53.20	47,577	38.20	4,608	3.70
LeSabre/Electra Wagon (rwd)	3,774	2.40	0	0.00	50,636	32.20	93,725	59.60	8,020	5.10
Riviera	0	0.00	0	0.00	6,596	10.10	45,844	70.20	12,734	19.50
Electra	0	0.00	0	0.00	18,203	13.30	93,477	68.30	24,772	18.10
Cadillac Total	0	0.00	0	0.00	54,549	14.17	157,735	40.99	88,421	22.98
Cimarron	0	0.00	0	0.00	4,575	23.00	0	0.00	15,295	76.90
Seville	0	0.00	0	0.00	5,446	13.70	0	0.00	24,688	62.10
Eldorado	0	0.00	0	0.00	12,683	16.60	0	0.00	48,438	63.40
Cadillac	0	0.00	0	0.00	6,618	12.80	32,778	63.40	0	0.00
DeVille (fwd)	0	0.00	0	0.00	25,228	12.80	124,957	63.40	0	0.00
Chevrolet Total	254,430	17.94	105,104	7.41	520,383	36.70	334,055	23.56	98,145	6.92
Chevette	76,199	61.70	11,238	9.10	21,365	17.30	0	0.00	0	0.00
Cavalier	71,384	18.60	43,368	11.30	173,855	45.30	43,368	11.30	4,222	1.10
Celebrity	29,476	10.90	14,062	5.20	156,031	57.70	51,920	19.20	6,760	2.50
Camaro	14,761	8.20	11,341	6.30	27,003	15.00	67,327	37.40	48,245	26.80
Citation	27,535	43.90	7,338	11.70	21,702	34.60	3,073	4.90	0	0.00
Monte Carlo	8,422	6.90	1,953	1.60	36,373	29.80	69,206	56.70	0	0.00
Chevrolet	26,653	11.30	15,803	6.70	83,498	35.40	60,147	25.50	38,919	16.50
Corvette	0	0.00	0	0.00	556	1.40	39,014	98.20	0	0.00
Oldsmobile Total	28,401	2.44	0	0.00	384,297	32.97	704,799	60.46	43,580	3.74
Firenza	5,345	10.90	0	0.00	31,680	64.60	11,083	22.60	0	0.00
Cutlass Supreme	8,888	3.70	0	0.00	98,248	40.90	128,275	53.40	9,368	3.90
Cutlass Ciera	11,086	3.50	0	0.00	121,950	38.50	168,513	53.20	11,086	3.50
88 (rwd)	0	0.00	0	0.00	66,727	27.60	172,862	71.50	0	0.00
Olds 98	0	0.00	0	0.00	18,468	10.90	147,915	87.30	2,711	1.60
Calais	3,081	2.90	0	0.00	44,734	42.10	46,116	43.40	10,838	10.20
Toronado	0	0.00	0	0.00	2,489	5.90	30,036	71.20	9,576	22.70
Pontiac Total	40,087	6.43	5,817	0.93	269,311	43.19	214,935	34.47	78,480	12.59
2000 Sunbird	15,666	14.00	0	0.00	64,230	57.40	23,723	21.20	1,678	1.50
1000	9,644	37.30	5,817	22.50	8,636	33.40	0	0.00	0	0.00
Firebird	2,589	2.70	0	0.00	27,326	28.50	43,817	45.70	20,327	21.20
6000	1,286	3.60	0	0.00	18,292	51.20	9,003	25.20	6,752	18.90
Grand Prix/Bonneville	4,527	4.00	0	0.00	67,682	59.80	33,162	29.30	5,772	5.10
Parisienne	2,710	3.30	0	0.00	35,306	43.00	37,330	45.10	6,569	8.00
Fiero	611	0.80	0	0.00	17,871	23.40	32,534	42.60	24,668	32.30
Grand Am	3,055	3.70	0	0.00	29,969	36.30	35,666	43.20	12,714	15.40
HONDA	0	0.00	0	0.00	37,302	24.05	87,121	56.17	18,907	12.19
NUMMI (Nova)	10,479	37.50	0	0.00	14,195	50.80	3,269	11.70	0	0.00
VOLKSWAGEN	0	0.00	0	0.00	18,381	22.20	11,343	13.70	0	0.00
Total Cars, U.S.	701,210	8.74	138,225	1.73	3,322,751	41.42	2,757,034	34.37	537,881	6.70

OPTIONS/EQUIPMENT

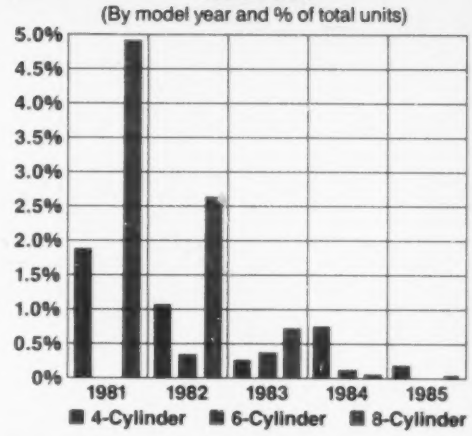
GASOLINE ENGINE INSTALLATIONS, 1976–1985

(By model year and % of total production)



DIESEL ENGINE INSTALLATIONS, 1981–1985

(By model year and % of total units)



ENGINE OPTIONS ON 1985 U.S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	V-6 or 6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	0	0.00	0	0.00	0	0.00	12,054	7.43	0	0.00	150,189	92.57	0	0.00
Eagle	0	0.00	0	0.00	0	0.00	12,054	100.00	0	0.00	0	0.00	0	0.00
Renault Total	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	150,189	100.00	0	0.00
Alliance	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	91,664	100.00	0	0.00
Encore	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	58,525	100.00	0	0.00
CHRYSLER CORP	181,345	14.35	0	0.00	0	0.00	0	0.00	0	0.00	1,082,477	85.65	0	0.00
Plymouth Total	19,168	5.60	0	0.00	0	0.00	0	0.00	0	0.00	323,039	94.40	0	0.00
Horizon	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	156,073	100.00	0	0.00
Reliant	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	166,966	100.00	0	0.00
Gran Fury	19,168	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Chrysler Total	120,315	28.59	0	0.00	0	0.00	0	0.00	0	0.00	300,465	71.41	0	0.00
LeBaron	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	101,028	100.00	0	0.00
LeBaron GTS	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	70,957	100.00	0	0.00
Laser	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	58,337	100.00	0	0.00
New Yorker/E-Class	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	70,143	100.00	0	0.00
Fifth Avenue	120,315	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Dodge Total	41,862	8.36	0	0.00	0	0.00	0	0.00	0	0.00	458,973	91.64	0	0.00
Omni	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	146,731	100.00	0	0.00
Aries	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	141,841	100.00	0	0.00
Daytona	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	50,107	100.00	0	0.00
Dodge 600 (2 dr.)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	29,264	100.00	0	0.00
Dodge 600 (4 dr.)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	40,088	100.00	0	0.00
Lancer	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	50,942	100.00	0	0.00
Diplomat	41,862	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR	397,634	22.91	0	0.00	469,264	27.03	0	0.00	0	0.00	859,201	49.50	9,835	0.57
Ford Division	153,879	13.39	0	0.00	291,016	25.32	0	0.00	0	0.00	696,964	60.64	7,721	0.67
Escort	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	359,244	98.60	5,101	1.40
Mustang	49,771	31.80	0	0.00	19,877	12.70	0	0.00	0	0.00	86,865	55.50	0	0.00
LTD	8,838	4.30	0	0.00	192,175	93.50	0	0.00	0	0.00	4,522	2.20	0	0.00
Thunderbird	32,985	34.30	0	0.00	78,963	52.00	0	0.00	0	0.00	20,956	13.80	0	0.00
Crown Victoria	43,184	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
EXP	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	26,462	100.00	0	0.00
Tempo	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	198,915	98.70	2,620	1.30
L-M Division	243,755	41.57	0	0.00	178,248	30.40	0	0.00	0	0.00	162,237	27.67	2,114	0.36
Mercury Total	77,269	18.40	0	0.00	178,248	42.45	0	0.00	0	0.00	162,237	38.64	2,114	0.50
Lynx	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	79,182	98.30	1,369	1.70
Capri	4,869	26.10	0	0.00	2,369	12.70	0	0.00	0	0.00	11,416	61.20	0	0.00
Marquis	0	0.00	0	0.00	102,114	98.00	0	0.00	0	0.00	2,084	2.00	0	0.00
Cougar	35,299	30.10	0	0.00	73,765	62.90	0	0.00	0	0.00	8,209	7.00	0	0.00
Grand Marquis	37,101	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Topaz	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	61,346	98.80	745	1.20
Lincoln Total	166,486	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Continental	28,253	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Lincoln	119,878	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Mark VII	18,355	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
GENERAL MOTORS	1,501,775	32.68	2,183	0.05	1,426,755	31.05	220,415	4.80	4,813	0.10	1,407,806	30.64	617	0.01
Buick Total	215,227	21.46	380	0.04	484,299	48.29	0	0.00	925	0.09	271,450	27.07	0	0.00
Skylark	0	0.00	0	0.00	46,206	49.60	0	0.00	0	0.00	46,951	50.40	0	0.00
Skyhawk	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	82,516	100.00	0	0.00
Somerset Regal	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	55,309	64.26	0	0.00
Century	0	0.00	0	0.00	170,004	66.10	0	0.00	514	0.20	86,674	33.70	0	0.00
Regal	2,491	2.00	0	0.00	122,055	98.00	0	0.00	0	0.00	0	0.00	0	0.00
LeSabre/Electra Wagon (rwd)	148,607	94.50	315	0.20	8,335	5.30	0	0.00	0	0.00	0	0.00	0	0.00
Riviera	64,130	98.20	65	0.10	1,110	1.70	0	0.00	0	0.00	0	0.00	0	0.00
Electra	0	0.00	0	0.00	136,589	99.80	0	0.00	411	0.30	0	0.00	0	0.00
Cadillac Total	363,839	94.54	116	0.03	11,218	2.91	0	0.00	995	0.26	8,672	2.25	0	0.00
Cimarron	0	0.00	0	0.00	11,218	56.40	0	0.00	0	0.00	8,672	43.60	0	0.00
Seville	39,715	99.90	40	0.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Eldorado	76,325	99.90	76	0.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Cadillac	51,494	99.60	0	0.00	0	0.00	0	0.00	207	0.40	0	0.00	0	0.00
DeVille (fwd)	196,305	99.60	0	0.00	0	0.00	0	0.00	788	0.40	0	0.00	0	0.00
Chevrolet Total	396,632	27.97	472	0.03	202,054	14.25	186,048	13.12	270	0.02	632,005	44.57	617	0.04
Chevette	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	122,882	99.50	617	0.50
Cavalier	0	0.00	0	0.00	3,838	1.00	0	0.00	0	0.00	379,947	99.00	0	0.00
Celebrity	0	0.00	0	0.00	0	0.00	186,048	68.80	270	0.10	84,100	31.10	0	0.00
Camaro	98,470	54.70	0	0.00	78,308	43.50	0	0.00	0	0.00	3,240	1.80	0	0.00
Citation	0	0.00	0	0.00	20,886	33.30	0	0.00	0	0.00	41,836	66.70	0	0.00
Monte Carlo	57,001	46.70	0	0.00	65,056	53.30	0	0.00	0	0.00	0	0.00	0	0.00
Chevrolet	201,433	85.40	472	0.20	33,965	14.40	0	0.00	0	0.00	0	0.00	0	0.00
Corvette	39,729	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Oldsmobile Total	344,831	29.58	1,051	0.09	566,191	48.57	0	0.00	2,622	0.22	250,953	21.53	0	0.00
Firenza	0	0.00	0	0.00	1,177	2.40	0	0.00	0	0.00	47,863	97.60	0	0.00
Cutlass Supreme	68,702	28.60	0	0.00	171,514	71.40	0	0.00	0	0.00	0	0.00	0	0.00
Cutlass Ciera	0	0.00	0	0.00	187,201	59.10	0	0.00	1,267	0.40	128,285	40.50	0	0.00
88 (rwd)	234,029	96.80	967	0.40	6,769	2.80	0	0.00	0	0.00	0	0.00	0	0.00
Olds 98	0	0.00	0	0.00	168,078	99.20	0	0.00	1,355	0.80	0	0.00	0	0.00
Calais	0	0.00	0	0.00	31,452	29.60	0	0.00	0	0.00	74,805	70.40	0	0.00
Toronado	42,101	99.80	84	0.20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pontiac Total	181,246	29.07	164	0.03	162,993	26.14	34,367	5.51	0	0.00	244,726	39.25	0	0.00
2000 Sunbird	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	111,899	100.00	0	0.00
1000	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	25,855	100.00	0	0.00
Firebird	54,268	56.60	0	0.00	38,544	40.20	0	0.00	0	0.00	3,068	3.20	0	0.00
6000	0	0.00	0	0.00	25,508	71.40	0	0.00	0	0.00	10,218	28.60	0	0.00
Grand Prix/Bonneville	48,894	43.20	0	0.00	64,286	56.80	0	0.00	0	0.00	0	0.00	0	0.00
Parisienne	78,084	95.10	164	0.20	3,777	4.60	0	0.00	0	0.00	0	0.00	0	0.00
Fiero	0	0.00	0	0.00	0	0.00	34,367	45.00	0	0.00	42,004	55.00	0	0.00
Grand Am	0	0.00	0	0.00	30,877	37.40	0	0.00	0	0.00	51,683	62.60	0	0.00
HONDA	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	155,102	100.00	0	0.00
NUMMI (Nova)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	27,943	100.00	0	0.00
VOLKSWAGEN	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	67,894	82.00	14,903	18.00
Total Cars, U.S.	2,080,754	25.94	2,183	0.03	1,896,019	23.63	232,469	2.90	4,813	0.06	3,750,611	46.67	25,356	0.32

OPTIONS/EQUIPMENT

TRENDS IN TIRES AND AIR CONDITIONING

Percentages of model-year production

Steel-Belted Radials	Units	%
1985	7,360,588	91.75
1984	7,349,298	87.6
1983	4,371,530	73.1
1982	3,947,008	69.1
1981	4,726,896	69.9
1980	4,927,895	68.9
1979	7,029,705	75.2
1978	6,765,427	73.9

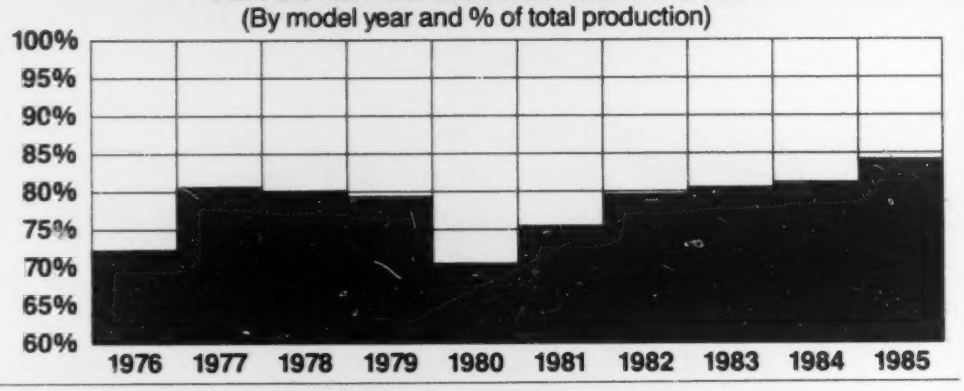
Glass-Belted Radials	Units	%
1985	166,309	2.07
1984	1,058,608	12.6
1983	1,600,992	26.7
1982	1,575,541	28.1
1981	2,012,336	29.7
1980	1,891,158	26.4
1979	1,581,983	16.9
1978	832,694	9.1

White Sidewalls	Units	%
1985	5,303,399	66.10
1984	2,558,142	30.4
1983	4,565,653	76.3
1982	3,408,972	59.7
1981	5,512,389	81.5
1980	6,140,605	85.9
1979	8,426,449	90.1
1978	8,315,505	90.9

Air Conditioning	Units	%
1985	6,714,306	83.69
1984	6,857,866	82.7
1983	4,866,838	80.9
1982	4,585,627	80.2
1981	5,186,776	76.5
1980	5,181,365	72.5
1979	7,449,352	79.7
1978	7,352,117	80.4

AIR CONDITIONING INSTALLATIONS

(By model year and % of total production)



AIR CONDITIONING, TIRE, WHEEL AND ELECTRONIC OPTIONS ON 1985 U.S. MODELS

	Air Conditioning	Percent of Output	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Alloy Wheels	Percent of Output	White Sidewalls	Percent of Output	Digital Clocks	Percent of Output	Electronic Inst. Clusters	Percent of Output
AMERICAN MOTORS	87,106	53.69	58,994	36.36	44,724	27.57	5,806	3.58	25,440	15.68	77,210	47.59	0	0.00
Eagle	9,873	81.91	10,192	84.55	1,862	15.45	708	5.88	0	0.00	10,549	87.51	0	0.00
Renault Total	77,232	51.42	48,802	32.49	42,862	28.54	5,097	3.39	25,440	16.94	66,661	44.38	0	0.00
Alliance	52,810	57.61	48,802	53.24	42,862	46.76	5,097	5.56	25,440	27.75	47,018	51.29	0	0.00
Encore	24,422	41.73	0	0.00	0	0.00	0	0.00	0	0.00	19,643	33.56	0	0.00
CHRYSLER CORP	1,048,215	82.94	1,155,659	91.44	0	0.00	162,877	12.89	812,850	64.32	1,190,786	94.22	156,057	12.35
Plymouth Total	249,806	73.00	342,207	100.00	0	0.00	7,165	2.09	221,400	64.70	315,992	92.34	0	0.00
Horizon	94,112	60.30	156,073	100.00	0	0.00	4,994	3.20	71,638	45.90	146,396	93.80	0	0.00
Reliant	137,580	82.40	166,966	100.00	0	0.00	2,171	1.30	137,246	82.20	152,440	91.30	0	0.00
Gran Fury	18,114	94.50	19,168	100.00	0	0.00	0	0.00	12,517	65.30	17,155	89.50	0	0.00
Chrysler Total	403,175	95.82	312,617	74.29	0	0.00	75,496	17.94	308,374	73.29	411,942	97.90	130,047	30.91
LeBaron	96,280	95.30	101,028	100.00	0	0.00	3,637	3.60	101,028	100.00	97,694	96.70	8,082	8.00
LeBaron GTS	67,522	95.30	70,957	100.00	0	0.00	29,305	41.30	16,888	23.80	69,609	98.10	30,937	43.60
Laser	49,236	84.40	58,337	100.00	0	0.00	26,193	44.90	0	0.00	55,303	94.80	20,885	35.80
New Yorker/E-Class	69,722	99.40	70,143	100.00	0	0.00	4,209	6.00	70,143	100.00	69,021	98.40	70,143	100.00
Fifth Avenue	120,315	100.00	12,152	10.10	0	0.00	12,152	10.10	120,315	100.00	120,315	100.00	0	0.00
Dodge Total	395,234	78.92	500,835	100.00	0	0.00	80,216	16.02	283,076	56.52	462,852	92.42	26,010	5.19
Omni	88,919	60.60	146,731	100.00	0	0.00	20,689	14.10	58,252	39.70	136,753	93.20	0	0.00
Aries	116,168	81.90	141,841	100.00	0	0.00	2,695	1.90	119,572	84.30	130,494	92.00	0	0.00
Daytona	39,384	78.60	50,107	100.00	0	0.00	25,555	51.00	0	0.00	46,349	92.50	3,708	7.40
Dodge 600 (2 dr.)	26,689	91.20	29,264	100.00	0	0.00	10,213	34.90	21,304	72.80	28,093	96.00	6,204	21.20
Dodge 600 (4 dr.)	38,003	94.80	40,088	100.00	0	0.00	5,612	14.00	40,088	100.00	38,645	96.40	0	0.00
Lancer	47,223	92.70	50,942	100.00	0	0.00	14,824	29.10	16,607	32.60	49,363	96.90	16,098	31.60
Diplomat	38,848	92.80	41,862	100.00	0	0.00	628	1.50	27,252	65.10	33,155	79.20	0	0.00
FORD MOTOR	1,342,621	77.35	1,725,149	99.39	0	0.00	253,878	14.63	959,132	55.26	941,907	54.26	89,800	5.17
Ford Division	821,628	71.48	1,149,427	100.00	0	0.00	90,879	7.91	520,286	45.26	652,385	56.76	24,144	2.10
Escort	147,195	40.40	364,345	100.00	0	0.00	1,457	0.40	63,032	17.30	85,985	23.60	0	0.00
Mustang	114,881	73.40	156,514	100.00	0	0.00	44,763	28.60	55,249	35.30	104,864	67.00	0	0.00
LTD	200,397	97.50	205,535	100.00	0	0.00	0	0.00	169,566	82.50	136,475	66.40	0	0.00
Thunderbird	149,119	98.20	151,852	100.00	0	0.00	37,204	24.50	94,908	62.50	89,593	59.00	24,144	15.90
Crown Victoria	42,752	99.00	43,184	100.00	0	0.00	5,312	12.30	38,175	88.40	20,167	46.70	0	0.00
EXP	8,071	30.50	26,462	100.00	0	0.00	2,143	8.10	0	0.00	26,462	100.00	0	0.00
Tempo	159,213	79.00	201,535	100.00	0	0.00	0	0.00	99,357	49.30	188,838	93.70	0	0.00
L-M Division	520,993	88.85	575,722	98.19	0	0.00	162,999	27.80	438,846	74.84	289,522	49.38	65,656	11.20
Mercury Total	354,507	84.43	409,236	97.47	0	0.00	49,739	11.85	281,280	66.99	220,377	52.49	5,395	1.28
Lynx	34,717	43.10	80,551	100.00	0	0.00	0	0.00	12,485	15.50	12,566	15.60	0	0.00
Capri	12,573	67.40	8,021	43.00	0	0.00	7,368	39.50	5,634	30.20	18,654	100.00	0	0.00
Marquis	103,469	99.30	104,198	100.00	0	0.00	0	0.00	103,156	99.00	84,296	80.90	0	0.00
Cougar	116,453	99.30	117,274	100.00	0	0.00	33,540	28.60	104,960	89.50	46,910	40.00	5,395	4.60
Grand Marquis	37,064	99.90	37,101	100.00	0	0.00	8,830	23.80	37,101	100.00	22,001	59.30	0	0.00
Topaz	50,232	80.90	62,091	100.00	0	0.00	0	0.00	17,944	28.90	35,951	57.90	0	0.00
Lincoln Total	166,486	100.00	166,486	100.00	0	0.00	113,260	68.03	157,565	94.64	69,145	41.53	60,261	36.20
Continental	28,253	100.00	28,253	100.00	0	0.00	28,253	100.00	28,253	100.00	28,253	100.00	28,253	100.00
Lincoln	119,878	100.00	119,878	100.00	0	0.00	66,652	55.60	119,878	100.00	22,537	18.80	22,537	18.80
Mark VII	18,355	100.00	18,355	100.00	0	0.00	18,355	100.00	9,434	51.40	18,355	100.00	9,471	51.60
GENERAL MOTORS	4,021,576	87.52	4,154,944	90.42	121,585	2.65	558,973	12.16	3,505,977	76.30	2,367,266	51.52	312,734	6.81
Buick Total	963,003	96.02	1,002,906	100.00	0	0.00	143,026	14.26	908,262	90.56	472	0.05	100,276	10.00
Skylark	83,469	89.60	93,157	100.00	0	0.00	2,795	3.00	87,009	93.40	0	0.00	0	0.00
Skyhawk	67,754	82.11	82,516	100.00	0	0.00	14,465	17.53	57,373	69.53	0	0.00	0	0.00
Somerset Regal	80,192	93.17	86,071	100.00	0	0.00	37,054	43.05	61,394	71.33	0	0.00	86,071	100.00
Century	249,991	97.20	257,192	100.00	0	0.00	25,462	9.90	237,388	92.30	0	0.00	6,173	2.40
Regal	122,802	98.60	124,546	100.00	0	0.00	16,191	13.00	120,436	96.70	0	0.00	0	0.00
LeSabre/Electra Wagon (rwd)	156,627	99.60	157,256	100.00	0	0.00	20,758	13.20	157,256	100.00	472	0.30	0	0.00
Riviera	65,305	100.00	65,305	100.00	0	0.00	2,351	3.60	64,913	99.40	0	0.00	8,033	12.30
Electra	136,863	100.00	136,863	100.00	0	0.00	23,951	17.50	122,492	89.50	0	0.00	0	0.00
Cadillac Total	384,840	100.00	384,840	100.00	0	0.00	0	0.00	276,179	71.76	384,840	100.00	119,237	30.98
Cimarron	19,890	100.00	19,890	100.00	0	0.00	0	0.00	2,685	13.50	19,890	100.00	10,661	53.60
Seville	39,755	100.00	39,755	100.00	0	0.00	0	0.00	0	0.00	39,755	100.00	21,825	54.90
Eldorado	76,401	100.00	76,401	100.00	0	0.00	0	0.00	76,401	100.00	76,401	100.00	39,729	52.00
Cadillac	51,701	100.00	51,701	100.00	0	0.00	0	0.00	0	0.00	51,701	100.00	9,771	18.90
DeVille (fwd)	197,093	100.00	197,093	100.00	0	0.00	0	0.00	197,093	100.00	197,093	100.00	37,251	18.90
Chevrolet Total	989,022	69.74	997,052	70.31	102,504	7.23	135,799	9.58	922,428	65.05	640,957	45.20	55,713	3.93
Chevette	50,758	41.10	20,995	17.00	102,504	83.00	0	0.00	69,777	56.50	0	0.00	0	0.00
Cavalier	157,736	41.10	65,243	17.00	0	0.00	9,211	2.40	259,055	67.50	181,914	47.40	2,303	0.60
Celebrity	203,625	75.30	270,418	100.00	0	0.00	7,031	2.60	201,732	74.60	166,577	61.60	0	0.00
Camaro	146,355	81.30	180,018	100.00	0	0.00	76,328	42.40	55,986	31.10	125,293	69.60	13,681	7.60
Citation	47,731	76.10	62,722	100.00	0	0.00	815	1.30	41,898	66.80	7,150	11.40	0	0.00
Monte Carlo	115,710	94.80	122,057	100.00	0	0.00	2,685	2.20	82,877	67.90	0	0.00	0	0.00
Chevrolet	227,379	96.40	235,870	100.00	0	0.00	0	0.00	211,104	89.50	120,294	51.00	0	0.00
Corvette	39,729	100.00	39,729	100.00	0	0.00	39,729	100.00	0	0.00	39,729	100.00	39,729	100.00
Oldsmobile Total	1,135,870	97.45	1,165,649	100.00	0	0.00	79,388	6.81	1,085,150	93.09	908,155	77.91	31,006	2.66
Firenza	39,526	80.60	49,040	100.00	0	0.00	3,727	7.60	39,820	81.20	31,729	64.70	0	0.00
Cutlass Supreme	236,373	98.40	240,216	100.00	0	0.00	0	0.00	221,960	92.40	174,877	72.80	0	0.00
Cutlass Ciera	310,418	98.00	316,753	100.00	0	0.00	16,154	5.10	295,214	93.20	238,832	75.40	10,136	3.20
88 (rwd)	240,073	99.30	241,765	100.00	0	0.00	0	0.00	238,864	98.80	149,411	61.80	0	0.00
Olds 98	169,433	100.00	169,433	100.00	0	0.00	5,422	3.20	169,433	100.00	169,433	100.00	7,455	4.40
Calais	97,863	92.10	106,257	100.00	0	0.00	54,085	50.90	77,674	73.10	101,688	95.70	0	0.00
Toronado	42,185	100.00	42,185	100.00	0	0.00	0	0.00	42,185	100.00	42,185	100.00	13,415	31.80
Pontiac Total	548,841	88.01	604,497	96.94	19,081	3.06	200,760	32.19	313,959	50.35	432,843	69.41	6,502	1.04
2000 Sunbird	82,917	74.10	111,899	100.00	0	0.00	14,994	13.40	60,649	54.20	73,294	65.50	0	0.00
1000	15,384	59.50	6,774	26.20	19,081	73.80	1,241	4.80	10,807	41.80	0	0.00	0	0.00
Firebird	85,717	89.40	95,880	100.00	0	0.00	65,582	68.40	12,656	13.20	87,347	91.10	0	0.00
6000	35,226	98.60	35,726	100.00	0	0.00	9,610	26.90	21,721	60.80	28,759	80.50	6,502	18.20
Grand Prix/Bonneville	112,161	99.10	113,180	100.00	0	0.00	7,017	6.20	105,371	93.10	8,489	7.50	0	0.00
Parisienne	79,808	97.20	82,107	100.00	0	0.00	0	0.00	80,875	98.50	81,532	99.30	0	0.00
Fiero	63,159	82.70	76,371	100.00	0	0.00	64,915	85.00	0	0.00	75,073	98.30	0	0.00
Grand Am	74,469	90.20	82,560	100.00	0	0.00	37,400	45.30	21,878	26.50	78,349	94.90	0	0.00
HONDA	147,378	95.02	155,102	100.00	0	0.00	0	0.00	0	0.00	155,102	100.00	0	0.00
NUMMI (Nova)	21,209	75.90	27,943	100.00	0	0.00	1,285	4.60	0	0.00	17,325	62.00	0	0.00
VOLKSWAGEN	46,201	55.80	82,797	100.00	0	0.00	18,215	22.00	0	0.00	67,894	82.00	0	0.00
Total Cars, U.S.	6,714,306	83.69	7,360,588	91.75	166,309	2.07	1,001,034	12.48	5,303,399	66.10	4,817,490	60.05	558,591	6.96

MANUFACTURERS

Overseas vehicle makers, coachbuilders

Following is a list of overseas manufacturers of production cars and trucks and coachbuilders. See Roster of Auto Firms and Executives, which begins on page 137, for U.S. and Canadian companies.

A.C. CARS P.l.c., Summer Road, Thames Ditton, Surrey KT7 ORD, England. Phone: 01-398-5621. Products: Restorations, parts for A.C. cars.

ADAM OPEL AG, D-6090 Russelsheim, West Germany. Parent company: General Motors Corp. Phone: 49-6142-661. Products: Opel passenger cars.

AICHI MACHINE INDUSTRY CO. LTD., Nagoya, Aichi, Japan. Products: Commercial vehicles, automotive engines.

ALFA ROMEO S.p.A., 20020 Arese, Milan, Italy. Phone: (02) 93391. Telex: 330101 ALFAMI. Products: Alfa Romeo cars, race cars.

ALLARD MOTOR CO. LTD., 5305 Maingate Dr., Mississauga, Ontario, Canada. Products: Automobiles, race cars.

ALPES INCENDIE, 8690 Le Grand Lemps, B.P. 27, France. Phone: (76) 05 09 54. Telex: 320388. Products: Ambulances, fire-fighting vehicles.

AMCAR MOTOR HOLDINGS (PTY) LTD., P.O. Box 411, Pretoria 0001, South Africa. Phone: 012-831121. Telex: 320-750-SA. Products: Mazda cars and trucks.

AMI-TOYOTA, 155 Bertie St., Port Melbourne, Victoria, Australia. Products: Cars, light trucks, engines, panels.

ANAMBRA MOTOR MANUFACTURING CO. LTD., Emene Industrial Layout, Emene-Enugu, Nigeria. Phone: (002341) 68 17 90. Telex: 51264. Products: Trucks.

A.R.N.A. (ALFA ROMEO AND NISSAN AUTOVEICOLI) S.p.A., 83039 Pratola Serra, Avellino, Italy. Phone: (0825) 607075. Telex: 722361 ARNA. Products: Automobiles.

ARAB AMERICAN VEHICLE CO., P.O. Box 2419 Suez Canel Rd, Horeia, Heliopolis, Cairo, Egypt. Phone: 603418-603427. Telex: 93791AAVUN. Products: Jeep vehicles.

ARGYLL TURBO CARS LTD., Minnow House, Lochgilphaed, Argyll, Scotland.

ASLK-AVTOMOBILNY ZAVOD IMENI LENINSKOGO KOMSOLA, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles.

ASTON MARTIN LAGONDA LTD., Tickford St., Newport Pagnell, Bucks, MK 9AN, Great Britain. Products: Touring and competition cars.

ASTON MARTIN TICKFORD, 58 Tanners Dr., Blakelands North, Milton Keynes MK14 5BW, England. Phone: 0908-614688. Telex: 826983 TIKFRD G. Products: Automobile design, engineering, type approval and general consultancy; coach building; prototype work.

AUDI AG, Postfach 220, D-8070 Ingolstadt, Federal Republic of West Germany. Phone: (011) 49-841-896. Telex: 55 05 0. Products: Audi cars.

AUSTIN ROVER GROUP LTD., Canley Road, Canley, Coventry, England CV5 6QX. Phone: 0203-70111. Telex: 312571. Products: Austin Rover automobiles.

AUTOBIANCHI, Lancia, v. V. Lancia 27, 10141 Turin, Italy. Products: Lancia cars.

AUTOKRAFT LTD., Unit 815, Brooklands Industrial Park, Weybridge, Surrey, Great Britain.

AUTOMOBILE APAL S.A., rue de la Fontaine, Blegny, Belgium. Products: Automobiles.

AUTOMOBILES CITROEN, 62 Blvd. Victor Hugo, Neuilly sur Seine 922089 Cedex, France. Parent company: Peugeot S.A. Products: Citroen cars.

AUTOMOBILES DANGEL S.A., 5 rue du Canal, 68780 Sentheim, France. Products: Automobiles.

AUTOMOBILES PEUGEOT, 75 Av. de la Grande Armee, Paris 75016, France. Parent company: Peugeot S.A. Products: Peugeot cars.

AUTOMOTIVE MANUFACTURERS Sdn. Bhd., Peramu Jaya, Pekan, Pahang, Malaysia. Phone: 011-60-9-421701. Products: Isuzu vehicles.

AUTOMOBILES TALBOT S.A., Apdo 140, Madrid 21, Spain. PSA Peugeot owns controlling interest. Product: Automobiles.

AVON COACHWORK LTD., Ladbroke House, Millers Rd., Warwoik CV34 5AP, Great Britain. Products: Coaches.

BAYERISCHE MOTOREN WERKE AG (BMW), P.O.B. 400240, 8 Munich, Landshut, Dingolfing, West Germany. Products: BMW cars.

BEAUJARDIN, 235 W. Sherbrooke, Suite 1104, Montreal, P.Q. H2X 1X8, Ontario, Canada. Products: Prototype cars, race accessories.

BEDFORD COMMERICIAL VEHICLE DIV., TRUCK AND BUS GROUP, GENERAL MOTORS CORP., P.O. Box 3, Luton, LU20SY England. Phone: Telex: Products: Vans, truck and bus chassis.

BEIJING JEEP CORP., Chuihangliu, Chaoyangqu, Beijing, People's Republic of China. Phone: (011) 78 1931. Telex: 20039BJCCN. Products: Jeep vehicles.

BENTLEY MOTORS LTD., Crewe, Ches. CWI, 3 Pl. Great Britain. Parent company is Rolls-Royce Ltd. Products: Bentley automobiles.

BERTONE (Carrozzeria) S.p.A., c.s.o. Peschiera 223, Turin, Italy. Products: Small and medium-sized car bodies, prototypes, Bertone automobiles.

BITTER-AUTOMOBILE GmbH & Co. KG, Berliner Str., D-5830 Schweim, West Germany. Phone: 02336/6096-98. Products: Specialty automobiles.

BL P.l.c., (British-Leyland) 35/38 Portman Square, London WIH OHQ, Great Britain. Products: Automobiles — Austin, Morris, MG, Rover, Triumph, Daimler and Land Rover.

BMW SOUTH AFRICA (PTY) LTD., Andree Greyvenstein Road, Isando, Post Box 856, Kempton Park 1620, South Africa. Phone: 2712-581675. Telex: 83282/83374. Products: BMW automobiles.

C.E.D.R.E., 6 rue de Vergennes, 78000-Versailles, France. Phone: (1) 39 51 44 48. Products: Electric vehicles.

CHRYSLER de MEXICO S.A., P.O. Box 53-951, Mexico, D.S., Mexico. Phone: (905) 2509988. Telex: 383 1774 335. Products: Cars and trucks.

CLANCY, 210 Kooyong Rd., Toorak, Victoria, Australia. Products: Coaches.

CLASSIC-CAR JANSSEN, Am Raffelberg 4, D-5880 Ludenscheid, Federal Republic of West Germany. Products: Replicars.

CLASSIC-CAR-OLDTIMERBAU, Otto-Lilienthal-Str. 14, D-64000 Fulda, West Germany. Product: Replicars.

COLEMAN-MILNE P.l.c., Wigan Rd., Weshoughton, Bolton, England BL52EE. Phone: (0942) 815600. Telex: 67249. Products: Limousines, ambulances, funeral vehicles.

COMPANHIA INDUSTRIAL SANTA MATILDE INC. Co., Rua Buenos Aires 100, Rio de Janeiro, 20070, Brazil. Products: Automobiles.

COMPANIA COLOMBIANA AUTOMOTRIZ S.A., Calle 13 No. 38-54 (Apdo Aereo 80342), Bogota D.E., South America. Phone: 2777200/574928. Telex: 42177 CCAPE. Products: Mazda vehicles.

CRAYFORD SPECIAL EQUIPMENT LTD., High Street, Westerham, Kent, TN16-1RG, Great Britain. Products: All-terrain vehicles, cycles.

CUSTOCA, 8714 Kraubath/Mur 55, Austria. Products: Automobiles.

DAEWOO MOTOR CO. LTD., Seoul, Korea. Products: Passenger vehicles.

DAIHATSU MOTOR CO. LTD., 1-1 Daihatsu-cho, Ikeda, Osaka, Japan. Phone: 0727 (51) 8811. Products: Cars, electric cars, buses, trucks.

DAIMLER-BENZ AG, D-7000 Stuttgart 60, Postfach 202, West Germany. Phone: (0711) 3021. Telex: 723 901 dbu d. Products: Mercedes-Benz automobiles and trucks.

DE TOMASO MODENA S.p.A., Via Emilia Ovest 1250, Modena, Italy. Products: Vehicles, spare parts.

DIVISION AUTOCARS et AUTOBUS, 8, quai Leon-Blum, B.P. 302, 92156 Suresnes Cedex. Phone: 772.33.33. Telex: 620 567. Products: Production of coaches, and buses entirely manufactured by Renault

DONKERVOORT, Nw Loosdrecht, dijk 205a, The Netherlands, 1231 KT. Phone: 02158-1990. Products: Donkervoort automobiles.

DUTTON CARS LTD., 53 Broadwater St., Worthing, W. Sussex BN14 9BY, Great Britain. Products: Dutton cars.

EL NASR AUTOMOTIVE MFG. CO., Wadi-Hof, Cairo, Egypt. Phone: 781901. Products: Buses, trucks, cars, tractors.

ENFIELD, Electricity Council, Millbank, London SW1P 4 RD, Great Britain. Products: Electric cars.

ENVEMO-ENGENHARIA DE VEICULOS E MOTORES, Rua Olimpiadas, 237 Vila Olimpia, SP, Brazil. Products: Cars, off-road vehicles, race engines.

FABRYKA SAMOCHODOW MALOLITRAZOWYCH, ul. Sarni Stok 93, 43-300 Bielsko-Biala, Poland. Products: Cars, 126, Syrena models.

FABRYKA SAMOCHODOW OSO-BOWYCH, ul. Stalingradzka 50, Warsaw, Poland. Products: Automobiles.

FAIRCLOUGH ELECTRIC VEHICLES LTD., Unit 3, Opportunities Centre, Halesfield 14, Telford, Shropshire, Great Britain. Products: Electric cars.

FORD BRASIL S.A., Caixa Postal 5064 — CEP 09720, Rudge Ramos Sao Bernardo do Campo, Sao Paulo, Brazil. Phone: (55) (11) 457-6633. Telex: 011-4164. Products: Ford car and truck assembly.

FARUS LTDa., INDUSTRIA DE VEICULOS ESPORTIVOS, Rua Divisa Nova, 30-A, Salgado Filho, Belo Horizonte, Minas Gerais, Brazil. Products: Automobiles.

FASA-RENAULT, Arco de Ladrillo 58, Valladolid, Spain. Products: Automobiles.

FERRARI SOCIETA PER AZIONI, ESERCIZIO FABBRICHE AUTOMOBILI E CORSE, vl. Trento Trieste 31, 41100 Modena, Italy. Products: Racing and GT cars.

FIAT AUTO S.p.A., corso Agnelli 200, Turin, Italy. Products: Fiat, Abarth, Autobianchi, Lancia cars.

FIAT AUTOMOVEIS S.A., Rodovia Fernao Dias, km 429, 32500 Betim, Minas Gerais. Brazil. Products: Alfa Romeo, Fiat cars.

Continued on page 72

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In thousands)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW CAR REGISTRATIONS								
Total Western Europe*	10,469	10,161	10,256	10,592	10,781	10,934	11,176	11,341
Germany	2,427	2,394	2,295	2,546	2,506	2,542	2,608	2,649
France	2,018	1,758	1,810	1,902	1,962	2,006	2,076	2,086
United Kingdom	1,792	1,750	1,770	1,732	1,742	1,787	1,795	1,767
Italy	1,581	1,636	1,672	1,658	1,711	1,770	1,785	1,825
Total U.S.	9,178	10,330	11,026	10,463	10,747	10,821	11,248	11,587
Asia-Pacific**	1,025	1,137	1,240	1,295	1,310	1,335	1,412	1,475
Japan	3,136	3,096	3,151	3,207	3,164	3,319	3,425	3,528
Total Africa-MidEast	1,271	1,242	1,268	1,336	1,484	1,584	1,635	1,706
Total Latin America	1,401	1,350	1,410	1,530	1,629	1,776	1,952	2,064
Total Eastern Bloc	2,085	2,124	2,162	2,238	2,323	2,385	2,424	2,475
CAR PRODUCTION								
Total Western Europe*	11,140	10,723	10,957	11,281	11,491	11,711	11,968	12,209
Germany	3,878	3,790	4,037	4,142	4,110	4,164	4,244	4,319
France	2,961	2,713	2,617	2,718	2,863	2,930	2,986	2,961
United Kingdom	1,045	909	975	988	1,005	1,028	1,052	1,107
Italy	1,396	1,439	1,378	1,384	1,426	1,480	1,523	1,572
Total North America	7,746	8,894	9,245	7,979	7,646	7,875	8,208	8,512
Asia-Pacific**	804	923	1,036	1,127	1,226	1,300	2,607	1,468
Japan	7,152	7,073	7,491	8,042	8,302	8,343	8,462	8,607
Mexico	207	245	305	344	411	479	517	539
NEW TRUCK REGISTRATIONS								
Western Europe***	1,139	1,119	1,183	1,204	1,182	1,206	1,263	N/A
U.S.	3,161	4,092	4,642	4,520	4,710	4,750	4,811	4,913
TRUCK PRODUCTION								
Western Europe***	1,308	1,224	1,357	1,393	1,384	1,416	1,476	N/A
North America	2,971	3,958	4,243	4,091	4,321	4,300	4,350	4,447

*Western Europe car production and registrations include Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Asia-Pacific includes Taiwan, South Korea Peninsular Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately.
***Western Europe truck production and registrations include Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium.

January 1986

MANUFACTURERS

Continued from page 71

FIRST AUTOMOBILE WORKS, THE, Dong Feng St., Changchun, Jilin, China. Phone: 50-4051. Telex: 83009 FFAW CN. Products: Five-ton Jiefang (commercial vehicles) trucks, Hong-Qi luxury cars, Hong-Qi minibus, various special purpose vehicles.

FORD BRASIL S.A., Av. Rudge Ramos 1501, Sao Paulo, Brazil. Ford Motor Co., parent company. Products: Ford cars.

FORD ESPANA S.A. (SPAIN), Paseo de la Castellana 135, 8 Planta, Madrid — 16 Spain. Phone: Madrid (34) (1) 279 9600. Telex: Spain 42352. Products: Ford car assembly.

FORD LIO HO MOTOR CO. (TAIWAN) LTD., P.O. Box 12, Chung Li, Taiwan 320, Republic of China. Phone: Chung Li (886) (34) 553131/553150. Telex: 35167. Products: Ford car assembly.

FORD LUSITANA S.A.R.L. (PORTUGAL), Apartado 2248, R. Rosa Araujo 2, 1106 Lisbon Codex, Portugal. Phone: Lisbon (351) (1) 53 91 41. Telex: Portugal 122 18. Products: Ford car, Transit van and Cargo truck assembly.

FORD MOTOR ARGENTINA S.A., Casilla de Correo 696, 1000 Correo Central, Buenos Aires, Argentina. Phone: Buenos Aires (54) (1) 394-1017. Telex: 21175. Products: Car and truck assembly.

FORD MOTOR CO. OF AUSTRALIA LTD., Private Mail Bag 6, Campbellfield, Vic. 3061, Australia. Phone: (61) (3) 359-8211. Telex: 30624. Products: Ford car, van, light and heavy truck assembly.

FORD MOTOR CO. (BRITAIN) LTD., AND FORD OF EUROPE INC., Eagal Way, Brentwood, Essex, CM13 3BW, England. Phone: (44) (277) 253000. Telex: United Kingdom 995311. Products: Ford car and light van assembly.

FORD MOTOR CO. S.A. de C.V. (MEXICO), Apartado Postal 39 Bis, Mexico 1, D.F. Reforma — Managing Dir. Phone: (905) 211-0049. Telex: 7860. Products: Ford cars and trucks.

FORD MOTOR CO. (JAPAN) LTD., Toranmon 37 Mori Bldg, 5-1 Toranomon 3 chome, Minato-ku, Tokyo, Japan. Ford Motor Co., parent company. Products: Importer in Japan of Ford automobiles and exporter to Australia and New Zealand of Mazda automobiles. Models: Laser, Telstar.

FORD MOTOR CO. OF SOUTH AFRICA, 55 Albany Rd., Port Elizabeth, 6001, South Africa. Ford Motor Co., parent company. Products: Automobiles, race cars.

FORD MOTOR CO. OF NEW ZEALAND LTD., P.O. Box 30-012, Lower Hutt, New Zealand. Phone: (64) (4) 666-149 (Wellington). Cable: NEWZEAFORD WELLINGTON (N.Z.). Products: Ford car, van and truck assembly.

FORD MOTOR de VENEZUELA S.A., Apartado 61131 del Este, Caracas, Venezuela. Phone: (58) (2) 765377. Telex: Caracas FI-22740. Products: Ford cars, trucks.

FORD-WERKE AG, Administration: Ottoplatz 2, Postfach 21 03 69, D-5000 Koein 21, West Germany. Phone: Cologne (49) (221) 8251. Telex: Germany 888483. Products: Ford car assembly.

FUJI HEAVY INDUSTRIES LTD., Subaru Bldg., 1-chome, 7-2, Nishi-shinjuku, Shinjuku-ku, Tokyo 160, Japan. Phone: (03) 347-2111. Telex: 0-232-2268 FUJI J. Products: Subaru vehicles.

GAC IRELAND LTD., Shannon Industrial Estate, County Clare, Ireland. Phone: 061-61522. Telex: 24048. Products: Monocoque buses.

GAZ-GORKOVSKI AVTOMOBILNY ZAVOD, Avtoexport, Il. Volkhonka, 14, Moscow 119902, U.S.S.R. Products: Automobiles.

GENERAL MOTORS CHILE S.A., INDUSTRIA AUTOMOTRIZ, P.O. Box 14370, Santiago, Chile. Phone 56-2-574-673. Products: Assembly of vehicles.

GENERAL MOTORS CONTINENTAL, Noorderlaan 75, Postbus 9, B-2030 Antwerp, Belgium. Phone: 32-3-543-5111. Products: Assembly of Opel and Vauxhall vehicles.

GENERAL MOTORS do BRASIL S.A., P.O. Box 8200, 01000 Sao Paulo, Brazil. Products: Assembly of passenger cars and commercial vehicles.

GENERAL MOTORS de MEXICO, S.A. de C.V., Apartado 107-BIS, Mexico 1, D.F. Phone: 525-250-3777. Products: Assembly of passenger cars, commercial vehicles.

GENERAL MOTORS de PORTUGAL, LIMITADA, P.O. Box 8115, 1802 Lisbon Codex, Portugal. Phone: 351-1-85-01-88. Products: Assembly of vehicles.

GENERAL MOTORS de VENEZUELA, C.A., Apartado 666, Caracas 1100, Venezuela. Phone: 58-2-494-711/19. Products: Assembly of imported vehicles.

GENERAL MOTORS EGYPT, S.A.E., (jointly owned by Isuzu Motors, GM, Egypt and an Arabian investment group), Abu El-Fida Bldg., Abu El Fida, Zamalek, Cairo, Egypt. Phone: 698047/812365. Products: Assembly and manufacture of commercial vehicles.

GENERAL MOTORS HELLAS, A.B.E.E. (ATHENS), P.O. Box 610-20, Amaroussion 151-10, Attica, Greece. Phone: 30-1-682-8900. Products: Assembly of imported Opel vehicles.

GENERAL MOTORS-HOLDEN'S LTD., Box 1714 G.P.O., Melbourne, Australia 3001. Phone: 61-3-647-1673. Products: Manufacture of passenger cars and light commercial vehicles, assembly of imported vehicles.

GENERAL MOTORS PILIPINAS INC., P.O. Box 7061, Airmail Exchange Office, Manila International Airport 3120, Philippines. Phone: 63-2-801-1701. Products: Assembly of Isuzu vehicles.

GENERAL MOTORS SOUTH AFRICAN (PROPRIETARY) LTD., P.O. Box 1137, Port Elizabeth 6000, South Africa. Phone: 27-41-48211. Products: Opel, Vauxhall passenger cars.

GENERAL MOTORS URUGUAYA S.A., Avenida Sayago 1385, Montevideo, Uruguay. Phone: 598-2-381-621/28. Products: Assembly of imported vehicles.

GENERAL MOTORS ZAIRE S.A.R.L., B.P. 11199, Kinshasa 1, Zaire. Phone: 160-243 (Bell operator)-26635. Products: Assembly of imported vehicles.

GHIA S.p.A., v. A. da Montefeltro 5, 10134, Turin, Italy. Products: Automobiles, coaches.

GIANNINI AUTOMOBILI S.p.A., v. Idrovore della Magliana 57, Rome, Italy. Products: Automobiles, variations of Fiat cars.

GINETTA CARS LTD., West End Works, Witham, Essex, GMB 1BE, Great Britain. Products: Automobiles including G25 model.

GLENFROME OF ENGLAND, Hudds Vale Rd., St. George, Bristol BS5 7HY. Phone: 272-557727. Telex: 449639 GLENENG. Products: Special Jaguars, Mercedes, Range Rovers, Glenfrome sports cars.

G.P. VEHICLES, Unit 7 Worton Hall, Worton Rd., Isleworth, Middlesex TW7 6ER, England. Products: Automobiles.

GRAND PRIX METALCRAFT LTD., 2-3 Thane Works, Thane Villas, London, N.7 7NU, England. Phone: 01 609-0384 or 0389. Telex: 266314 G. Products: Desande Roadster, Deetype Replica and Mercedes conversions.

GROUP LOTUS CARS COMPANIES P.l.c., Norwich, Norfolk, England NR14 8EZ. Phone: 953-608000. Telex: 97401. Products: Automobiles, automotive engineering technology.

GURGEL S.A. INDUSTRIA E. COMERCIO DE VEICULOS, Rod. Washington Luis, km 171, 13500 Rio Claro, S.P., Brazil. 13.500. Products: Off-road cars, delivery vans, electric cars.

HEAVY INDUSTRIES CORP. MINISTRY OF INDUSTRY II, P.O. Box No. (370) G.P.O. Rangoon, Burma. Phone: 50460/51206/52715. Telex: 21503 KASALA BM. Products: Mazda vehicles.

HINDUSTAN MOTORS LTD., Birla Bldg., 9/1 R.N. Mukherjee Rd., Calcutta 1, India. Products: Cars, 4wd vehicles.

HINO MOTORS LTD., 7-17, Nihonbashi 1-chome, Chuo-ku, Tokyo, Japan. Telex: J22946 HINOLTD. Products: Diesel trucks.

HONDA BENELUX N.V., Wijngaardveld 1, 9300 Aalst, Belgium. Products: Manufacture of Honda products primarily in Benelux countries.

HONDA MOTOR CO. LTD., No. 27-8, 6-chome, Jingu-mae, Shibuya-ku, Tokyo, Japan. Telex: J22678 (HONDAMTR). Products: Honda vehicles.

HYUNDAI MOTOR CO., 140-2, Ke-Dong, Jong Ko-Ku, Seoul, South Korea. Products: Automobiles.

INDUSTRIE PININFARINA S.p.A., Via Lesna, Gragliasco, Italy 10095. Phone: 11-703232. Telex: 11-700819. Products: Automobiles, auto bodies.

INDUSTRIES MECHNIQUES MAGHREBINES, c/o Societe Afrique Autos Place de l'Afrique Tunis, Tunisia. Phone: 2161-247026-240737. Products: Assembly of Isuzu vehicles.

INNOCENTI, NUOVA, S.p.A., v. Rubattino 37, Milan, Italy. Products: Automobiles.

INTREPRINDEREA DE AUTOTURISME PITESTI, Pitesti 0300, Colibasi, Jud. Arges., Romania. Products: Automobiles.

INTREPRINDEREA MECANICA MUSCEL, Cimpulung Muscel, Jud. Arges, Romania. Products: Aro model automobiles.

IRAN VANET MANUFACTURING CO., P.O. Box 250, Kilometer 21, Old Karaj Rd., Teheran, Iran. Phone: 952717/965032. Telex: 212035 IVMC IR. Products: Mazda trucks.

ISUZU MOTORS CO., 38 Puchaosming-Prairoad, Samrong-tai, Phrapradaeng, Samudprakarn, Thailand. Phone: 394-2451. Telex: Products: Isuzu truck bodies.

ISUZU MOTORS LTD., 22-10, Minami-oi, 6 chome, Shinagawa-ku, Tokyo 140 Japan. Phone: 762-1111. Telex: 0266219 ISUZU T J. Products: Isuzu cars, trucks, buses.

ITAL DESIGN SIRP S.p.A., Via A. Grandi, 11, Moncalieri, Italy 10024. Phone: (11) 64-70-333. Telex: 220642 ITADE. Products: Design, models, interior mock-ups, engineering and development, prototypes, dies design, methods, tooling, automations, feasibility studies for automotive companies and truck, bus and industrial vehicle manufacturers.

JEEP de VENEZUELA, S.A., Avde Andres Bello Edif. Las Fundaciones, Caracas, Venezuela. Phone: (58) 2-573-8011. Telex: 24702 JEEPVVC. Products: Jeep vehicles.

JOHN BRITTEN GARAGES LTD., Barnet Rd., Arkley, Barnet, Herts., Great Britain. Products: Arkley automobiles.

KIA MOTORS CORP., 61 Yoido-dong, Yungdeungpo-ku, Seoul, South Korea. Phone: 783-1501-9. Telex: KIACO K27327 (SEOUL). Products: Mazda trucks.

KOUGAR CARS LTD., Overlook, Budletts, Uckfield, Sussex, England TN22 2EA. Phone: 0825-2800. Products: Automobiles.

LAFER S.A. INDUSTRIA E COMERCIO, Rua Lavapes 6, 01519 Sao Paulo, Brazil. Products: Automobiles, replicars.

LAMBORGHINI, NUOVA AUTOMOBILI FERRUCCIO S.p.A., v. Modena 1b, 40019 S. Agata Bolognese (Bologna), Italy. Products: Automobiles.

U.S. CORPORATE PROFITS

(Dollars in billions)

Year Quarter	Profits Before Tax: Motor Vehicle & Equipment Manufacturers	Profits Before Tax: Total Manufacturers	Profits Before Tax: Total U.S. Profits	Motor Vehicle & Equipment % of: Total Manufacturer Profits	Motor Vehicle & Equipment % of: Total U.S. Profits
1970	1.2	26.6	68.9	4.5	1.7
1971	5.0	34.1	82.0	14.7	6.1
1972	5.9	40.7	94.0	14.4	6.3
1973	5.8	46.2	107.1	12.5	5.4
1974	0.7	39.8	99.4	0.2	0.1
1975	2.0	53.6	123.9	3.7	1.6
1976	7.2	70.9	155.3	10.0	4.7
1977	9.4	80.6	183.8	11.6	5.1
1978	8.9	88.7	208.2	10.0	4.3
1979	4.7	87.5	214.1	5.3	2.2
1980	−2.5	77.1	194.0	0.0	0.0
1981	0.1	88.5	202.3	0.0	0.0
1982	−0.8	58.0	159.2	1.4	0.5
1983	6.7	71.3	195.0	9.4	3.4
1984	10.0	88.5	232.3	11.3	4.3
1985 I	−9.5	77.3	220.6	12.3	4.3
II	7.8	73.4	220.9	10.6	3.5
III	5.2	79.7	233.2	6.5	2.2
IV	N.A.				

SOURCE: U.S. Department of Commerce, Bureau of Economic Analysis, MVMA.

U.S. AUTO MAKERS 1985-'84 FINANCIAL RESULTS (In millions)

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 4,040	$ 125	$ 4,215	$15
Chrysler Corp.	$ 21,256	$1,635	$ 19,573	$2,380
Ford Motor Co.	$ 52,774	$2,515	$ 52,366	$2,907
General Motors Corp.	$ 96,372	$3,999	$ 83,880	$4,517
Total	$174,442	$8,274	$160,034	$9,819

AUTO MAKERS' FINANCE COMPANIES 1985 FINANCIAL RESULTS

(Dollars in millions)

	American Motors Financial Corp.	Chrysler Financial Corp.	Ford Motor Credit Corp.	General Motors Acceptance Corp.
1985 Net Income	$6.9	$154.3	$440.5	$1,021.0
1984 Net Income	$4.8	$83.1	$310.4	$784.8
Percentage Change from 1984	47%	86%	42%	36%
1985 Percentage of Retail Sales Financed	22%	33%	39%	41%
1984 Percentage of Retail Sales Financed	19%	19%	25%	28%

FINANCIAL RESULTS FOR JAPAN'S AUTO MAKERS

	Yen Sales (In Billions)	Dollar Sales (In Millions)	Percent Change	Net Income Yen (Billions)	Net Income Dollars (Millions)	Percent Change	Total Unit Sales	Percent Change	Overseas Unit Sales	Percent Change
TOYOTA—For fiscal year ended June 30, 1985	6,064.4	$25,635	+10.8%	306.3	$1,304	+22.8%	3,535,495[1]	+ 4.8%	1,901,786	+11.2%
NISSAN—For fiscal year ended March 31, 1985	3,618.1	14,244	+ 4.6	74.3	293	+ 5.3	2,473,191[2]	− 1.8	1,375,075	− 0.6
HONDA—For fiscal year ended Feb. 29, 1985	2,652.2	10,222	+11.7	128.5	495	+34.5	1,252,000[3]	+11.6	865,000	+20.5
MAZDA—For 12 months ended Oct. 31, 1985	1,568.8	7,400	+ 9.6	31.2	147	+ 5.1	1,320,167[4]	+ 1.2	572,613	+ 2.1
MITSUBISHI—For fiscal year ended March 31, 1985	1,408.3	5,544	+20.0	6.6	26	+20.0	1,161,200[5]	+11.2	628,500	+27.6
ISUZU—For fiscal year ended Oct. 31, 1984	789.1	3,140	+12.3	(17.7)	(.072)		411,966[6]	+ 9.2	261,964	+35.0
FUJI HEAVY INDUSTRIES'—For fiscal year ended March 31, 1985	672.1	2,688	+11.5	14.9	60	− 2.0	623,286[7]	− 0.8	246,000	+ 1.2

Notes: (1) Includes cars, trucks and buses, but excludes KD sets of 159,197 units, up 1.5 percent. Also excludes industrial vehicles and houses. (2) Includes all motor vehicles. Excludes KD sets. (3) Includes passenger cars only. Excludes power products and motorcycles. (4) Includes 170,182 KD sets. (5) Includes passenger cars, trucks and buses. (6) Includes cars, trucks and buses. Excludes 20,780 KD sets. (7) Parent company of Subaru of America. (8) Includes passenger cars only. Dollar figures translated at average exchange rate during particular fiscal period.

MANUFACTURERS

LANCIA, v. Vincenzo Lancia 27, Turin, Italy. Products: Automobiles.

LAWIL S.p.A., Costruzioni Meccaniche Automobilistiche, v. Maretti 29, Varzi (Pavia), Italy. Products: Automobiles.

LEDL GmbH, Automobilerzeugung, Kunststoffverarbeitung, Pottendorferstrabe 73-75, A-2523 Tattendorf, Austria. Phone: 0-22-53/81-401. Products: Automobiles, crash helmets, car styling products.

LENHAM MOTOR CO., 47 West St., Harnetsham, Kent ME17 1HX, Great Britain. Products: Sports cars.

LOGICAR AS, Otto Werk Design, Bymarkasvej 4, Stevnstrop, DK 8870 Langaa, Denmark. Products: Automobiles, prototypes.

LYNX ENGINEERING LTD., 8, Castleham Rd., Castleham Industrial Estate, St. Leonard-on-the-Sea, East Sussex, TN 38 9NR, Great Britain. Phone: (0) 424-51277. Products: Automobile prototypes, convertible prototypes, low-volume convertible conversions, low-volume performance cars.

MARCOS SALES LTD., 153 West Wilts Trading Estate, Westbury, Wiltshire, Great Britain BA13 4JN. Phone: 0373-864097. Telex: 444883 SPEMAR G. Products: Automobiles.

MASERATI, OFFICINE ALFIERI, S.p.A., v. Ciro Menotti 322, Modena, Italy. Products: GT and racing cars.

MAZDA MOTOR CORP., 3-1, Shinchi, Fuchu-cho, Aki-gun, Hiroshima 730-91, Japan. P.O. Box 18. Phone: (082) 282-1111. Telex: 652333 MAZDA J. Products: Mazda cars, trucks.

MAZDA MOTORS OF NEW ZEALAND LTD., P.O. Box 22-472 Otahuhu, Auckland, New Zealand. Phone: 579-019. Telex: N.Z. 21152. Products: Mazda cars, trucks.

MERCEDES-BENZ ARGENTINA, S.A., Casilla Correo 3890, (1000) Correo Central, Buenos Aires, Argentina. Phone: (00541) 8 01 70 61/68. Products: Trucks, buses.

MERCEDES-BENZ AUSTRALIA PTY LTD., P.O. Box 214, Mulgrave-Melbourne, Australia. Phone: (00613) 5 66 92 66. Telex: 31735 merstar aa. Products: Assembly of trucks and buses.

MERCEDES-BENZ do BRASIL, S.A., Av. Alfred Jurzykowski, 562, Sao Bernardo do Campo/S.P. Brazil. Phone: (005511) 455 66 11. Telex: 114157 BENZBR. Products: Trucks, bus chassis.

MERCEDES-BENZ OF SOUTH AFRICA (PTY) LTD., P.O. Box 1717 Pretoria 0001, Republic of South Africa. Phone: (00271?) 214 2911. Telex: 321361 SA. Products: Assembly of cars, trucks, buses, chassis.

MICHELOTTI, (Studio Tecnica Design Carrozzeria), strada dei Boschi 8, 10092 Beinasco, Turin, Italy. Products: Coaches for custom-made cars.

MIDAS CARS LTD., St. Lukes Rd. Corby, Northants, NNI8 8 AJ, England. Phone: 0536-60044. Products: Automobiles.

MITSUBISHI MOTORS CORP., 33-8, Shiba 5-chome, Minato-ku, Tokyo, Japan. Phone: (03) 456-1111. Telex: J26639 (MISHIJIKO). Products: Motor vehicles ranging from mini vehicles to large-size trucks and buses.

MORGAN MOTOR CO. LTD., Pickersleigh Rd., Malvern Link, Worcs. WR14 2LL, Great Britain. Products: Automobiles, parts.

MOTOR IBERICA S.A., Edifi'cio Barcinovaa, Gran Vi'a Carlos III, 140-142, Barcelona-34, Spain. Products: Nissan 4wd Patrol vehicle.

MUGEN COMPANY LTD., 2-15-11 Hazaore machi, Asaka shi., Saitama ken. 351, Japan. Products: Coaches.

NATIONAL AUTOMOBILE INDUSTRY CO. LTD., P.O. Box 5938, Jeddah, Saudi Arabia. Phone: (009662) 6 82 20 00. Telex: 400099 NAICAR S.J. Products: Assembly of trucks.

NISSAN AUSTRALIA PTY. LTD., 250 Frankston Rd., Dandenong, Victoria, Australia. Products: Automobiles.

NISSAN DIESEL MOTOR CO. LTD., Sunshine 60 Building, 3-1-1, Higashi Ikebukuro, Toshima-ku, Tokyo. Telex: NIDEKO J24111. Products: Heavy- and medium-duty diesel trucks, buses, industrial and marine diesel engines.

NISSAN MEXICANA, S.V. de C.V., Piso del, Mexico 19 D.F., Mexico. Products: Nissan Sunny and Silvia pickup and trucks.

NISSAN MOTOR CO. LTD., 17-1, Ginza 6-chome, Chuo-ku, Tokyo 104, Japan. Telex: NISMO J22503. Products: Nissan cars, trucks.

NISSAN MOTOR del PERU S.A., Av. Tomas Valle No. 601, San Martin de Porres, P.O. Box 4265, Lima, Peru. Products: Manufacturer and distributor in Peru.

NISSAN SHATAI CO. LTD., Hiratsuka, Kanagawa, Japan. Phone: 579-019. Telex: NZ 21152. Products: Passenger cars, trucks.

NOVA SPORTS CARS LTD., Bridge Garage, Huddersfield Rd., Mirfield Yorks, Great Britain. Products: Automobiles.

OB&D DESIGN ASSOCIATES LTD., 67 Woodside, Ashby de la Zouch, Leics, LE6 5NU, Great Britain. Products: Automobiles.

OGLE DESIGN LTD., Birds Hill, Letch-

Continued on page 74

U.S. INDUSTRIAL PRODUCTION INDEX AND CAPACITY USAGE OF MOTOR VEHICLE AND PARTS MANUFACTURERS

	Industrial Production Index*						Capacity Utilization	
	Index	Total % Change from Last Period	Index	Motor Vehicle & Parts Manufacturer % Change from Last Period	All Manufacturing	% Change from Last Period	Motor Vehicles & Parts	% Change from Last Period
1970	78.5	3.3	56.3	−19.5	79.2	−8.6	68.8	−24.0
1971	79.6	1.4	70.6	25.4	77.4	−2.2	82.2	16.3
1972	87.3	9.7	77.1	9.2	82.8	7.0	86.0	4.6
1973	94.4	8.1	89.8	16.5	87.0	5.1	94.5	9.9
1974	93.0	−1.5	77.5	−13.7	82.6	−5.1	78.4	−17.0
1975	86.3	−8.8	65.7	−15.2	72.3	−12.4	64.5	−17.7
1976	92.4	9.2	86.5	31.8	77.4	7.1	81.1	25.7
1977	100.0	8.0	100.0	15.6	81.4	5.2	89.1	9.9
1978	106.9	6.5	104.6	4.6	84.2	3.4	89.0	−0.1
1979	111.0	3.9	95.9	−8.3	84.6	0.5	78.2	−12.1
1980	112.2	−1.7	71.1	−25.8	79.3	−6.3	57.8	−26.0
1981	115.2	2.2	71.6	0.7	78.3	−1.3	59.0	2.1
1982	109.5	−7.1	66.8	−6.7	70.3	−10.6	54.3	−8.0
1983	114.7	5.9	85.5	28.4	74.0	5.3	68.9	27.0
1984	127.8	11.5	105.6	23.1	80.8	9.2	82.5	19.7
1985 I	123.8	0.6	112.3	5.2	80.5	−0.6	84.9	3.9
II	124.2	0.3	110.6	−1.9	80.3	−0.2	83.1	−2.1
III	124.7	0.4	114.9	3.2	80.3	−0.4	84.8	2.0
IV	124.9	0.2	112.0	−4.2	80.1	−0.2	N.A.	N.A.

*Benchmarked to 1967; 1967 output equals 100.
SOURCE: Board of Governors of Federal Reserve System, Federal Reserve Bulletin; Unpublished data on computer printout (FRB); MVMA.

GENERAL MOTORS WORLDWIDE FACTORY SALES

(Units in thousands)

	CARS			TRUCKS & BUSES			TOTAL		
	1985	1984	1983	1985	1984	1983	1985	1984	1983
United States	4,882	4,338	3,996	1,537	1,338	1,123	6,419	5,676	5,119
Canada	562	549	539	280	277	263	842	826	802
Overseas†	1,762	1,485	1,606	282	299	242	2,044	1,754	1,848
TOTAL	7,206	6,372	6,141	2,099	1,884	1,628	9,305	8,256	7,769

† Includes units which are manufactured overseas by other companies and which are imported and sold by GM and affiliates.

Percentage of Net Income (Loss) Attributable to:

	1985	1984	1983
United States	91%	86%	93%
Canada	12	17	16
Overseas	(3)	(3)	(9)
TOTAL	100%	100%	100%
Automotive	94%	100%	102%
Nonautomotive	6	—	(2)
TOTAL	100%	100%	100%

Percentage of Worldwide Dollar Sales and Revenues Attributable to:

	1985	1984	1983
United States	77%	76%	74%
Canada	12	13	13
Overseas	11	11	13
TOTAL	100%	100%	100%
Automotive	96%	96%	96%
Nonautomotive	4	4	4
TOTAL	100%	100%	100%

FORD MOTOR FACTORY SALES

U.S. and Canadian Cars and Trucks*

	1985	1984	1983	1982	1981	1980	1979
Cars							
United States	1,940,662	2,047,871	1,671,837	1,270,519	1,385,174	1,397,431	2,044,461
Canada	194,540	167,295	143,425	118,721	148,515	162,575	236,437
Total cars	2,135,202	2,214,966	1,815,262	1,389,240	1,533,689	1,560,007	2,280,898
Trucks**							
United States	1,260,123	1,238,928	993,874	803,464	716,848	753,195	1,183,018
Canada	119,583	94,552	69,409	70,120	104,136	109,006	160,160
Total trucks	1,379,706	1,333,480	1,063,283	873,604	820,784	862,201	1,343,178
Total cars and trucks	3,514,908	3,548,446	2,878,545	2,262,844	2,354,473	2,422,208	3,624,074
Cars and Trucks Outside the United States and Canada**							
Germany	769,883	789,855	833,119	797,850	737,363	857,258	880,325
Britain	422,003	371,598	414,018	423,073	418,629	468,472	555,496
Spain	265,783	269,021	228,150	229,838	254,006	298,522	252,917
Brazil	185,241	169,009	165,228	145,110	125,346	165,703	169,631
Australia	177,108	156,304	138,394	141,990	127,181	93,490	115,148
Argentina	33,281	49,881	56,586	52,764	78,671	106,463	89,669
Mexico	70,238	50,580	47,670	90,478	107,312	84,668	74,703
Other countries	112,055	180,087	172,419	123,630	110,187	83,686	48,341
Total outside United States and Canada	2,035,592	2,038,295	2,055,586	2,004,743	1,958,715	1,908,242	2,186,230
Total worldwide—cars and trucks	5,634,348	5,887,162	5,001,549	4,340,750	4,402,462	4,426,151	5,943,932

*Factory sales are by source of manufacture, except that Canadian exports to the United States are included as U.S. vehicle sales and U.S. exports to Canada are included as Canadian vehicle sales.
**Includes units manufactured by other companies and sold by Ford.

NEW PLANT AND EQUIPMENT EXPENDITURES BY MOTOR VEHICLE AND PARTS MANUFACTURERS

	Expenditures (Billions)			Motor Vehicle and Equip. Mfg. Percent of	
	Total U.S.	Total Manufacturing	Motor Vehicle & Equip. Manuf.	Manufacturing	Total U.S.
1975	142.42	53.66	3.33	6.2	2.3
1976	158.44	58.53	3.80	6.2	2.3
1977	184.82	67.48	5.82	8.6	3.1
1978	217.76	76.58	7.19	9.1	3.3
1979	254.96	95.92	8.34	8.7	3.3
1980	282.80	112.33	9.02	8.0	3.2
1981	315.22	126.54	9.83	7.8	3.1
1982	310.56	120.68	7.77	6.4	2.5
1983	304.78	116.20	7.29	6.3	2.4
1984	353.54	138.36	11.11	8.0	3.1
1985*	384.22	152.42	14.01	9.2	3.7
1986* I	402.13	154.74	15.52	10.0	3.9
II	405.99	159.16	15.18	9.5	3.7

*PROJECTIONS: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA.

U.S. EMPLOYMENT IN MOTOR VEHICLE & EQUIPMENT MANUFACTURING INDUSTRY

	Total (000)	Autos (000)	Trucks (000)	Parts (000)	Total as % of Manufacturing	Total as % of Non Agricultural
1970	799.0	382.1	66.0	351.3	4.1	1.1
1971	848.5	420.2	67.7	361.1	4.6	1.2
1972	874.8	415.2	76.6	383.0	4.6	1.2
1973	976.5	461.6	85.0	429.9	4.8	1.3
1974	907.7	416.2	88.9	402.7	4.5	1.2
1975	792.4	375.3	64.7	352.5	4.3	1.0
1976	881.0	415.9	66.0	399.0	4.6	1.1
1977	947.3	443.0	72.6	426.5	4.8	1.1
1978	1,004.9	469.8	77.6	451.9	4.9	1.2
1979	990.4	463.0	80.8	441.1	4.7	1.1
1980	788.8	368.1	66.8	349.5	3.9	0.9
1981	788.7	358.7	61.5	363.3	3.9	0.9
1982	699.3	317.5	51.6	323.3	3.7	0.8
1983	757.8	349.1	55.1	339.5	4.1	0.8
1984	867.2	390.9	67.3	387.3	4.4	0.9
1985	872.6	403.1	67.7	388.8	4.5	0.9

Definitions: Autos — motor vehicles and car bodies (SIC 3711); Trucks — truck and bus bodies (SIC 3713) and truck trailers and motor homes (SIC 3715,6); Parts — motor vehicle parts and accessories (SIC 3714).
SOURCE: U.S Dept. of Labor, Bureau of Labor Statistics; MVMA.

U.S. VEHICLE AND PARTS PERCENT OF TOTAL MERCHANDISE TRADE OF GNP

	Exports			Imports			
Year Quarter	Billions of Dollars	%U.S. Total Merchandise Exports	%U.S. Gross National Product	Billions of Dollars	%U.S. Total Merchandise Imports	%U.S. Gross National Product	Motor Vehicle & Parts Trade Deficit (Billions)
1970	4.1	9.5	0.41	5.9	14.7	0.59	1.8
1971	5.0	11.3	0.46	7.9	17.1	0.73	2.9
1972	6.0	12.0	0.51	9.6	17.0	0.80	3.6
1973	7.3	10.2	0.55	11.3	16.0	0.85	4.0
1974	9.3	9.4	0.65	12.4	12.0	0.86	3.1
1975	11.2	10.4	0.72	12.1	12.3	0.78	0.9
1976	12.6	10.9	0.73	16.8	13.6	0.98	4.2
1977	13.7	11.3	0.71	19.4	12.9	1.01	5.7
1978	16.2	11.3	0.75	25.1	14.4	1.16	8.9
1979	18.8	10.3	0.78	26.5	12.6	1.10	7.7
1980	17.9	8.1	0.67	28.0	11.4	1.04	10.4
1981	20.4	8.6	0.68	30.8	11.8	1.04	10.4
1982	17.5	8.2	0.57	34.3	14.1	1.12	16.8
1983	19.3	9.6	0.58	42.0	16.3	1.27	22.7
1984	24.0	11.0	0.66	55.1	16.9	1.50	31.1
1985 I	7.3	13.0	0.77	15.5	19.9	1.99	8.2
II	7.3	13.9	0.76	15.6	19.1	2.0	18.3
III	6.0	11.5	0.60	16.6	19.6	2.10	10.6

SOURCE: Statistics Canada and U.S. Department of Commerce, Bureau of Industrial Economics and Bureau of the Census; MVMA.

MANUFACTURERS

Continued from page 73

worth, Herts, SG6 1JA, England. Phone: 0462-682661. Telex: 0462-67814. Products: Automobile design and development; prototypes and models.

OLTCIT, Oltcit S.A., Craxiova, Romania. Products: Automobiles including Citroen.

OTOBUES ve MOTORLU ARACLAR SANAYII A.S., Burmali Cesmo Sokak Askeri, Firin Yolu No. 2, Davutpasa, Istanbul, Turkey. Phone: (00901) 576 05 55. Telex: 22374. Products: Buses, trucks.

OTOSAN A.S., P.K. 102, Kadikoy, Istanbul, Turkey. Products: Automobiles with fiberglass bodies and Ford engines.

PANTHER CAR CO. LTD., Brooklands Industrial park, Byfleet, Surrey, Great Britain. Products: Panther sports car. Telex: 8955729.

PAYKAN, Iran National Mfg. Co., Service Dept., P.O. Box 2118 Teheran, Iran. Products: Automobiles.

PEUGEOT AUTOMOBILES NIGERIA, Turaki Ali House 3, Kanta Rd., Kaduna, Nigeria. Products: Automobiles.

PEUGEOT S.A., 75 Av. de la Grande Armee, Paris 75116, France. Products: Peugeot, Talbot, Citroen automobiles.

PGE-PROGETTI GESTIONI ECOLOGICHE, via Rosellini 1, 20124 Milan, Italy. Products: Electric cars.

PININFARINA (see Industrie Pininfarina).

PORSCHE AG, Porschestr. 42, 7 Stuttgart-Zuffenhausen, West Germany. Phone: (011) 49-711-8203-317. Telex: 721871. Products: Porsche automobiles.

PREMIER AUTOMOBILES LTD., THE, 92/93, Maker Towers F 9th floor, Cuffe Parade, Colaba, Bombay, 400005, India. Products: Automobiles.

P.S.A. PEUGEOT-CITROEN, 75 Av. de la Grande Armee, Paris, France. Phone: 011 33 1 502 1133.

P.T. GERMAN MOTOR MANUFACTURING, P.O. Box 3769, Jakarta 10001, Indonesia. Phone: (0062219) 82 156. Telex: 48248 ptgmm jkt. Products: Cars, trucks, buses, bus chassis.

PUMA INDUSTRIA DE VEICULOS S.A., Av. Presidente Wilson 4385, C.P. 42649, Sao Paulo, Brazil. Products: Automobiles, race cars.

QINGLING MOTORS CO. LTD., Sichuang-prof, Zhongging-c, People's Republic of China. Products: Assembly of Isuzu commercial vehicles.

QT-ENGENHARIA E EQUIPAMENTOS LTDA., Rua das Orquideas 451, S. Bern. Campo, San Paulo 09700. Phone: 448-2433/DDD 011. Products: Off-road transmission and suspension components for trucks and pickups; 4x4 Jeeps; commercial and military research vehicles and engineering.

RELIANT MOTOR P.l.c., Two Gates, Tamworth, Staffs, Great Britain. Products: Automobiles, race cars.

RENAULT (REGIE NATIONALE des USINES RENAULT), 34, quai du Point-du-Jour, 92109 Boulogne-Billancourt, France. Phone: 609.15.30. Telex: RENO 204000 F. Products: Renault automobiles.

RENAULT VAMS. O. COL INDUSTRIAL VALLEJO, Delegacion, Atzcapotzalco, Poniente 150-Numero 837, 02300 Mexico D.F. Mexico. Phone: (011) 587-1500. Telex: 001771182VAMMEX.

RENAULT VEHICULES INDUSTRIELS (RVI), 129, rue Servient, 69003 Lyon, France. Products: Commercial vehicles, military equipment.

ROLLS-ROYCE MOTORS LTD., Crewe, Ches CWI 3 PL., Great Britain. Products: Rolls-Royce, Bentley automobiles.

RUSKA AUTOMOBILES B.V., 115-127 Laurierqracht, 101b RK Amsterdam, Holland. Products: Automobiles.

SAAB-SCANIA AB, S-581 88 Linkoping, Sweden. Phone: 46 13 18 00 00. Products: Automobiles, trucks.

SBARRO-ATELIERS DE CONSTRUCTIONS AUTOMOBILES, ACA Atelier, 1411 Les Tuileries-de-Grandson, Switzerland. Products: Automobiles, coaches.

SCARLATTI CARS, 21 Koper St., Farramere, Benoni 1500, South Africa. Products: Coaches.

SEAT (SOCIEDAD ESPANOLA DE AUTOMOVILES DE TURISMO S.A.), P. Castellana 278, Madrid, 16, Spain. Products: Automobiles.

SEMAL (SOCIEDADE ELECTRO MECANICA DE AUTOMOVEIS Ltda.), Rua Nova de S. Mamede, 7-2, DT, 1296 Lisbon, Portugal. Products: Portaro automobiles.

SEVEL ARGENTINA S.A., Humberto, Villa Bosch, BS Aires, Argentina, South America, 1682. Phone: 751-8031/9. Telex: 26012. Products: Peugeot and Fiat pickups, Chevrolet C-10.

SHANGHAI AUTOMOBILE WORKS, Luo Pu Rd., An Ting Town, Jiading County, Shanghai, People's Republic of China. Products: Automobiles.

SIND ENGINEERING LTD., P.O. Box 5262, W. Wharf Karachi, Pakistan. Phone: 202721-25. Telex: 23164 SEL PK. Products: Mazda trucks.

SINPAR (SOCIETE INDUSTRIELLE de PRODUCTIONS et d'ADAPTATIONS RHODANIENNES), 5, rue d'Arsonval - Z.I., 69680 Chassieu. Phone: 890 38 88. Telex: 300 649. Products: Transformation of standard vehicles (passenger cars, commercial vehicles) into all-wheel-drive vehicles.

SIPANI AUTOMOBILES LTD., 25/26 Industrial Suburb, Second Stage, Tumkur Rd., P.O.B. 2224, Banglore, 560022, India. Products: Automobiles.

SKODA-AUTOMOBILOVE ZAVODY NARODNI PODNIK, Trida Rude armady, mlada Boleslav, Czechoslovakia. Products: Automobiles.

SOCIEDADE COMMERCIAL TASSO de SOUSA, LDA., Rua de Sa da Bandeira, 557, Oporto, Portugal. Phone: (02) 25867. Telex: 25336 MAZDA P. Products: Mazda cars, trucks.

SOCIETE des AUTOMOBILES ALPINE RENAULT, Avenue de Breaute, B.P. 37, 76201 Dieppe Cedex. Phone: (35) 84.37.21/84.81.23. Telex: Alpirno 180993 F. Products: Sports and grand touring cars; fiberglass-plastic car bodies.

STUMULA-BUGATTI AUTOMOBILE, Cehmin de Sacuny, Brignais, France. Phone: 78 05 32 85. Products: Replicars, Bugatti 55.

SUZUKI MOTOR CO. LTD., 300, Takatsuka, Hamamatsu, Shizuoka-ken, Japan. Telex: 4225-571 SUZUKI J. Products: Passenger cars, vans.

SWARAJ MAZDA LTD., Phase IV, S.A.S. Nagar (near Chandigarh), Dist. Rogar-160 055 (S.C.O. No. 156-160, sector 8-C, Madhya Marg, Chandigarh-160 008), India. Phone: 26402/20586. Telex: 0395-222. Products: Mazda vehicles.

TALBOT et Cie., 46 Av. de la Grande Armee, Paris 75016, France. Products: Automobiles.

TALBOT MOTOR CO. LTD., International House P.O.B. 712, Bickenhill Land, Birmingham, Great Britain. Controlling interest held by PSA Peugeot. Products: Automobiles.

TATRA NARODNI PODNIK, Tatra Koprivnice okres Novy Jioin, Czechoslovakia. Products: Automobiles, racing cars.

TEILHOL VOITURE ELECTRIQUE, Zone Industrielle La Masse, 63600 Ambert, France. Products: Electric cars.

TEREX EQUIPMENT LTD., Newhouse Industrial Estate, Motherwell, Lanarkshire, ML1 5RY, Scotland. Phone: 44-698-732121. Products: Heavy earthmoving equipment.

THOMPSON MFG. CO., (Wexford) Ltd., Castlebridge, Wexford, Ireland. Phone: (053) 23327/22372. Products: TMC Costin sports cars.

TIMMIS MOTOR CO. LTD., 4351 Blenkinsop Rd., Victoria B.C., V8X 2C3, Canada. Products: Automobiles.

TOYOTA MOTOR CO., LTD. 1, Toyota-cho, Toyota City, Aichi-ken 471, Japan. Phone: (0565) 28-2121. Telex: 4528371 TOYOTAJ. Products: Cars, trucks.

TVR ENGINEERING LTD., Bristol Ave., Blackpool, England. Phone: (0253) 56151. Telex: 67519. Products: Exclusive handmade British sports cars.

UAZ-ULIANOVSKY AVTOMOBILNY ZAVOD, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles.

VAUXHALL MOTORS LTD., P.O. Box 3, Kimpton Road, Luton LU2 OSY, England. Phone: 44-582-21122. Products: Manufacture of passenger cars; assembly of imported vehicles.

VAZ-VOLZHSKY AVTOMOBILNY ZAVOD, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Lada automobiles.

VEB AUTOMOBILWERK EISENACH, Rennbahn 8, 59 Eisenach, German Democratic Republic. Products: Wartburg automobiles.

VEB SACHSENRING AUTOMOBILWERKE ZWICKAU, W. Rathenau Strasse, 95 Zwickau, German Democratic Republic. Products: Trabant automobiles.

VESSA, Societe d'Electricite Romande, Rue du Lac 18, 1815 Clarens, Switzerland.

VOLKSWAGEN ARGENTINA S.A., Florencio Varela 1903, San Justo, Provincia Buenos Aires, Argentina. Products: Automobiles.

VOLKSWAGEN do BRASIL S.A., v. Anchieta km 23.5, Sao Bernardo do Campo, Sao Paulo, CEP 09700, Brazil.

VOLKSWAGEN OF NIGERIA LTD., km 17, Badagry Highway, Lagos, Nigeria. Products: Automobiles.

VOLKSWAGENWERK AG, D-3180 Wolfsburg, West Germany. Products: Automobiles.

VOLVO CAR B.V., Steenovenweg 1, Helmond, The Netherlands. Products: Volvo automobiles.

VOLVO CORP., S-405 08 Gothenburg, Sweden. Phone: 031/59 00 00. Telex: 2370 Volvo S. Products: Volvo automobiles, buses, trucks.

XAVER JEHLE INDUSTRIE, Im Alteri Riet 32, 9494 Schaan, FL 9494. Phone: 075/25935. Telex: 77856. Products: Vehicles and engines.

YUE LOONG MOTOR CO. LTD., 150 Nanking East Rd., Sec 2, 10th FL., Taipei, 10409, Taiwan, Republic of China. Phone: 521-5353-18. Telex: 21630 TYLCO. Products: Automobiles, light trucks.

ZAGATO CAR s.r.l., Arese, 20017 Terrazzano di Rho, Milan, Italy. Products: car bodies.

ZAZ-ZAPOROZHSKY AVTOMOBILNY ZAVOD, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles.

ZCZ (ZAVODI CRVENA ZASTAVA), Spanskih boraca 4, 34000 Kragujevac, Yugoslavia. Products: Automobiles.

ZIL, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles. ■

GENERAL MOTORS CORP.

Financial Highlights

	1985	1984
Sales and Revenues (in millions except per share and hourly amounts)		
United States operations:		
Automotive products	$84,377.0	$73,053.1
Nonautomotive products	2,266.6	2,107.6
Defense	1,575.5	1,322.7
Computer systems services (since Oct. 18, 1984)	879.4	148.7
Total United States operations	89,098.5	76,632.1
Canadian operations	13,778.3	12,581.6
Overseas operations	12,461.0	11,345.5
Elimination of interarea sales and revenues	96,371.7	83,889.9
Worldwide factory sales of cars and trucks (units in thousands)	9,305	8,256
Net income	3,999.0	4,516.5

FORD MOTOR CO.

Financial Highlights

	1985	1984
Dollar Sales (in millions)		
Automotive	$48,879	$48,513
All other	3,895	3,853
Total	$52,774	$52,366
Net income (in millions)	$2,515	$2,907
A share	$13.63	$15.79
A share assuming full dilution	$13.22	$14.92
Cash dividends a share	$2.40	$2.00
After-tax return on sales	4.8	5.65
Taxes (in millions)		
Provision for income taxes	$1,103	$1,329
Other taxes (including social security and unemployment compensation	1,348	1,253
Total taxes	$2,451	$2,582
A share	$13.28	$14.03
Investment		
Capital expenditures (in millions)	$3,737	$3,515
Cash and marketable securities at Dec. 31 (in millions)	$5,904	$5,943
Working capital at Dec. 31 (in millions)	$1,237	$1,363
Stockholders equity at Dec. 31 (in millions)	$12,269	$9,838
Stockholders equity a share at Dec. 31	$65.92	$52.86

CHRYSLER CORP.

Financial Highlights

	1985	1984
Unit Sales of Cars and Trucks:		
In the United States and Canada	2,081,073	1,966,027
Outside the United States and Canada	76,300	68,321
TOTAL WORLDWIDE	2,157,373	2,034,348
Net Sales (In millions of dollars)	$ 21,255.5	$ 19,572.7
Earnings from continuing operations (In millions of dollars)	$ 1,635.2	$ 1,496.1
Per share data-primary *(In dollars):		
Earnings from continuing operations	$ 9.38	$ 7.83
Net earnings	$ 9.38	$ 12.59
At Dec. 31 (In millions of dollars):		
Net current assets	$584.3	(135.8)
Property, plant, equipment and tools less accumulated depreciation	$ 4,639.6	$ 3,713.2
Total assets	$ 12,605.3	$ 9,062.7
Payroll and Employment Data		
Worldwide Operations:		
Average number of employes	107,850	100,435
Total payroll (In millions)	$ 3,843.3	$ 3,386.2
U.S. Operations:		
Average number of employes	84,804	80,233
Total payroll (In millions)	$ 3,464.8	$ 2,998.3
Average total hourly labor costs per hour worked—including employe benefits	$ 24.50	$ 21.67
Average weekly hours worked—hourly employes	40.2	42.2
Average number of hourly employes	80,231	57,993
Number of retired employes receiving benefits under the company's pension plans	65,275	65,675

*Restated to reflect the Feb. 20, 1986 stock split.

AMERICAN MOTORS CORP.

(Dollars in millions)

	1985	Change	1984
Sales	$ 4,039.9	(4.16%)	$ 4,215.2
Earnings (Loss) From Continuing Operations Before Taxes on Income	$ (125.3)	—	$ 15.5
Net Earnings (Loss)	$ (125.3)	—	$ 15.5
Worldwide Wholesale Units Sales			
Automobiles	151,481	(39.15%)	248,955
Jeep Vehicles	240,288	24.23%	193,428
Total	$391,769	(11.44%)	$442,383
General Expenses			
Selling, advertising and administrative	$ 388.5	8%	$ 360.1
Amortizaton of tools and depreciation of facilities	136.9	20%	114.0
Pension	56.8	13%	65.4
Interest	90.9	3%	94.0

AMERICAN MOTORS

Wholesale Unit Sales

	1985	1984
U.S. AND CANADA		
Automobiles	136,989	237,309
Jeep Vehicles	217,806	171,036
TOTAL	354,795	408,345
INTERNATIONAL		
Automobiles	14,492	11,646
Jeep Vehicles	22,482	22,392
TOTAL	36,974	34,038
TOTAL	391,769	442,383

DEALERS

Dealer totals declined for the domestic makers last year and increased significantly (with an asterisk) for the imports. The net result was a gain of 380 retail new-car outlets.

On Jan. 1 of this year, there were 25,104 new-car dealerships in the U.S., compared with 24,724 at the beginning of 1985. The 1986 total consisted of 20,673 establishments that handle domestic cars and 4,431 that stock only imports.

There are 17,966 places to buy an imported car, but 13,535 of them also handle domestic makes and are counted in the aforementioned 20,673.

Stated another way, there are 7,138 dealerships handling only domestic autos, 4,431 handling only imports and 13,535 handling both domestics and imports.

If that isn't enough numbers, 65.5 percent of the domestic outlets also carry imported cars — either a captive or an independent line.

As noted, the annual *Automotive News* census found 20,673 dealerships handling domestic makes of cars on Jan. 1, 1986. That was down 229 from the 20,902 counted a year earlier.

The decline followed increases of 42 in 1983 and 61 in 1984. Those were the only gains since 1955.

Four of the five manufacturers in the domestic category suffered declines last year. Chrysler Corp., up 15, was the sole exception.

There were dips of 135 outlets for General Motors, 47 for Ford Motor Co., 44 for American Motors-Renault and 22 for Volkswagen. The combined loss of 233 was reduced to 229 by a change in the number of intercorporate duals.

The import-outlet population exploded to an all-time high of 17,966 on Jan. 1, up from 12,427 a year earlier. But, as mentioned, there's an asterisk: The bulk of the gain came from the Chevrolet and Lincoln-Mercury captives.

All 5,050 Chevrolet dealers now handle the Japanese-built Suzuki Sprint and Isuzu Spectrum. Only 2,077 had those captives at the beginning of 1985. And 783 L-M outlets are stocking the German Merkur vs. none a year earlier.

But there were substantial gains in the noncaptive categories, too. An additional 609 dealerships are handling only imports, and there was an increase of 1,159 in the number of domestic outlets that stock an independent foreign make. ■

U.S.-CAR OUTLETS

1947 to 1986

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year	Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580		Jan. 1, 1969	27,486	−1.07
Jan. 1, 1948	46,092	+1.12	Jan. 1, 1970	27,071	−1.51
Jan. 1, 1949	49,173	+6.66	Jan. 1, 1971	26,126	−3.49
Jan. 1, 1950	46,821	−4.78	Jan. 1, 1972	25,621	−1.93
Jan. 1, 1951	47,543	+1.54	Jan. 1, 1973	25,441	−0.70
Jan. 1, 1952	46,014	−3.22	Jan. 1, 1974	25,349	−0.36
Jan. 1, 1953	45,191	−1.79	Jan. 1, 1975	24,980	−1.46
Jan. 1, 1954	41,910	−7.26	Jan. 1, 1976	24,453	−2.11
Jan. 1, 1955	40,374	−3.66	Jan. 1, 1977	24,268	−0.76
Jan. 1, 1956	41,018	+1.60	Jan. 1, 1978	24,147	−0.50
Jan. 1, 1957	37,982	−7.40	Jan. 1, 1979	24,051	−0.40
Jan. 1, 1958	37,188	−2.09	Jan. 1, 1980	23,379	−2.79
Jan. 1, 1959	35,077	−5.68	Jan. 1, 1981	21,772	−6.87
Jan. 1, 1960	33,658	−4.05	Jan. 1, 1982*	21,680	−0.41
Jan. 1, 1961	32,482	−3.49	Jan. 1, 1983**	20,799	−4.06
Jan. 1, 1962	31,331	−3.54	Jan. 1, 1984	20,841	+0.20
Jan. 1, 1963	30,853	−1.53	Jan. 1, 1985	20,902	+0.29
Jan. 1, 1964	30,827	−0.08	Jan. 1, 1986	20,673	−1.10
Jan. 1, 1965	30,691	−0.44			
Jan. 1, 1966	30,278	−1.35			
Jan. 1, 1967	28,422	−6.14			
Jan. 1, 1968	27,784	−2.24			

*Jan. 1, 1982 and subsequent totals include Volkswagen
**Jan. 1, 1983 and subsequent totals include Renault

Copyright, 1986, Automotive News

IMPORT FRANCHISES

	Jan. 1 1986	Jan. 1, 1985
JAPAN	15,951	12,863
Chevrolet	5,050	2,077
Plymouth Captives	3,009	2,980
Dodge Captives	2,927	2,893
Toyota	1,078	1,091
Nissan	1,101	1,106
Honda	879	850
Subaru	808	810
Mazda	767	760
Isuzu	242	215
Mitsubishi	89	61
WEST GERMANY	2,362	1,572
Merkur	783	0
Mercedes-Benz	421	417
BMW	433	419
Audi	408	408
Porsche	317	328
SWEDEN	752	738
Volvo	407	404
Saab	345	334
ITALY	365	382
Bertone/Pininfarina	125	141
Alfa Romeo	144	121
Ferrari	42	61
Maserati	44	48
Lamborghini	10	11
FRANCE	286	302
Peugeot	286	302
UNITED KINGDOM	327	319
Jaguar	167	172
Rolls-Royce	59	63
Lotus	47	40
Aston Martin	13	14
TVR	41	30
YUGOSLAVIA	156	0
Yugo	156	0
MISCELLANEOUS	15	15
TOTAL	20,214	16,191

NEW-CAR OUTLETS

U.S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	28,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%
Jan. 1, 1985	24,724	+0.0%
Jan. 1, 1986	25,104	+1.5%

Copyright, 1986, Automotive News

TRUCK OUTLETS

Retail Outlets

	Jan. 1, 1986	Jan. 1, 1985+
Chevrolet	5,000	5,120
Dodge	2,998	2,973
Ford	4,800	4,848
Freightliner	170	179
FWD	45	52
GMC	2,439	2,494
Hino	70	.....
International	743	786
Isuzu	240	.....
IVECO	199	232
Jeep	1,450	1,446
Kenworth	125	135
Mack	266	244
Mercedes-Benz	165	198
Mitsubishi Fuso****	10	.....
Nissan Diesel	100	.....
Peterbilt	116	116
Plymouth**	3,009	2,980
Scania	10	.....
Volvo	125	125
White***	220	169
Miscellaneous	.....	247
TOTALS	22,300	22,344
Adjustments for multiple franchising	2,676	2,681
NET TOTALS	19,624	19,663

* Retail outlets include dealerships, distributorships and factory-owned outlets.
** Plymouth trucks are compact Voyager vans.
*** White includes Autocar.
**** Estimate.
+ Revised.

The number of new-truck dealer outlets in the U.S. fell by 39 during 1985, bringing the Jan. 1, 1986, truck-dealer population to 19,624.

Five makers increased their dealer totals; nine showed declines; two were unchanged.

This year, dealer figures for Hino, Isuzu, Mitsubishi Fuso, Nissan Diesel and Scania trucks were added. These new figures replace those previously tabulated in the Miscellaneous category.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1986		Jan. 1, 1985	
Imported cars only:				
Exclusives	2,974		2,833	
Duals	1,457		989	
		4,431		3,822
Import-domestic duals:				
Domestics with captive imports	9,836		6,065	
Domestics with other imports	3,699		2,540	
		13,535		8,605
Total imported-car dealers		17,966		12,427

Notes: Renault and Volkswagen are counted as domestics. Captive imports are Chevrolet Sprint and Spectrum; Dodge Colt, Conquest and Vista; Plymouth Colt, Conquest and Vista; Merkur.

Copyright, 1986, Automotive News

CAR-TRUCK SALES PER OUTLET

FULL YEAR

Make	1985	Position
Mitsubishi	920	— 1
Toyota	874	— 2
Nissan	751	— 3
Honda	640	— 4
Chevrolet	586	— 5
Ford	565	— 6
Mazda	429	— 7
Oldsmobile	334	— 8
Dodge	297	— 9
Buick	285	— 10
Pontiac	265	— 11
Volvo	257	— 12
Volkswagen	246	— 13
Subaru	219	— 14
Mercedes	207	— 15
BMW	204	— 16
Isuzu	199	— 17
Mercury	189	— 18
Cadillac	185	— 19
Audi	182	— 20
Plymouth	146	— 21
AMC	133	— 22
GMC	128	— 23
Chrysler	124	— 24
Jaguar	120	— 25
Saab	115	— 26
Lincoln	104	— 27
Renault	87	— 28
Porsche	78	— 29
Peugeot	53	— 30
Dodge Imports	43	— 31
Alfa Romeo	33	— 32
Maserati	24	— 33
Chevrolet Imports	21	— 34
Plymouth Imports	17	— 35
Merkur	12	— 36

IMPORT OUTLETS

1957 to 1986

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096
Jan. 1, 1985	12,427
Jan. 1, 1986	17,966*

**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

Copyright, 1986, Automotive News

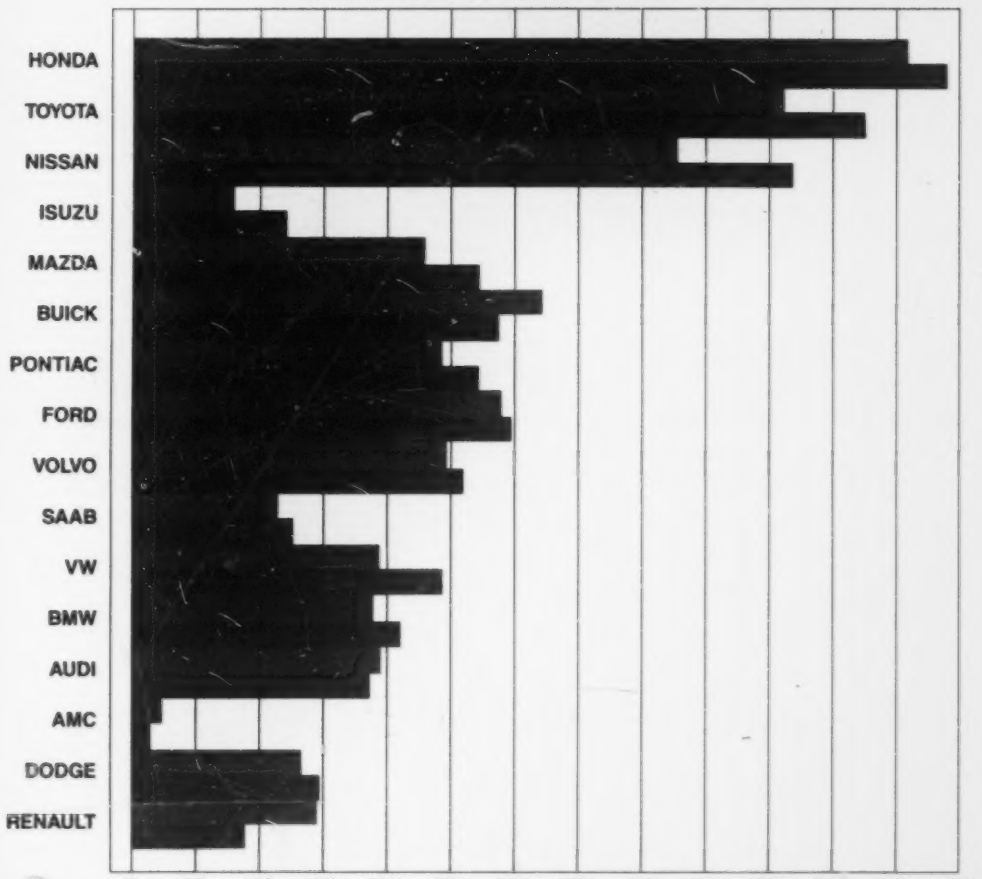
RETAIL OUTLETS, U.S. MAKES OF PASSENGER CARS 1986 vs. 1985

	Jan. 1, 1986				Jan. 1, 1985			
	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	156	2,530	2,686	1,421	192	2,546	2,738	1,465
AMC	103	1,265	1,368		124	1,273	1,397	
Renault	53	1,265	1,318		68	1,273	1,341	
CHRYSLER CORP.	954	6,031	8,985	4,003	965	7,931	8,896	3,988
Chrysler	0	3,049	3,049		0	3,023	3,023	
Dodge	945	1,982	2,927		955	1,938	2,893	
Plymouth	9	3,000	3,009		10	2,970	2,980	
FORD MOTOR CO.	2,780	6,247	9,027	5,517	2,840	6,208	9,048	5,564
Ford	2,769	1,913	4,682		2,825	1,907	4,732	
Lincoln	0	1,598	1,598		0	1,578	1,578	
Mercury	11	2,736	2,747		15	2,723	2,738	
GENERAL MOTORS	5,080	10,715	15,795	9,830	5,205	10,710	15,915	9,965
Buick	710	2,250	2,960		725	2,250	2,975	
Cadillac	255	1,360	1,615		255	1,355	1,610	
Chevrolet	2,940	2,110	5,050		3,020	2,100	5,120	
Oldsmobile	625	2,565	3,190		630	2,570	3,200	
Pontiac	550	2,430	2,980		575	2,435	3,010	
VOLKSWAGEN	877	0	877	877	899	0	899	899
TOTALS	9,847	27,523	37,370	21,648	10,101	27,395	37,496	21,881
Minus Intercorporate duals				975				979
NET DEALERS				20,673				20,902

Copyright, 1986, Automotive News

DEALERS

AVERAGE SALES PER OUTLET
■ 1984 vs. 1985 ■



U.S. NAMEPLATES, SALES PER OUTLET

1985 Position	Make	1984 Position
Subcompact		
1— 90	Escort	75— 2
2— 88	Golf	82— 1
3— 53	Alliance	74— 3
4— 31	Lynx	25— 8
4— 31	Fiero	32— 5
6— 29	Encore	51— 4
7— 28	Horizon	27— 7
8— 26	Chevette	32— 6
9— 24	Omni	25— 8
10— 20	Charger	18— 9
11— 17	Turismo	16—11
11— 17	Laser	18— 9
11— 17	Daytona	16—11
14— 8	1000	10—13
15— 7	Nova	7—14
16— 4	EXP	7—13
Compact		
1— 85	Cavalier	73— 1
2— 59	Tempo	50— 2
3— 49	Reliant	48— 3
4— 40	Aries	39— 6
5— 39	Sunbird	42— 4
5— 39	Camero	39— 6
7— 34	Firebird	34— 7
7— 34	Mustang	30—10
9— 29	Skyhawk	41— 5
9— 29	LeBaron K	34— 7
11— 27	Topaz	27—11
12— 16	Firenza	20—12
13— 13	Cimarron	11—14
14— 9	Eagle	14—13
15— 6	Capri	7—15
Intermediate		
1—105	Ciera	76— 2
2— 79	Century	74— 3
3— 72	Celebrity	63— 4
4— 68	Cutlass Supreme	95— 1
5— 55	6000	42— 7
6— 43	XR-7	44— 6
7— 41	Grand Am	6—19
8— 39	Calais	5—20
9— 38	LTD	42— 7
9— 38	Regal	62— 5
11— 33	Thunderbird	33—11
12— 32	Somerset	5—20
12— 32	Marquis	38— 9
14— 24	LeBaron GTS	1—24
15— 22	Monte Carlo	22—13
16— 20	Grand Prix	24—12
17— 19	Skylark	35—10
17— 19	Dodge 400/600	22—13
17— 19	New Yorker E	13—17
20— 17	Bonneville	22—13
20— 17	Lancer	1—24
22— 12	Caravelle	3—23
23— 9	Citation	18—16
24— 1	Taurus	— —
24— 1	Sable	— —
— —	Omega	11—18
— —	Phoenix	5—20
Standard		
1— 59	Olds 88	81— 1
2— 49	Chevrolet	50— 4
2— 49	Grand Marquis	54— 3
4— 39	LeSabre	55— 2
5— 35	Crown Victoria	36— 5
6— 23	Parisienne	20— 6
7— 12	Diplomat	11— 7
8— 6	Gran Fury	6— 8
Luxury		
1—116	Cadillac	121— 1
2— 74	Lincoln	58— 2
3— 38	Olds 98	31— 5
4— 36	Eldorado	44— 3
4— 36	Fifth Ave.	32— 4
6— 33	Electra	29— 6
7— 18	Continental	20— 8
7— 18	Seville	22— 7
9— 16	Riviera	18— 9
10— 12	Mark VII	18— 9
11— 10	Toronado	13—11
12— 7	Corvette	6—12

SALES PER OUTLET BY MAKE, TOTAL U.S. MARKET

	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976
Honda†	640	610	494	455	470	496	488	396	339	252
Mitsubishi	598	477	435	59	.....	.....	.....	.....	.....	.....
Toyota	572	515	511	484	528	541	485	423	479	347
Nissan†	520	439	479	428	421	475	445	323	384	279
Oldsmobile	334	331	320	254	263	251	286	302	294	272
Chevrolet	331	304	261	238	259	303	364	394	381	350
Ford	295	276	230	197	197	204	269	326	335	308
Buick	285	318	288	247	244	239	234	256	245	244
Mazda	277	223	228	213	218	213	213	114	95	69
Pontiac	265	235	187	162	179	195	241	277	249	233
Volvo	257	246	220	185	159	140	136	120	103	89
Volkswagen†	246	197	177	164	241	264	274	213	252	187
Subaru	220	196	198	195	201	191	175	145	118	76
Mercedes-Benz	207	190	177	161	154	132	130	115	119	107
BMW	204	170	145	132	112	103	98	92	93	89
Mercury	189	195	156	125	127	117	172	195	172	143
Cadillac	185	200	189	157	144	133	193	215	207	190
Audi	182	172	115	108	118	97	98	95	85	79
Dodge	149	131	120	105	126	108	133	158	162	166
Chrysler	124	110	94	66	35	50	76	89	96	86
Jaguar	120	98	81	49	20	11	14	17	15	13
Isuzu	118	80	98	77	98	.....	.....	.....	.....	.....
Saab	115	102	81	60	47	44	46	48	42	29
Plymouth	110	99	99	98	129	97	110	133	143	174
Lincoln	104	97	67	64	43	45	80	115	112	76
Renault††	87	135	135	51	22	24	44	47	46	24
Porsche	78	61	66	44	35	32	43	54	65	47
Peugeot	53	64	47	43	51	42	42	32	35	32
Alfa Romeo	31	27	17	16	19	18	35	39	29	33
Maserati	24	.....	.....	.....	.....	.....	.....	.....	.....	.....
Chevrolet Sprint	21	29	.....	.....	.....	.....	.....	.....	.....	.....
Dodge/Mitsubishi	19	17	15	16	19	24	27	21	37	26
Plymouth Mitsubishi	17	12	13	15	19	27	22	15	28	.....
Merkur	12	.....	.....	.....	.....	.....	.....	.....	.....	.....
AMC	9	14	23	53	85	88	97	105	112	140

† Domestic plus imports.
†† Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances and Encores.

Copyright, 1986, Automotive News

TRUCK REGISTRATIONS PER OUTLET

	1985	1984	1983	1982	1981	1980	1979
Ford	260	240	197	156	142	152	201
Chevrolet	251	213	176	146	120	129	181
Dodge	166	143	89	83	64	89	115
GMC	143	122	101	96	63	70	106
Jeep	126	99	50	40	34	45	77
Mack	111	105	62	66	81	88	116
Freightliner	110	92	59	41	50	55	72
Peterbilt	106	113	69	66	75	58	76
International	99	85	57	49	52	56	74
Kenworth	96	101	64	61	80	93	124
White	42	41	19	23	24	33	51
Plymouth*	35	27	4	4	6	12	17
Mercedes-Benz	28	13	15	17	21	—	—
Volvo	21	16	12	7	14	8	—

*Plymouth trucks for 1985 are compact Voyager vans; prior to 1984, they were four-wheel-drive Trail Duster, Arrow and Scamp pickup trucks and full-size Voyager vans.
NOTE: White totals for 1985 include Autocar; prior to 1984, Western Star was included.

SALES PER OUTLET BY CORPORATION

Domestic new-car sales per U.S. dealership

	American Motors	Chrysler Corp.	Ford Motor	General Motors	Studebaker	VW of America	All U.S. Industry*
1956	47	104	189	183	44	—	148
1957	56	130	194	169	30	—	154
1958	75	83	133	141	21	—	118
1959	127	97	199	169	53	—	158
1960	142	141	214	197	44	—	184
1961	125	104	208	193	34	—	172
1962	139	119	232	261	37	—	212
1963	139	163	243	283	33	—	233
1964	125	186	276	294	15	—	246
1965	115	213	318	351	8	—	299
1966	194	214	321	331	—	—	290
1967	100	212	258	321	—	—	270
1968	112	244	318	345	—	—	304
1969	104	233	332	351	—	—	307
1970	109	230	328	268	—	—	269
1971	114	240	343	361	—	—	320
1972	141	249	360	361	—	—	329
1973	205	284	399	421	—	—	380
1974	176	229	330	310	—	—	296
1975	177	201	298	318	—	—	286
1976	140	271	340	409	—	—	353
1977	112	254	384	442	—	—	374
1978	105	239	389	464	—	—	377
1979	97	202	322	426	—	—	333
1980	88	163	237	367	—	—	280
1981	85	193	236	349	—	241	280
1982	96	189	243	338	—	164	277
1983	125	226	289	402	—	177	330
1984	135	250	358	458	—	197	380
1985	91	327	374	465	—	246	393

*Average for all U.S. industry includes Studebaker for 1956-1964. 1973-1982 figures based on retail sales. Prior years based on R.L. Polk registrations.

DEALERS

Past presidents of NADA

1986—James B. Woulfe
Ford, Chrysler
Dublin, Calif.

1985—William J. Symes
Cadillac
Pasadena, Calif.

1984—James P. Jennings
Chevrolet
Glenview, Ill.

1983—William C. Turnbull
GMC, International Harvester
Huntington, W. Va.

1982—George W. Lyles
Chevrolet, Rolls-Royce
High Point, N.C.

1981—Wendel H. Miller
Dodge, Honda
Lincoln-Mercury
Binghampton, N.Y.

1980—George S. Irvin
Chevrolet, Subaru, BMW, Mercedes-Benz
Denver, Colo.

1979—William C. Doenges
Ford, Toyota
Bartlesville, Okla.

1978—Robert P. Mallon
Ford
Tacoma, Wash.

1977—Reed T. Draper
Chevrolet
Saginaw, Mich.

1976—John J. Pohanka
Oldsmobile, Fiat, Honda
Marlow Heights, Md.

1975—William E. Hancock Jr.
Buick-Opel
Columbus, S.C.

1974—Hugh R. Gibson
Ford
Cleveland, Ohio

1973—John S. Hinckley
Dodge
Ogden, Utah

1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N.D.

1971—Warren J. McEleney
Chevrolet, Oldsmobile, Cadillac
Clinton, Iowa

1970—Sam H. White
Oldsmobile
Houston, Texas

1969—Lyman W. Slack
Chevrolet
Portland, Ore.

1968—T.A. Williams Sr.
Chevrolet
Greensboro, N.C.

1967—William E. Voyce Jr.
Ford
Baltimore, Md.

1966—S.E. Kossman
Buick, Cadillac, Pontiac, GMC, Rambler, Jeep
Cleveland, Miss.

1965—Peter Val Preda
Oldsmobile, Cadillac
Burlington, Vt.

1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho

1963—John H. Lander
Rambler
Atlanta, Ga.

1962—Thomas F. Abbott Jr.
Pontiac, Rambler
Fort Worth, Texas

1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.

1960—Birkett Williams
Ford
Cleveland Ohio

1959—H.L. Galles
Chevrolet, Cadillac, Oldsmobile
Albuquerque, N.M.

1958—Dean Chaffin
Chevrolet, Buick
Bozeman, Mont.

1957—Frederick M. Sutter
Dodge, Plymouth
Columbus, Ind.

1956—Carl E. Fribley
Pontiac, Cadillac, GMC
Norwich, N.Y.

1955—Frank H. Yarnall
Chevrolet
Chicago

1954—Charles C. Freed
DeSoto, Plymouth
Salt Lake City

1953—Robert S. Armacost
Studebaker
Kansas City

1952—J. Saxton Lloyd
Buick, Cadillac
Daytona Beach, Fla.

1951—R.D. McKay
Chrysler-Plymouth
Wichita, Kan.

1950—Fred L. Haller
Hudson
Washington

1949—George F. Ziesmer
Ford
Mankato, Minn.

1948—Ben T. Wright
Lincoln-Mercury
Chicago

1947—M.O. Anderson
Buick
Seattle

1945-'46—W.L. Mallon
Pontiac
Newark, N.J.

1944—D.G. Kelly
Dodge, Plymouth
Grand Forks, N.D.

1942-'43—D.E. Castles
Buick
St. Louis

1942—Harry Sommers
Chrysler-Plymouth
Atlanta

1941—L. Clare Cargile
Chevrolet
Texarkana, Ark.

1939-'40—Stanley H. Horner
Buick
Washington

1938—J.W. Roby
Shreveport, La.

1936-'37—E.M. Lied
Omaha

1933-'35—F.W.A. Vesper
St. Louis

1932—Floris Nagelvoort
Seattle

1931—F.J. Edwards
Milwaukee

1930—J.R. Histed
Beverly Hills, Calif.

1929—W.E. Griffith
San Francisco

1928—C.C. Coddington
Charlotte, N.C.

1927—W.L. Hughson
San Francisco

1926—C.B. Warren
New York

1925—Charles F. Gambill
San Marino, Calif.

1924—John L. Butler
Los Angeles

1923—G.G.G. Peckham
Cleveland

1922—Thomas J. Hay
Chicago

1922—W.J. Brace
Kansas City

1921—Jesse A. Smith
Milwaukee

1920—H.B. Harper
Rosemont, Pa.

1918-'19—F.W.A. Vesper
St. Louis

1917—George W. Browne
Milwaukee

USED VEHICLE SALES BY FRANCHISED NEW CAR & TRUCK DEALERS

(In thousands)

Year	Retail	Wholesale	Total
1972	10,295	2,260	12,555
1973	9,942	2,333	12,275
1974	8,625	2,023	10,648
1975	9,137	2,144	11,281
1976	10,035	2,478	12,513
1977	10,097	2,847	12,944
1978	9,903	3,127	13,030
1979	8,804	2,810	11,614
1980	7,818	2,469	10,287
1981	8,178	2,582	10,760
1982	7,959	2,500	10,459
1983	8,508	2,687	11,195
1984	9,442	3,031	12,473
1985	9,602	3,110	12,712

SOURCE: NADA Industry Analysis Department

AVERAGE DEALERSHIP PROFILE (In dollars)

	1978	1979	1980	1981	1982	1983	1984	1985	% Change 1984-'85
Total Dealership Sales	4,717,718	5,005,359	4,760,000	5,529,484	6,139,848	7,710,594	9,334,735	10,476,167	12.23
Total Dealership Gross	676,521	725,277	731,612	817,811	852,211	1,058,665	1,259,256	1,497,044	18.88
As % of Total Sales	14.34	14.49	15.37	14.79	13.88	13.73	13.49	14.29	
Total Dealership Expense	584,054	662,209	702,576	753,669	772,393	893,658	1,055,758	1,266,569	19.97
As % of Total Sales	12.38	13.23	14.76	13.63	12.58	11.59	11.31	12.09	
Net Profit Before Taxes	92,467	63,068	29,036	64,142	79,818	165,007	203,497	230,476	13.26
As % of Total Sales	1.96	1.26	0.61	1.16	1.30	2.14	2.18	2.20	
(Net Pre tax Profit in Constant '67 Dollars)	47,312	29,005	11,765	23,550	27,607	55,293	65,412	71,532	9.36
New Vehicle Department Sales	3,024,057	3,178,403	2,932,160	3,378,515	3,769,867	4,888,517	6,104,917	7,071,413	15.83
As % of Total Sales	64.10	63.50	61.60	61.10	61.40	63.40	65.40	67.50	
Used Vehicle Department Sales	986,003	1,016,088	999,600	1,266,252	1,399,885	1,734,884	1,988,298	2,053,329	3.27
As % of Total Sales	20.90	20.30	21.30	22.90	22.80	22.50	21.30	19.60	
Service and Parts Sales	707,658	810,868	828,240	884,717	970,096	1,087,194	1,241,520	1,351,426	8.85
As % of Total Sales	15.20	16.20	17.40	16.00	15.80	14.10	13.30	12.90	
New Vehicle Average Selling Price	6,470	6,950	7,530	8,850	9,910	10,725	11,100	11,925	7.43
Average Net Worth (As of 12/31)	353,123	397,566	378,981	385,330	421,693	556,722	569,886	652,721	14.54
Net Profit as % of Net Worth	26.19	15.86	7.66	16.65	18.93	29.64	35.71	35.31	

SOURCE: NADA Industry Analysis Department

SUPPLIERS

The U.S. motor vehicle and parts manufacturing industry used 84.0 percent of its capacity in 1985, highest rate since 1978 (89.0) and nearly 30 points above 1982's historic measured low (54.3).

As a result, employment in the U.S. parts and equipment manufacturing industry climbed for the fourth straight year in 1985 to 388,800, up from 387,300 in 1984 and the highest figure since 1979 (441,100).

Another result was increased shipments of parts, equipment, tools and materials to motor vehicle manufacturers by a number of supplier segments in 1985.

Preliminary figures indicate U.S. steel producers shipped 72,698,305 net tons of steel last year, 17.6 percent of it (12,759,310 tons) going to motor vehicle and automotive component manufacturers. Steel remained the nation's fourth-largest industry in 1985 with sales of $53.6 billion, according to the American Iron and Steel Institute.

While 1985 shipments of aluminum have not yet been released by the Aluminum Assn. Inc., it is expected that shipments to the motor vehicle industry will show increased volume over 1984 (2,939 million pounds), which was 25.6 percent higher than 1983.

Aluminum pounds-per-car averaged an all-time high of 139 pounds in the '85 model year.

Shipments of reinforced plastics/composites to the motor vehicle industry in 1985 totaled 563 million pounds, 4.2 percent above 1984. The North American automobile market consumed 188.1 million pounds of composite laminate in 1985 compared to 169.9 million pounds in 1984. The truck market consumed 120.9 million pounds in 1985 compared to 119.4 million pounds in 1984.

The weighted amount of zinc die castings fell to an estimated 20.2 pounds in the typical U.S.-built automobile, according to the Zinc Institute, continuing an annual decline that began in 1980.

Machine tool shipments in 1985 totaled $2.54 billion compared to $2.29 billion in 1984, according to the National Machine Tool Builders' Assn.

The U.S. market for laser machine tools reached an estimated $188 million sales level in 1985, according to Strategic Research Center.

Sales of manufacturing automation equipment in the U.S. totaled an estimated $25 billion in 1985, according to Honeywell Inc. ■

Aluminum Shipments to Motor Vehicle Industry, 1974-'84 (Millions of pounds)

	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Passenger car total	**1,414**	**1,192**	**911**	**1,185**	**1,045**	**1,501**	**1,571**	**1,494**	**1,272**	**983**	**988**
Ingot	980	830	662	751	746	1,008	1,003	967	886	648	719
Sheet	284	235	156	199	180	333	392	378	264	124	154
Plate	1	1	1	1	1	1	2	—	1	—	—
Foil	43	40	26	28	24	36	41	35	22	14	12
Rod & bar	18	19	9	9	10	11	11	11	12	9	12
Extruded shapes	43	34	37	59	61	73	77	58	51	42	54
Extruded pipe & tube	22	18	9	13	9	10	14	14	11	7	9
Drawn tube	5	3	1	4	7	12	13	13	10	6	7
Bare wire	4	1	1	1	1	1	1	1	1	1	2
Forgings	12	10	6	8	6	14	14	14	9	8	7
Impacts	2	1	1	2	1	2	3	3	5	4	4
Truck, bus, van total	**486**	**357**	**273**	**310**	**287**	**497**	**449**	**433**	**368**	**183**	**359**
Ingot	212	183	151	148	136	216	199	191	169	88	160
Sheet	151	96	68	85	77	158	137	137	114	36	103
Plate	4	4	3	4	4	8	7	7	7	4	11
Foil	1	—	—	—	—	—	—	—	—	—	—
Rod & bar	1	2	2	2	2	5	5	3	2	1	2
Extruded shapes	60	49	32	45	44	69	64	63	52	24	57
Extruded pipe & tube	1	1	1	1	1	1	1	—	—	—	1
Drawn tube	1	1	1	1	1	1	1	1	1	—	1
Bare wire	—	—	—	—	—	1	1	1	—	—	1
Forgings	34	20	14	23	21	37	33	29	20	9	22
Impacts	1	1	1	1	1	1	1	1	1	1	2
Trailer/semi-trailer total	**415**	**301**	**174**	**211**	**243**	**288**	**425**	**386**	**280**	**144**	**400**
Ingot	31	20	17	20	21	33	33	30	22	18	35
Sheet	158	124	62	78	88	143	165	141	104	45	150
Plate	9	7	4	7	9	14	15	11	10	6	14
Rod & bar	1	1	1	1	1	2	2	2	2	2	4
Extruded shapes	212	147	88	103	122	194	208	179	140	71	192
Bare wire	2	1	1	1	1	1	1	2	1	1	3
Forgings	—	—	—	—	—	—	—	—	—	—	1

While the average weight of a U.S.-made passenger car dropped to 3,082 pounds in the '85 model year, the amount of aluminum on a pounds-per-car basis to an all-time high 139 pounds in '85, continuing an annual climb that has been under way since the '71 model year. The percent of aluminum in the typical U.S.-produced car also reached a record level of 4.5 percent in '85.

Meantime, latest annual figures for shipments of aluminum to the motor vehicle industry show 1,414 million pounds went to the passenger car and parts market; 466 million pounds to truck, bus and van market; and 415 million pounds to the trailer and semi-trailer market.

Estimated Amount of Aluminum in U.S. Passenger Cars, 1967-'85

Model Year	Avg. car weight (lbs.)	Aluminum lbs. per car	% aluminum
1985	3,082	139	4.5
1984	3,103	137	4.4
1983	3,115	135	4.3
1982	3,051	133	4.4
1981	3,073	130	4.2
1980	3,100	120	3.9
1979	3,485	118	3.4
1978	3,589	114	3.2
1977	3,944	100	2.4
1976	4,059	87	2.1
1975	4,058	84	2.1
1974	3,968	83	2.1
1973	3,969	81	2.0
1972	3,942	78	2.0
1971	3,887	77	2.0
1970	3,877	78	2.0
1969	3,942	73	1.9
1968	3,863	72	1.9
1967	3,857	71	1.8

SOURCE: Aluminum Assn. Inc.; Aluminum Company of America; Environmental Protection Agency; SAE.

The U.S. steel industry shipped 12,759,310 net tons of steel products to the automotive industry (vehicle manufacturers, trailer manufacturers, independent parts and accessories suppliers, independent forgers) in 1985, according to preliminary figures of the American Iron and Steel Institute. The automotive market accounted for 17.6 percent of total shipments by the domestic steel industry in 1985.

Shipments of Steel Products to Auto Industry Net Tons 1985 (Preliminary)

Type Steel	Vehicle Manufacturers	Trailer Manufacturers	Independent Suppliers of Parts & Accessories	Independent Forgers	Industry Total
Ingots, blooms, slabs, billets	73,000	—	2,095	30,418	105,513
Wire rods	11,887	—	45,030	1,686	58,603
Structural shapes 3" & over	578	11,541	1,220	—	13,339
Plates	9,530	15,205	44,063	265	69,063
Hot rolled bars	877,253	15,425	187,223	211,120	1,291,021
Cold finished bars	65,207	716	55,870	1,430	123,223
Standard pipe	—	133	– 24	—	109
Mechanical tubing	65,154	3,655	58,576	—	127,385
Pressure tubing	25	—	1	—	26
Structural pipe & tubing	—	619	9	—	628
Stainless pipe & tubing	215	—	—	—	215
Drawn wire	12,363	—	16,598	—	28,961
Black plate	341	—	3,461	—	3,802
Tin plate	4,465	—	42,740	—	47,205
Tin-free steel	– 29	—	881	—	852
All other tin-mill products	8,336	—	28,387	—	36,723
Hot-rolled sheets	964,078	87,242	1,538,665	3,963	2,593,948
Cold-rolled sheets	3,680,596	14,886	819,132	4,158	4,518,772
Galvanized sheets & strip	2,462,868	8,938	304,641	957	2,777,404
All other metallic-coated sheets & strip	279,271	90	199,861	—	479,222
Electrical sheets & strip	3,413	—	301	—	3,714
Hot-rolled strip	214,834	1,472	73,652	6,930	296,888
Cold-rolled strip	101,692	87	80,905	10	182,694
Net total steel products	**8,835,077**	**168,609**	**3,503,287**	**260,937**	**12,758,310**
% of total steel industry shipments	**12.2**	**0.2**	**4.8**	**0.4**	**17.6**

SOURCE: American Iron and Steel Institute

The weight of zinc die castings in the typical 1985 model U.S.-built automobile was an estimated 20.2 pounds — 1.5 pounds and 7 percent below the '84 figure of 21.7 pounds. Since 1980 the weighted amount of zinc die castings used in American-made cars has declined an average of a pound a year. Among factors contributing to the decline are continued car downsizing and the used of thinner-wall castings by the automobile industry.

In terms of car size, the average '85 model small car used 14.9 pounds of zinc die cast components; the typical intermediate contained 21.6 pounds; and standard models had 29.8 pounds. In '84 the figures were: 15.4 pounds, small; 23.5, intermediate; 32.1, standard. The 2.3-pound drop in standard cars indicates the auto makers' efforts to slim down their large cars.

As was the case for the past three years, General Motors led the U.S. auto industry in use of zinc die castings with a per-car estimate of 21.3 pounds compared to Ford's 19.1 pounds, Chrysler's 18.5 pounds and AMC's 13.7 pounds.

Zinc Die Castings Content (Pounds Per Car)

Model year	Average car	Small car	Intermediate	Standard car
1985	20.2	14.9	21.6	29.8
1984	21.7	15.4	23.5	32.1
1983	22.6	15.1	23.4	33.6
1982	23.1	19.2	23.5	33.7
1981	24.1	20.3	24.1	35.7
1980	25.0	22.5	26.2	36.6
1979	28.0	19.3	30.2	39.1
1978	30.0	21.6	29.8	42.1

SOURCE: Zinc Institute Inc. Note: 1985 figures are estimated.

Zinc Coatings Content — Typical U.S. Car

Type	1985 Model Lbs./Steel	1985 Model Lbs./Zinc	1984 Model Lbs./Steel	1984 Model Lbs./Zinc	1983 Model Lbs./Steel	1983 Model Lbs./Zinc
One-side	59	0.96	61	0.98	59	0.96
Two-side	162	5.32	142	4.66	121	3.97
Zincrometal	81	0.51	94	0.59	95	0.59
Net total*	302	6.79	297	6.23	297	5.52
Gross total**	—	10.44	—	9.58	—	8.49
Zinc-rich paint	—	1.00	—	1.00	—	1.25
Total zinc used	—	11.44	—	10.58	—	9.74

*—In finished car. **—Zinc consumed.

SUPPLIERS

Production of 233,900 metric tons of magnesium in five world zones in 1985 was second only to 1980's record of 236,000 tons, and nearly 1 percent above 1984's 232,100 tons, according to the International Magnesium Assn. Shipment of 224,800 metric tons in 1985 was the second best year since 1979's record 229,000 tons. However, production of magnesium in the U.S. and Canada declined to 142,000 tons in 1985 from 152,800 tons in 1984, and shipments in the U.S. and Canada dropped to 102,400 tons in 1985 from 110,100 tons in 1984.

Primary Magnesium Production By World Zone

(Metric Tons)

	U.S. & Canada	Latin Amer.	West'n. Europe	Africa & Mid. East	Asia & Oceania	TOTAL
1978	143,900	—	54,000	—	11,300	209,200
1979	156,400	—	58,700	—	11,400	226,500
1980	163,000	—	64,400	—	9,200	236,600
1981	136,400	—	64,400	—	5,700	206,500
1982	97,800	—	52,800	—	5,800	156,400
1983	109,000	—	51,000	—	6,000	166,000
1984	152,800	1,000	71,600	—	6,700	232,100
1985	142,900	2,000	80,900	—	8,200	233,900

SOURCE: International Magnesium Assn.

Primary Producer Shipments of Magnesium By Area

(Metric Tons)

	U.S. & Canada	Latin Amer.	West'n. Europe	Africa & Mid. East	Asia & Oceania	TOTAL
1978	106,000	15,000	61,000	1,000	25,000	210,000
1979	117,000	18,000	67,000	2,000	25,000	229,000
1980	111,000	17,000	66,000	2,000	23,000	219,000
1981	104,000	12,000	61,000	2,000	24,000	203,000
1982	96,000	8,000	44,000	1,000	29,000	188,000
1983	98,600	9,000	69,400	2,400	33,400	204,000
1984	110,100	8,000	68,800	1,600	29,500	218,000
1985	102,400	9,400	72,700	2,400	38,400	224,800

SOURCE: International Magnesium Assn.

Shipments of reinforced plastics/composites hit a record 2.21 billion pounds in 1985, topping 1984 (2.15 billion pounds) by nearly 3 percent. The Society of the Plastics Industry Inc.'s Reinforced Plastics/Composites Institute projects 1986 shipments will increase 3.1 percent to nearly 2.3 billion pounds for another record.

Shipments to the motor vehicle (land transportation) market in 1985 totaled 563 million pounds, a 4.2 percent increase over 1984 (540 million pounds). SPI projects shipments will rise 2.8 percent to 579 million pounds in 1986.

The average composite content per vehicle in 1986 is approximately 42 pounds, according to SPI which projects that will increase to 61 pounds by 1990 as more functional parts in cars and trucks are made with reinforced composites.

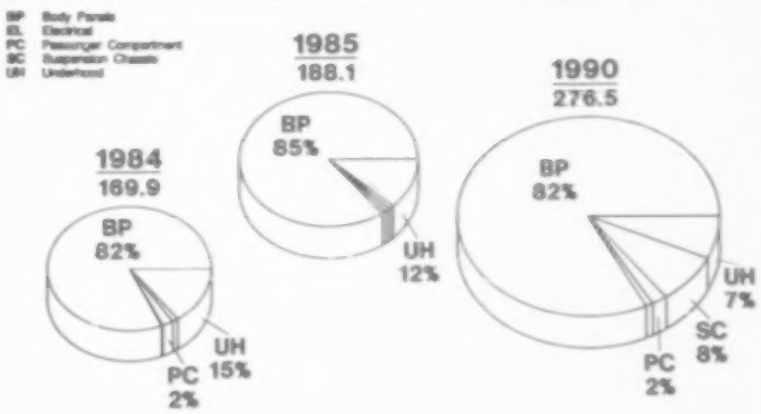
Reinforced Plastics Shipments By Markets (Millions of pounds*)

Market	1984	1985	1986**
Aircraft	29 (+16.0%)	32 (+10.3%)	37 (+15.0%)
Appliance/Business Equipment	123 (+16.0%)	133 (+8.1%)	138 (+4.0%)
Construction	430 (+8.0%)	445 (+3.5%)	454 (+1.9%)
Consumer Products	143 (+12.0%)	142 (−1.0%)	145 (+2.0%)
Corrosion-Resistant Equipment	310 (+8.0%)	295 (−4.8%)	302 (+2.4%)
Electrical/Electronic	189 (+11.0%)	191 (+1.0%)	199 (+4.2%)
Marine	309 (+12.0%)	335 (+8.4%)	347 (+3.5%)
Transportation	**540 (+18.8%)**	**563 (+4.2%)**	**579 (+2.8%)**
Specialties	80 (+11.0%)	82 (+2.5%)	85 (+3.6%)
TOTAL	2,153 (+12.0%)	2,218 (+3.0%)	2,286 (+3.1%)

*Includes reinforced thermoset and thermoplastic resin composites, reinforcements and fillers.
**Projection. Source: SPI Reinforced Plastics/Composites Institute.

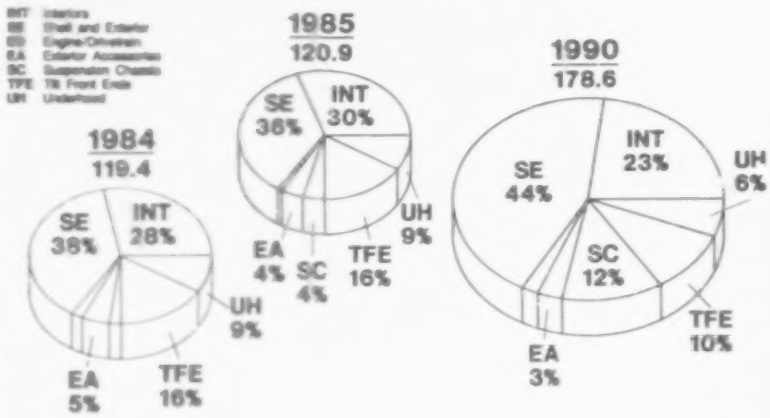
Glass Fiber Thermoset Composites In Automobiles 1985-1990

Thermoset Composite Use by Application (Millions of Lbs.)



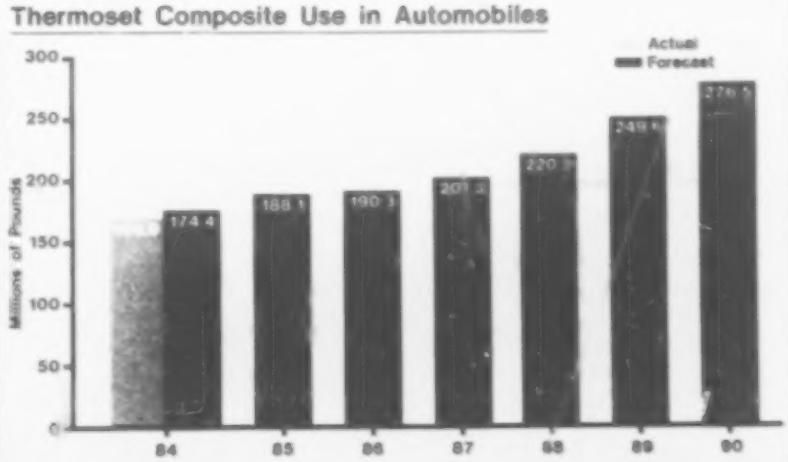
Glass Fiber Thermoset Composites In Light/Heavy Trucks 1985-1990

Thermoset Composite Use by Application (Millions of Lbs.)



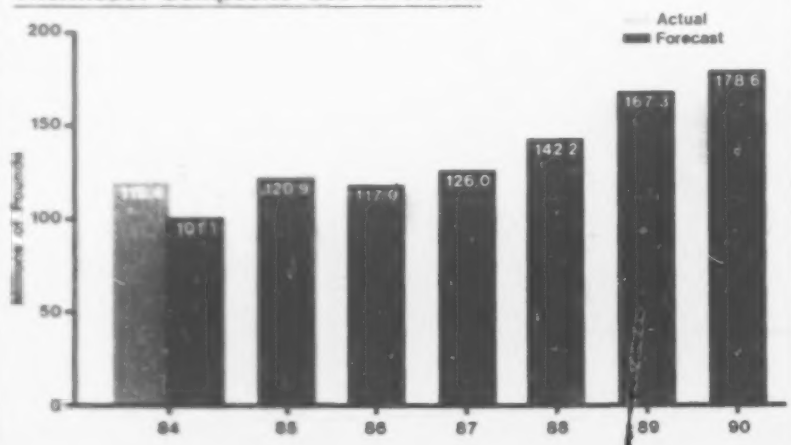
Glass Fiber Thermoset Composites In Automobiles 1985-1990

Thermoset Composite Use in Automobiles



Glass Fiber Thermoset Composites In Light/Heavy Trucks 1985-1990

Thermoset Composite Use in Trucks



SUPPLIERS

Passenger-car tire imports in the U.S. climbed 8.8 percent in 1985 to a record 32.7 million, according to the U.S. Department of Commerce. Japan was the No. 1 exporter of tires to the U.S., increasing shipments 24.8 percent in 1985. Imported tires accounted for 23.2 percent of the passenger-car tire replacement market in the U.S. in 1985 compared to 20.8 percent in 1984.

U.S. exports of passenger-car tires in 1985 fell 19.4 percent to 3.8 million units from 4.7 million in 1984. U.S. exports of light-truck tires and truck and bus tires improved in 1985.

Passenger-Car Tire Imports in U.S.

Exporter	1985	1984	1983
Japan	8,027,564	6,433,405	4,460,637
Canada	7,585,730	7,385,198	6,152,892
S. Korea	4,071,746	4,191,748	3,501,001
Brazil	3,289,575	2,880,197	801,410
France	1,993,012	1,790,280	1,920,927
W. Germany	1,724,434	1,980,280	1,317,794
U. Kingdom	1,298,330	610,394	767,763
Italy	1,025,091	870,562	782,786
E. Germany	752,681	523,010	599,393
Spain	524,501	993,972	886,563
Others	2,544,056	2,459,717	1,820,264
Total	32,777,660	30,118,763	23,011,430

Light-Truck Tire Imports in U.S.

Exporter	1985	1984	1983
Japan	702,917	495,043	509,839
Canada	504,890	460,170	204,159
S. Korea	457,169	164,828	94,009
France	183,682	206,214	41,812
Spain	67,127	8,380	802
Others	295,292	217,830	155,317
Total	2,211,077	1,552,465	1,005,938

Truck & Bus Tire Imports in U.S.

Exporter	1985	1984	1983
Japan	1,836,101	1,596,815	1,277,069
Canada	1,205,029	1,321,392	834,146
S. Korea	978,868	630,269	513,591
France	237,861	309,058	147,907
Brazil	225,032	116,247	25,050
Others	1,108,378	1,056,961	729,503
Total	5,595,106	5,030,742	3,527,266

Passenger-Car Tire Exports by U.S.

Country	1985	1984	1983
Canada	045,589	2,407,441	1,815,876
Japan	181,526	278,027	286,345
Venezuela	221,164	568,943	73,155
S. Arabia	165,463	132,439	222,736
Australia	104,679	140,686	124,696
W. Germany	97,547	101,905	100,779
Mexico	87,802	9,980	6,453
Trinidad	85,154	74,580	67,236
S. Korea	62,075	23,009	8,324
Italy	57,226	150,293	37,707
Total	3,822,310	4,742,201	3,481,558

Light-Truck Tire Exports by U.S.

Country	1985	1984	1983
Canada	803,888	642,995	479,169
Venezuela	81,293	89,898	15,626
France	42,369	50,128	32,079
Mexico	35,652	14,481	6,292
Australia	25,709	37,296	21,968
Others	238,036	271,631	279,936
Total	1,226,947	1,106,429	835,070

Truck & Bus Tire Exports by U.S.

Country	1985	1984	1983
Canada	482,934	384,935	188,520
Mexico	9,972	6,949	3,410
Bahamas	8,900	1,550	1,811
Guatemala	5,103	5,111	1,831
Honduras	4,678	6,536	3,610
Others	40,630	73,903	31,325
Total	552,217	478,984	230,507

Rubber Consumption in Tire and Tire Products by Polymer and Region (% Tire, Tire Products 1985)

(Excludes CPEC*)

	Western Europe	North America	Asia & Oceanica	Latin America	Africa & Middle East	Weighted Average
SBR Solid	67.0	71.9	70.1	70.0	60.0	69.6
SBR Latex	6.0	6.2	3.1	30.0	2.0	6.1
Polybutadiene	72.0	76.5	68.6	88.0	90.0	74.8
Ethylene-Propylene	0.0	6.0	10.6	2.0	0.0	7.4
Chloroprene	0.0	0.0	0.0	0.0	0.0	0.0
Nitrile	0.0	0.0	0.0	0.0	0.0	0.0
Other Synthetic**	64.0	50.1	75.1	83.0	80.0	62.6
Total Synthetic	49.0	53.9	56.9	69.0	61.0	54.4
Natural	65.0	73.6	63.4	81.0	78.0	67.7
Total Rubber	55.0	60.0	59.0	72.0	70.0	59.2

*Centrally Planned Economy Countries (Russia, Eastern Europe).
**Includes Butyl and Polyisoprene.

Machine tool shipments in 1985 ($2.54 billion) climbed 10.9 percent over 1984 ($2.29 billion), according to the National Machine Tool Builders' Assn.

The results included an 8-percent rise in metal-cutting machine tool shipments in 1985 to $1.74 billion from $1.61 billion in 1984, and an 18.3-percent increase in metal-forming machine tool shipments to $802 million from $679 million.

1985 Shipments of Cutting and Forming Machine Tools

Month	Domestic	Foreign	TOTAL
January	$ 126,550,000	$ 11,250,000	$ 137,800,000
February	151,650,000	14,600,000	166,250,000
March	204,550,000	23,100,000	227,650,000
April	161,800,000	7,950,000	169,750,000
May	163,800,000	13,500,000	177,300,000
June	222,750,000	16,250,000	239,000,000
July	174,550,000	20,250,000	194,800,000
August	201,050,000	14,850,000	215,900,000
September	220,800,000	23,150,000	243,950,000
October	178,650,000	20,650,000	199,300,000
November	179,250,000	19,900,000	199,150,000
December	306,050,000	68,300,000	374,350,000
1985 Total	$2,291,450,000	$253,750,000	$2,545,200,000

1985 Shipments of Metal Cutting-Type Machine Tools

Month	Domestic	Foreign	TOTAL
January	$ 80,600,000	$ 9,150,000	$ 89,750,000
February	98,950,000	9,350,000	108,300,000
March	140,350,000	18,650,000	159,000,000
April	98,150,000	5,000,000	103,150,000
May	110,000,000	8,850,000	118,850,000
June	149,400,000	13,600,000	163,000,000
July	111,300,000	13,750,000	125,050,000
August	137,200,000	5,850,000	143,050,000
September	158,600,000	16,350,000	174,950,000
October	114,050,000	15,850,000	129,900,000
November	126,350,000	13,050,000	139,400,000
December	223,550,000	64,300,000	287,850,000
1985 Total	$1,548,500,000	$193,750,000	$1,742,250,000

1985 Shipments of Metal Forming-Type Machine Tools

Month	Domestic	Foreign	TOTAL
January	$ 45,950,000	$ 2,100,000	$ 48,050,000
February	52,700,000	5,250,000	57,950,000
March	64,200,000	4,450,000	68,650,000
April	63,650,000	2,950,000	66,600,000
May	53,800,000	4,650,000	58,450,000
June	73,350,000	2,650,000	76,000,000
July	83,250,000	6,500,000	89,750,000
August	63,850,000	9,000,000	72,850,000
September	62,200,000	6,800,000	69,000,000
October	64,600,000	4,800,000	69,400,000
November	52,900,000	6,850,000	59,750,000
December	82,500,000	4,000,000	86,500,000
1985 Total	$742,950,000	$60,000,000	$802,950,000

The U.S. experienced a net trade deficit of $3.14 billion for motor vehicle parts in 1984 (latest reporting period) compared with a deficit of $1.55 billion in 1983.

Motor Vehicle Parts: U.S. Imports for Consumption and Exports of Domestic Merchandise (In thousands of dollars)

Year	Imports	Exports	Net trade surplus or deficit (–)
1984	16,980,573	13,836,159	–3,144,414
1983	12,597,206	11,045,088	–1,552,118
1982	9,112,226	10,641,745	1,529,519
1981	8,447,409	11,261,660	2,814,251
1980	9,453,043	8,847,835	– 605,208
1979	10,014,145	8,746,822	–1,267,323
1978	9,495,165	8,022,548	–1,472,617
1977	7,986,726	7,481,874	– 504,852
1976	6,777,330	6,925,331	148,301
1975	4,456,610	6,032,427	1,575,817
1974	4,709,598	5,140,802	431,204
1973	4,351,044	4,062,677	– 288,367
1972	3,279,741	3,471,000	191,259
1971	2,442,349	2,961,634	519,285
1970	1,901,129	2,596,097	694,968
1969	1,618,967	2,726,733	1,107,766
1968	1,286,430	2,421,081	1,134,651
1967	788,596	1,900,526	1,111,930
1966	618,589	1,785,451	1,166,762
1965	355,050	1,614,845	1,259,795
1964	210,578	2,255,693	2,045,115

SOURCE: U.S. Dept. of Commerce, U.S. International Trade Commission.

ET CETERA

TV ADVERTISING EXPENDITURES BY LEADING UNITS

(Includes passenger cars and trucks)

	1985 Network	1985 Spot TV	1985 Total TV	1984 Network	1984 Spot TV	1984 Total TV	Percent Change
Ford	191,373,200	37,176,400	228,549,600	161,332,700	39,323,500	200,656,200	+ 14
General Motors	181,135,600	46,751,300	227,886,900	202,934,100	37,456,900	240,391,000	– 5
Chrysler	96,194,300	32,227,500	128,421,800	93,637,400	27,446,500	121,083,900	+ 6
Toyota	27,793,200	70,939,900	98,733,100	18,544,100	58,337,100	76,881,200	+ 28
Nissan	34,259,600	44,973,900	79,833,500	50,665,800	41,022,400	91,688,200	– 13
American Motors	52,690,400	3,811,500	56,501,900	56,621,700	6,068,200	62,689,900	– 10
Volkswagen	34,892,300	15,583,100	50,475,400	22,023,900	15,656,600	37,680,500	+ 34
Mazda	38,775,600	5,369,000	44,144,600	26,381,900	4,186,600	30,568,500	+ 44
Honda	32,697,300	1,545,500	34,242,800	21,440,600	3,458,400	24,899,000	+ 38
Mercedes-Benz	17,421,500	4,390,100	21,811,600	13,818,000	422,400	14,240,000	+ 53
Subaru	10,523,700	7,061,500	17,585,200	12,615,000	5,247,400	17,862,400	– 2
BMW	10,736,800	4,998,900	15,735,500	2,983,300	6,541,800	9,525,100	+ 65
Mitsubishi	0	15,295,800	15,295,800	0	14,045,500	14,045,500	+ 9
Isuzu	5,377,600	4,324,500	10,002,100	3,199,700	1,775,000	4,974,700	+101
Volvo	435,800	7,648,000	8,083,800	331,700	6,969,100	7,300,800	+ 11
Porsche	2,574,600	1,083,400	3,658,000	0	575,900	575,900	+535
Jaguar	0	2,416,100	2,416,000	0	1,414,000	1,414,000	+ 71
Saab	0	1,583,700	1,583,700	0	1,207,400	1,207,400	+ 31
TOTAL	$737,258,100	$306,721,100	$1,043,979,200	$689,280,300	$274,353,100	$963,633,400	+ 8

SOURCE: Television Bureau of Advertising from Broadcast Advertisers Reports data. Includes cars, vans, trucks.

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1986)

	4-Door Models	2-Door Models	Convert-ibles	4-Door Wagons	1986 Totals	(Totals, March 1, 1985)
Alfa Romeo	0	2	2	0	4	(3)
Audi	6	1	0	2	9	(7)
Bertone#	0	0	0	0	0	(1)
BMW	7	3	0	0	10	(8)
Chevrolet Spectrum	1	1	0	0	2	(2)
Chevrolet Sprint	1	1	0	0	2	(1)
Colt (Dodge)	3	2	0	0	5	(5)
Colt (Plymouth)	3	2	0	0	5	(5)
Conquest (Dodge)	0	1	0	0	1	(1)
Conquest (Plymouth)	0	1	0	0	1	(1)
Ferrari	0	4	1	0	5	(4)
Honda*	1	8	0	2	11	(10)
Honda Acura	3	2	0	0	5	(0)
Hyundai	5	0	0	0	5	(0)
Isuzu	1	3	0	0	4	(2)
Jaguar	2	1	0	0	3	(3)
Maserati	2	2	1	0	5	(3)
Mazda	7	9	0	0	16	(14)
Mercedes-Benz	7	2	0	0	9	(9)
Merkur (Mercury)	0	1	0	0	1	(1)
Mitsubishi	5	7	0	0	12	(15)
Nissan*	5	13	0	6	24	(24)
Peugeot	4	0	0	3	7	(11)
Pininfarina#	0	0	0	0	0	(1)
Porsche	0	6	1	0	7	(5)
Renault*	0	0	0	1	1	(3)
Rolls-Royce	3	1	1	0	5	(5)
Saab	3	4	0	0	7	(8)
Subaru	7	12	0	7	26	(16)
Toyota	10	14	0	4	28	(31)
Volkswagen*	5	2	1	0	8	(8)
Volvo	7	0	0	6	13	(11)
Yugo	0	1	0	0	1	(0)
1986 TOTALS	98	106	7	31	242	
Totals (March 1, 1985)	85	95	9	27		(216)

Bertone and Pininfarina are not included among "leading import makes" for 1986.
*U.S.-built models of Honda, Renault and Volkswagen are omitted from the import model count.

U.S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Unit Count	Days' Supply
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53
June 1	1,746,603	52
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86
March 1	1,951,780	74
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July 1	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,397	66
July 1	2,152,834	80
August 1	2,026,315	73
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83
August 1	1,675,193	87
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,245,648	58
May 1	1,260,633	66
June 1	1,212,727	52
July 1	1,364,214	78
August 1	1,377,130	83
September 1	1,379,434	88
October 1	1,350,366	69
November 1	1,295,704	69
December 1	1,164,338	52
1983		
January 1	1,125,989	65
February 1	1,180,291	71
March 1	1,248,384	68
April 1	1,235,313	55
May 1	1,193,296	53
June 1	1,194,510	47
July 1	1,209,000	47
August 1	1,102,103	48
September 1	1,108,570	55
October 1	1,195,755	55
November 1	1,224,092	48
December 1	1,307,756	55
1984		
January 1	1,357,995	63
February 1	1,477,399	63
March 1	1,537,290	59
April 1	1,579,155	56
May 1	1,541,985	53
June 1	1,467,214	47
July 1	1,445,799	52
August 1	1,297,864	47
September 1	1,277,484	57
October 1	1,266,201	54
November 1	1,296,182	51
December 1	1,405,417	58
1985		
January 1	1,417,164	63
February 1	1,565,456	65
March 1	1,603,527	59
April 1	1,572,998	53
May 1	1,615,026	52
June 1	1,546,188	50
July 1	1,576,762	58
August 1	1,579,595	65
September 1	1,413,483	51
October 1	1,242,071	36
November 1	1,433,567	65
December 1	1,605,832	78
1986		
January 1	1,629,649	73
February 1	1,767,086	72
March 1	1,867,265	73

IMPORTED NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Unit Count	Days' Supply
1982		
January 1	383,228	60.5
February 1	375,784	56.5
March 1	371,553	51
April 1	366,059	49
May 1	368,113	56
June 1	399,030	52.5
July 1	438,113	57
August 1	429,663	56
September 1	387,780	51
October 1	354,500	48.5
November 1	365,467	56
December 1	374,775	51
1983		
January 1	380,316	54
February 1	355,603	49
March 1	316,745	41
April 1	287,408	35
May 1	294,703	40
June 1	275,411	33
July 1	251,787	28
August 1	227,819	26.5
September 1	195,418	25
October 1	200,939	30
November 1	217,965	29
December 1	224,290	29
1984		
January 1	223,527	30
February 1	205,337	26
March 1	207,683	28
April 1	212,315	27
May 1	221,547	32
June 1	213,780	23
July 1	216,815	25
August 1	197,688	24
September 1	184,513	23.5
October 1	179,171	24
November 1	186,567	24
December 1	232,152	27
1985		
January 1	259,033	32.5
February 1	262,990	33
March 1	250,216	31
April 1	221,179	29
May 1	262,444	34
June 1	297,000	29
July 1	310,221	31
August 1	291,871	29
September 1	293,268	31
October 1	260,248	29
November 1	276,006	28
December 1	304,079	31
1986		
January 1	338,315	28
February 1	329,798	36
March 1	333,893	37

WORLD PASSENGER CARS IN OPERATION

(As of January 1985)

Country	1985	Country	1985
Afghanistan	32,913	Malagasy Republic	49,989
Algeria	569,501	Malaysia	1,023,135
Angola	128,946	Mali	21,419
Argentina	3,727,611	Malta	87,222
Australia	6,695,823	Mauritania	8,341
Austria	2,467,047	Mauritius	30,570
Bahamas	59,529	Mexico	3,300,000
Bahrain	66,984	Morocco	463,541
Bangladesh	45,681	Mozambique	89,103
Barbados	31,314	Netherlands	4,796,037
Belgium	3,214,734	Netherlands Antilles	69,859
Belize	7,781	New Guinea	28,397
Bermuda	20,745	New Zealand	1,452,573
Bolivia	31,938	Nicaragua	32,631
Botswana	8,577	Niger	17,102
Brazil	9,941,272	Nigeria	796,820
Brunei	60,216	Norway	1,438,830
Bulgaria	660,000	Oman	106,345
Burkina Faso	10,308	Other Africa***	58,061
Burma	28,729	Other Pacific Islands****	112,973
Cameroon	83,989	Pakistan	366,454
Canada	10,690,786	Panama	133,136
Central African Republic	14,442	Paraguay	34,016
Chile	486,547	Peru	394,121
China (Mainland)	157,000	Philippine Republic	311,759
Colombia	1,015,435	Poland	3,560,929
Congo (Brazzaville)	26,182	Portugal	1,082,370
Costa Rica	77,454	Qatar	78,012
Cyprus	111,515	Romania	250,000
Czechoslovakia	2,621,488	Saudi Arabia	900,000
Denmark	1,435,634	Senegal	62,548
Dominican Republic	99,307	Sierra Leone	23,613
Ecuador	75,412	Singapore	241,483
Egypt	439,273	South Africa	2,878,120
El Salvador	50,756	Spain	9,127,136
Ethiopia	41,142	Sri Lanka	134,926
Finland	1,481,091	Sudan	35,550
France	21,039,052	Surinam	25,282
French Indian Ocean	132,187	Sweden	3,065,212
French Pacific Islands*	56,445	Switzerland	2,586,217
French West Indies**	140,650	Syria	108,145
Germany (DDR)	2,940,725	Taiwan	753,708
Germany (Fed. Republic)	25,209,232	Tanzania	42,003
Ghana	60,192	Thailand	475,449
Gibraltar	8,875	Togo	25,678
Greece	1,164,580	Trinidad	193,882
Guatemala	95,115	Tunisia	139,539
Guyana	29,320	Turkey	816,058
Haiti	29,789	Uganda	31,918
Honduras	26,504	United Arab Emirates	230,648
Hong Kong	242,841	United Kingdom	17,123,754
Hungary	1,345,651	Uruguay	164,481
Iceland	104,095	U.S.A.*****	126,994,029
India	1,039,725	U.S.S.R.	11,766,491
Indonesia	740,740	Venezuela	1,491,467
Iran	1,179,002	Western Samoa	3,717
Iraq	272,358	Yemen (Aden)	20,649
Ireland	692,973	Yemen (Sana)	11,807
Israel	648,788	Yugoslavia	2,881,226
Italy	21,529,905	Zaire	93,963
Ivory Coast	175,123	Zambia	100,587
Jamaica	108,948	Zimbabwe	181,433
Japan	27,319,441	TOTAL	359,889,864
Jordan	107,736		
Kenya	126,005		
Korean Republic	455,023		
Kuwait	567,661		
Lebanon	581,769		
Liberia	26,143		
Libya	382,582		

*French Pacific Islands. **French West Indies. ***Other Africa. ****Other Pacific Islands. *****U.S.A. figure includes Puerto Rico and U.S. Virgin Islands.

NOTE: Numbers based on sales and attrition rates and do not reflect official governments' figures.

SOURCE: Strategy Support Associates.

ET CETERA

U.S. CAR SCRAPPAGE SINCE 1955

	CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30	Growth of Cars In Use During Period	New Cars Registered 7/1-6-30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis. During Period	Scrappage % of Cars in Use on July1
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2
1981	105,838,582	1982	106,867,108	1,028,526	7,949,799	6,921,273	1.0	87.1	6.5
1982	106,867,108	1983	108,961,215	2,094,107	8,336,651	6,242,544	2.0	74.9	5.8
1983	108,961,215	1984	112,018,640	3,057,425	9,732,353	6,674,928	2.8	68.6	6.1
1984	112,018,640	1985	114,662,333	2,643,693	10,372,287	7,728,594	2.4	74.5	6.9

*—Adjusted to reflect transfer of 1,310,918 window vans from passenger total.
(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were used to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.
(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.
Adjustments for the absence of Oklahoma and other states have been made where applicable.

R.L. POLK & CO. MOTOR STATISTICAL DIVISION

U.S. TRUCK SCRAPPAGE SINCE 1955

	TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30	Growth of Trucks In Use During Period	New Trucks Registered 7-1/6-30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scarpage % of Trucks in Use on July 1
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,426,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3
1981	36,069,197	1982	36,986,537	917,340	2,376,135	1,458,795	2.5	61.4	4.0
1982	36,986,537	1983	38,143,304	1,156,767	2,647,738	1,490,971	3.1	56.3	4.0
1983	38,143,304	1984	40,142,872	1,999,568	3,601,457	1,601,889	5.2	44.5	4.2
1984	40,142,872	1985	42,386,882	2,244,010	4,344,130	2,100,120	5.6	48.3	5.2

*-Adjusted to reflect transfer of 1,310,918 window vans from passenger car total to truck total.
(1)—Each year many trucks are issued passenger car license plates due to their intented usage or local states laws. Beginning in 1966 VIN prefixes were used to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the esitmated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.
Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R.L. POLK & CO. MOTOR STATISTICAL DIVISION

1986 U.S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1986 Totals	(Final 1985 Totals)
SUBCOMPACTS**	22	40	2	4	68	(71)
Accord	3	2	0	0	5	(5)
Alliance	3	3	2	0	8	(8)
Charger	0	3	0	0	3	(3)
Chevette	1	1	0	0	2	(2)
Daytona	0	2	0	0	2	(3)
Encore	2	4	0	0	6	(6)
Escort	2	4	0	2	8	(12)
Escort EXP	0	2	0	0	2	(3)
Fiero	0	4	0	0	4	(4)
Golf/GTI	1	2	0	0	3	(3)
Horizon	2	0	0	0	2	(2)
Laser	0	3	0	0	3	(2)
Lynx	2	4	0	2	8	(7)
Nova	2	0	0	0	2	(1)
Omni	3	0	0	0	3	(3)
Pontiac 1000	1	1	0	0	2	(2)
Sentra	0	3	0	0	3	(3)
Turismo	0	2	0	0	2	(2)
COMPACTS	22	43	6	14	87	(81)
Aries	3	3	0	2	8	(8)
Camaro	0	3	0	0	3	(3)
Capri	0	2	0	0	2	(2)
Cavalier	3	6	1	3	13	(7)
Cimarron	1	0	0	0	1	(1)
Eagle	1	0	0	2	3	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	4	0	1	7	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	4	2	0	6	(6)
Reliant	3	3	0	2	8	(8)
Skyhawk	2	6	0	2	10	(7)
Sunbird	2	4	2	1	9	(11)
Tempo	2	2	0	0	4	(6)
Topaz	2	2	0	0	4	(4)
INTERMEDIATES	41	38	2	17	98	(75)
Bonneville	3	0	0	0	3	(3)
Calais	2	2	0	0	4	(2)
Caravelle	2	0	0	0	2	(1)
Celebrity	1	1	0	2	4	(4)
Century	3	2	0	2	7	(8)
Citation	0	0	0	0	0	(2)
Cougar	0	3	0	0	3	(3)
Cutlass Ciera	2	4	0	1	7	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Dodge 600	2	1	2	0	5	(4)
Grand Am	3	3	0	0	6	(2)
Grand Prix	0	4	0	0	4	(3)
Lancer	2	0	0	0	2	(2)
LeBaron GTS	2	0	0	0	2	(2)
LTD	2	0	0	1	3	(4)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	3	0	0	3	(2)
New Yorker	1	0	0	0	1	(1)
Pontiac 6000	4	2	0	3	9	(7)
Regal	0	4	0	0	4	(3)
Sable	2	0	0	2	4	(0)
Skylark ('85)	0	0	0	0	0	(2)
Somerset/Skylark	2	3	0	0	5	(2)
Taurus	4	0	0	4	8	(0)
Thunderbird	0	3	0	0	3	(4)
STANDARD SIZE	16	9	0	9	34	(30)
Buick LeSabre	2	2	0	1	5	(5)
Chevrolet Caprice	3	1	0	1	5	(4)
Dodge Diplomat	2	0	0	0	2	(2)
Ford LTD Crown Victoria	2	2	0	4	8	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile Delta 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
LUXURY	18	14	1	1	34	(38)
Buick Electra	3	2	0	1	6	(7)
Cadillac (rwd)	1	0	0	0	1	(2)
Cadillac (fwd)	2	2	0	0	4	(4)
Cadillac Limousine	2	0	0	0	2	(1)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Chrysler Limousine	1	0	0	0	1	(1)
Continental	2	0	0	0	2	(3)
Corvette	0	1	1	0	2	(1)
Eldorado	0	1	0	0	1	(2)
Lincoln	3	0	0	0	3	(3)
Mark VII	0	3	0	0	3	(4)
Oldsmobile 98	2	2	0	0	4	(4)
Riviera	0	2	0	0	2	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1986 TOTALS	119	144	13	45	321	
1985 TOTALS (end of model year)	108	136	13	38		(295)

*Two-door total includes hatchbacks, which some makers list as three-door models.
**In the Subcompact listing, totals for Honda (Accord), Nissan (Sentra), Renault (Alliance and Encore) and Volkswagen (Golf/GTI) include only U.S.-built models.

1984 MEDIA SPENDING BY LEADING VEHICLE MANUFACTURERS

Thousands of dollars

	Newspapers	Magazines	Farm pub.	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	Total 1984	Total 1983
General Motors	109,359	96,064	1,612	231,443	38,520	6,746	30,836	3,178	242,888	763,800	674,850
Ford Motor Co.	62,083	97,101	3,115	164,253	39,500	1,525	10,787	2,174	171,969	559,400	484,147
Chrysler Corp.	34,962	61,596	566	93,637	27,446	4,141	18,777	1,587	72,360	317,400	231,278
Nissan	13,170	15,022	—	50,666	40,919	—	7,584	846	34,925	164,200	123,885
Toyota	14,913	15,403	183	18,544	58,377	54	5,263	1,793	17,980	137,900	123,897
American Honda	9,001	15,053	—	54,944	8,034	2,647	6,736	116	37,013	134,700	114,700
American Motors	7,572	21,880	—	56,622	6,074	—	1,206	748	25,829	120,500	101,691
VW of America	11,051	33,515	—	22,024	18,236	—	843	774	18,418	103,000	112,882
Mazda	3,018	16,857	—	26,382	4,167	—	—	6	19,965	71,797	75,165
INDUSTRY TOTAL	265,109	372,491	5,476	718,515	239,293	15,113	82,032	11,218	641,367	2,372,697	2,042,495

Expenditures based on Advertising Age estimates.

LOCAL ADVERTISING BY FRANCHISED DEALERS

(Estimated totals in millions spent in 1985 by all dealers)

By Media Used

Newspapers	$1,654
Radio	635
TV	407
Direct Mail	99
Outdoor (Billboards, Signs)	46
Displays, Demonstrations	25
Programs (Theater, Sports, School, etc.)	21
Handouts, Handbills	9
Other	19
TOTAL	$2,915

By Type of Advertising

New Vehicle	$1,545
Used Vehicle	807
Institutional	315
Service	248
TOTAL	$2,915

Source: NADA Data for 1985; NADA Industry Analysis Dept.

Index to Advertisers

	PAGE
Acceleration Corporation Agency—Howard Swink Advertising	194
AC Spark Plug Div., General Motors Corp. Agency—Leo Burnett Co.	63
ADP Dealer Services, Inc. Agency—Weiden & Kennedy	81
American Honda Motor Co., Inc. Agency—Needham Harper Worldwide, Inc.	45
American Warranty Corp. Agency—Stern Walters/Earle Ludgin, Inc.	186-187
Anglo American Auto Auctions, Inc. Agency—Design Network, Inc.	143
Arco Chemical Co. Agency—Howard Miller Assoc.	190-191
ASC, Inc. Agency—Design Network, Inc.	147
ASC, Inc., Worldwide Products Group Agency—Design Network, Inc.	195
Audi of America, Inc. Agency—Doyle Dane Bernbach, Inc.	49
Audiovox Agency—JCO Advertising	23
Auto Butler Direct	158
AutoWeek Direct	202
Baycraft Fiberglass Engineering, Inc. Agency—Graphically Inclined	180
Bendix Electronics Controls Direct	125
Bertone Direct	65
BMW of North America, Inc. Agency—Ammirati & Puris, Inc.	163
Borg-Warner Automotive, Inc. Agency—Gray & Kilgore, Inc.	196-197
The Budd Company Agency—D'Arcy Masius Benton & Bowles	140
Buffalo News Agency—Faller Klenk & Quinlan, Inc.	198
Business Week Agency—Bozell, Jacobs, Kenyon & Eckhardt	199
Cadillac Motor Car Div., General Motors Corp. Agency—D'Arcy Masius Benton & Bowles	165
Cars & Concepts Direct	106-107
Cars Inc./Dyatron Direct	133
Changing Times Agency—Bradley, Hungerford & Associates, Inc.	127
Chicago Tribune Agency—Ogilvy & Mather	151
Clardy Manufacturing Co. Agency—Worrell and Associates, Inc.	169
Coin Financial Systems Direct	13
Dealer Base Services Direct	185
Delco Electronics Div., General Motors Corp. Agency—Campbell-Ewald Co.	35
Delco Products Div., General Motors Corp. Agency—Campbell-Ewald Co.	114-115
Delco Remy Div., General Motors Corp. Agency—Campbell-Ewald Co.	Third cover
Display Data Agency—Robert Goodman Advertising	43
Dover Corp./Rotary Lift Div. Agency—Michael H. Thompson Advertising	141
Durakon Industries Agency—The Berline Group, Inc.	139
Eaton Corporation Agency—Campbell-Mithun, Inc.	Back cover
ECP/Auto Armor Agency—BBDM, Inc.	171
E & G Classics Direct	176
ESC Administrators, Inc. Direct	105
Field & Stream Agency—Warren/Kremer Advertising, Inc.	18
Ford Car Division Agency—J. Walter Thompson Co.	204-205
Ford Parts and Service Division Agency—Young & Rubicam, Inc.	7
Frick Gallagher Manufacturing Co. Agency—Whitemyer Advertising, Inc.	93
Gem Top Mfg., Inc. Agency—Gem Graphics	180
General Electric Credit Corporation Marquardt & Roche, Inc.	77
General Motors Acceptance Corporation Agency—Campbell-Ewald Co.	5
General Motors Protection Plan Agency—D'Arcy Masius Benton & Bowles	61
General Motors Dealer Equipment Agency—Durham and Young, Inc.	94-95
General Motors Truck/Coach Div., General Motors Corp. Agency—McCann-Erickson, Inc.	172
General Warranty Agency—MDR Advertising	15
Glamour Magazine Agency—David Deutsch Assoc., Inc.	153
Gourmet Agency—TBWA Advertising, Inc.	97
Harada Industry of America Direct	157
Helm Agency—Moffat, McGuire, Inc.	150
Hess & Eisenhardt Agency—Brubaker, Cole & Associates, Inc.	155
Hoover Universal Agency—Buckheim & Rowland, Inc.	167
Imperial Clevite Agency—Brubaker, Cole & Associates, Inc.	101
ITT Automotive Agency—Campbell-Ewald Co.	201
Kent-Moore/Tool Agency—R.J. Baker Advertising, Inc.	138
Libbey-Owens-Ford Company Agency—Campbell-Ewald Co.	Second Cover
Los Angeles Times Agency—L.A.T. Advertising	31
Manheim Auctions Agency—Foltz-Wessinger, Inc.	184
Mansoor Electronics Direct	181
Marine Midland Automotive Financial Corporation Agency—Fallon McElligott Rice	102-103
MaxiGuard of America Agency—Sharp Advertising, Inc.	170
Money Magazine Agency—John Emmerling, Inc.	85
National Market Reports, Inc. Agency—Maclean Hunter	192
National Sales Careers Agency—The Jonethis Organization	188
Nationwide Ultra Seal Agency—Pace Advertising Agency, Inc.	89
Nederman Agency—Direct	179
Nissan Motor Corporation USA Agency—William Esty Co., Inc.	69
Observer & Eccentric Newspapers Direct	176
Ohio Software Agency—Willis Case Harwood, Inc.	156
People Weekly Agency—Young & Rubicam, Inc.	109
Peugeot Motors of North America Agency—Ogilvy & Mather Advertisting	21
R.L. Polk & Company Direct	39
Port of Portland/Mar. Cargo Agency—Borders, Perrin and Norrander, Inc.	177
Protector Corporation Agency—Media Marketing Services, Inc.	9
Quaker State Oil Refining Corporation Agency—USAdvertising	182-183
Recreational Vehicle Industry Association Agency—Communication Graphics Group, Inc.	152
Republic Industries Agency—Dave Doane & Associates Advertising	28-29
Reynolds & Reynolds Computer Systems Agency—Flynn & Sabatino Advertising	54-55
Reynolds & Reynolds Business Forms & Systems Agency—Willis Case Harwood, Inc.	148
Rockwell International Agency—Campbell-Ewald Co.	145
Saginaw Steering Gear Div., General Motors Corp. Agency—Leo Burnett Co.	25
Sanden International (USA), Inc. Direct	67
Shelter-Globe Corporation Agency—Lord, Sullivan & Yoder, Inc.	168
Sony Corporation Agency—Phillips & Willey Assoc., Inc.	175
Sports Illustrated Agency—Ogilvy & Mather Advertising	113
S&S Automotive/Protector Agency—Media Marketing Services, Inc.	47
Stuker & Associates, Inc. Agency—Dalcom Services	173
Subaru of America, Inc. Agency—Levine, Huntley, Schmidt & Beaver	146
Supra Products, Inc. Direct	180
Supreme Corporation Agency—Villing & Company	166
Thermo-Guard Direct	27
Time Magazine Agency—Young & Rubicam, Inc.	41
TRW—Automotive World Wide Agency—Wyse Advertising	159
Tuff-Kote Dinol, Inc. Agency—Gray & Kilgore, Inc.	149
TV Guide Agency—NW Ayer, Inc.	51
Universal Underwriters Group Agency—Travis Walz	189
USA Network Agency—Della Femina, Travisano & Partners	160-161
US News & World Report Agency—Dancer Fitzgerald Sample, Inc.	135
Volkswagen United States, Inc. Agency—Doyle Dane Bernbach, Inc.	131
Volkswagen Credit, Inc. Agency—Doyle Dane Bernbach, Inc.	11
Wall Street Journal Agency—Jim Johnston Advertising	119
Wheelways Agency—Designer Creations, Inc.	154
Wynn's Frostemp, Inc. Direct	123
Yugo America Agency—Rosenfeld, Sirowitz & Humphrey, Inc.	2

Data sources

Most of the information in the 1986 Market Data Book has been researched and compiled by the staff of *Automotive News*, and permission to reprint may be obtained from the Detroit editorial offices, 1400 Woodbridge Ave., Detroit, MI 48207 (phone 313-446-6000).

Following are the addresses for outside firms which have supplied data for this year's book. Permission to reprint these charts must be obtained from them.

Advertising Age
740 Rush Street
Chicago, IL 60611
Phone: 312-649-5200

Aluminum Assn. Inc.
818 Connecticut Ave. N.W.
Washington, D.C. 20006
Phone: 202-862-5161

American Iron and Steel Institute
%Hill and Knolton Inc.
633 Third Ave.
New York, NY 10017
Phone: 212-697-5600

Automotive Industry Data, Ltd.
34 St. John St.
Lichfield, Staffs. WS13 6PB
England
Phone: 44-5432-57295
or contact Bemco, Inc.
P.O. Box 491
South Norwalk, CT 06856
Phone: 203-327-5514

International Institute of
Synthetic Rubber Producers
2077 South Gessner Rd., Suite 133
Houston, TX 77063
Phone: 713-783-7511

International Magnesium Assn.
120 W. Second St.
Hulman Bldg., 20th Floor
Dayton, OH 45402
Phone: 513-228-3574

Japan Automobile Mfrs. Assn.
1050 17th St. N.W.
Washington, D.C. 20036
Telex: 248-493 (248-493 JAMA UR)
Phone: 202-296-8537

Motor Vehicle Mfrs. Assn.
300 New Center Bldg.
Detroit, MI 48202
Phone: 313-872-4311

Motor Vehicle Mfrs. Assn.
25 Adelaide Street, E., Ste. 1602
Toronto, Ont. M5CIY7
Canada
Phone: 416-364-9333

National Automobile Dealers Assn.
8400 Westpark Dr.
McLean, VA 22102
Phone: 703-821-7000

National Auto Dealers Assn.
8400 Westpark Dr.
McLean, VA 22102
Phone: 703-821-7000

National Machine Tool Builders Assn.
7901 West Park Dr.
McLean, VA 22101
Phone: 703-893-7900

Owens-Corning Fiberglas
Fiberglas Tower-7
Toledo, OH 43659
Phone: 419-248-8657

R.L. Polk Co.
431 Howard St.
Detroit, MI 48231
Phone: 313-961-9470

Recreation Vehicle Industry Assn.
1896 Preston White Dr.
P.O. Box 2999
Reston, VA 22091
Phone: 703-620-6003

Rubber Manufacturers Assn.
1901 Pennsylvania Ave. N.W.
Washington, D.C. 20006
Phone: 202-682-4800

SPI Reinforced Plastics/Composites Inst.
355 Lexington Ave.
New York, NY 10017
Phone: 212-503-0600

Strategy Support Associates
12305 Oak Park Blvd.
Garfield Heights, OH 44125
Phone: 216-581-6323

Television Bureau of Advertising
477 Madison Ave.
New York, NY 10022
Phone: 212-486-1111

Zinc Institute
292 Madison Ave.
New York, NY 10017
Phone: 212-679-6020

Market Data Book Index

PAGE

Advertisers, index to 208
Advertising, dealer spending 206
Advertising, import and domestic spending 206
Air conditioning installations 70
Aluminum, use in cars 82
Assemblies, by continent 4
Assembly plants, U.S. car and truck 14
Associations, auto industry 134
Association managers, new-car dealer 136
Auctions, price averages 56
Auto industry top executives 83-135
Auto industry roster of companies 137-198
Automotive News World Outlook 71
Body designations 42
Brakes, power, installations 66
Buyers' guide, dealer 198-201
Capacity usage, U.S. plants 73
Capital spending 74
Car assembly plants 14
Car scrappage, population 206
Charts, guide to sources 207
Coachbuilders and vehicle makers overseas, roster 71-74
Companies in U.S. auto industry 137-198
Convertibles, factory assemblies 59
Cruise control, factory installations 64
Data sources 207
Dealer ad spending 206
Dealer association managers, state, local 136
Dealer Buyers' Guide 198-201
Dealers, car sales per 76
Dealers, dollar sales, profits 78
Dealers, population 75
Dealers, truck registrations per 76
Defroster, rear-window, installations 60
Diesel car sales 24
Directory, auto executives 83-135
Directory, auto firms, executives 137-198
Directory, industry associations 135
Directory, state and local dealer associations 136
Dollar sales, U.S. car makers 72, 74
Dollar sales, U.S. dealers 78
Electronic options 70
Employment, U.S. 73
Engines, installations by size 68
Engine assists, options 64
EPA mileage ratings 48, 50
European auto production 4
Executives, auto industry 83-135
Exports, U.S. vehicles, value 73
Factory sales, Big 4 74
Factory sales, special trucks, U.S. 16
Families of domestic cars 42
Fiberglass use in cars, trucks 80
Financial results, finance companies 72
Financial results, U.S. dealers 78
Financial results, U.S., Japanese makers 72
Financial results, U.S. industry 71-73
Forecast, Automotive News World Outlook 71
Foreign vehicle makers, coachbuilders, roster 71-74
Franchises, number of import 75
Fuel injection installations 64

PAGE

Geographical trends in U.S. auto production 14
Glass, tinted, installations 60
GVW, truck registrations by 36
Imports, U.S. vehicles, value 73
Instrument clusters, electronic, installations 70
Inventories, U.S. new cars 203
Inventories, import cars 203
Light-truck specifications 52
Machine tool shipments 82
Magnesium production, shipments 80
Managers of state and local dealer associations 136
Manufacturers review 71-74
Manufacturers, roster of overseas 71-73
Mileage, EPA ratings 48, 49
Models, number domestic cars 50,
Models, number import cars 50
NADA presidents 78
Options, air conditioning 70
Options, convertible tops 59
Options, cruise control 70
Options, electronic 70
Options, engines 62
Options, engine assists 60
Options, fuel injection 60
Options, glass, tinted 66
Options, instrument clusters, electronic 70
Options, paint 59,79
Options, power brake installations 66
Options, power equipment 66
Options, radio installations 64
Options, rear window defroster installations 66
Options, roofs 59
Options, seats 68
Options, speed control 70
Options, steering wheels 60
Options, tinted glass 66
Options, tires 70
Options, transmissions 60
Options, turbochargers 60
Options, two-tone paint 59
Outlets, car sales per 76
Outlets, number, cars, trucks 75
Outlets, truck registrations per 76
Outlook, world market 71
Overseas vehicle makers, coach-builders, roster 71-74
Paint, two-tone, options 59
Plant capacity usage 73
Plant spending 73
Plastics growth 80
Plastics shipments 80
Population, cars, trucks 206
Power brake installations 60, 62
Power equipment options 60
Power side window installations 60
Power steering installations 60, 62
Presidents, NADA 78
Prices, average new car 53
Prices, domestic cars 53,56,57,58
Prices, domestic cars, 1984 vs. 1985 57

PAGE

Prices, imported cars 53
Prices, used car averages 56
Prices, used car averages at auction 56
Profits, dealership averages 78
Profits, finance companies 72
Profits, Japanese auto makers 72
Profits, U.S. car makers 72
Profits, U.S. vehicle, parts makers 71
Production and assembly, by continent 4
Production, by country 3,4
Production, by geographic regions, U.S. 14
Production, by make and month, U.S. autos 8
Production, by month, U.S. cars since 1979 14
Production, by size category, U.S. 12
Production, by state, U.S. autos 14
Production, calendar year, U.S. autos by make 8
Production, calendar year, U.S. autos by size 12
Production, calendar year, U.S. autos since 1959 8
Production, Canadian cars by corporation since 1962 17
Production, Canadian cars, by make, month 17
Production, Canadian cars by year 17
Production, Canadian car shares of total 17
Production, Canadian trucks, by make and month 16
Production, Canadian trucks, by year 16
Production, European car 4
Production, geographical trends, U.S. 14
Production, Japanese 4
Production, model year, U.S. autos since 1959 8
Production, model year, U.S. autos by nameplate 8
Production, model year, U.S. autos by size 12
Production plants, U.S., Canada, car, truck 14
Production, top 12 makers worldwide 3
Production, truck, Canadian, by year 16
Production, truck, U.S. and Canada by make and month 16
Production, U.S. autos by make and month 8
Production, van and light truck 16
Production, where cars, trucks are built 14
Production, world car and truck by country 4
Production, world vehicles by country since 1946 3
Radios, factory installations 66
Recreational vehicle shipments 34
Registrations, by car makers since 1946 26
Registrations, Canadian vehicles since 1953 19
Registrations, cars, by makes and states 32
Registrations, car market shares 30
Registrations, European cars, 1985 vs. 1984 19
Registrations, European cars by make and country 19
Registrations, Japanese cars in Europe 19
Registrations, cars in U.S. by nameplate 30
Registrations, overseas 19
Registrations, per outlet, trucks 76
Registrations, records, cars 30

PAGE

Registrations, records, trucks 36
Registrations, trucks, since 1956 36
Registrations, trucks, by make and GVW 36
Registrations, trucks, by make and state 33
Registrations, trucks, by makes and year 36
Registrations, trucks, heavies 36
Registrations, truck, per outlet 76
Registrations, truck shares 36
Roofs 59
Roster of auto firms, executives 137-198
Roster of overseas vehicle makers, coachbuilders 71-74
Rubber consumption 82
RV shipments 34
Sales, cars by month, market-class 22
Sales, cars in U.S. by year 22
Sales, diesel cars 24
Sales, dollar, U.S. dealers 78
Sales, dollar, U.S. makers 71-74
Sales, domestic cars by market class, month 22
Sales, domestic cars by nameplate, month 20
Sales, domestic cars since 1958 22
Sales, import cars by make since 1974 24
Sales, import cars by month 24
Sales, import cars by nameplate 22
Sales, import cars since 1966 22
Sales per outlet 76
Sales, trucks 34
Sales, used-car volume 78
Scrappage, cars, trucks 206
Seat options 62
Sound equipment installations 66
Specifications, domestic cars 37, 38, 40
Specifications, imported cars 44, 46
Specifications, light trucks 52
Speed control, options 64
State and local dealer association managers 75
States, new-car registrations by 32
States, new-truck registrations by 33
Steering wheel options 64
Stereo installations 66
Supplier review 79-82
Tinted glass, options 60
Tire exports, imports 82
Tire options 70
Transmission installations 64
Truck population, scrappage 206
Turbocharger installations 64
TV ad spending 203
Vehicles in operation 203
Vehicle producers, roster of overseas 71-74
Vehicle producers, top 12 worldwide 3
Where cars, trucks are built 14
Who's Who in Auto Industry 83-135
Windows, power side, installations 60
World Outlook 71
World producers, top 12 3
World production, car, truck by country, 1985 vs. 1984 4
World production since World War II 3
Zinc, use in cars 79

C 2700-1

Automotive News

May 5, 1986

Entire contents copyright 1986 by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Makers use warranties as sales tool

By Arthur Flax
Service Editor

When the Acura line was introduced this year, it featured a 3-year/36,000-mile warranty with coverage more like that of BMW than Toyota or even of parent Honda.

With 30 or so manufacturers competing for a piece of the new-car pie, all players are hunting for an edge. And warranties are proving to be quite a broadsword in the collection of weapons.

Led by the makers of European sedans, there is a trend throughout the industry toward longer and more complete warranties. Manufacturers see the warranty as a competitive tool, a marketing device and a value-added package as well as a means to protect customers against the bugs that slip into even the best automobiles.

The price, positioning, reputation and quality of their cars as well as the cost of the warranty are the guidelines under which manufacturers make warranty decisions.

Manufacturers say they can afford to offer longer warranties because their cars are higher in quality and reliability.

In the face of stiff competition, some manufacturers may not be able to pay the price of offering a shorter warranty.

However, manufacturers indicate that in most cases, claims decline as the time limit is lengthened. In the case of extended powertrain warranties, the components covered are usually items such as engine blocks and transmission cases that seldom fail but involve considerable cost in the event of a malfunction.

Among manufacturers of upscale European sedans, multi-year warranties covering the complete car have become the rule during the past several years, and the warranty periods on new European cars continue to increase.

Last year, for example, Jaguar, Porsche and Saab increased their warranty coverage and during the past five years, Audi, BMW, Mercedes-Benz, Peugeot, Volkswagen and Volvo have increased their coverage significantly.

Chrysler is certainly the most agressive warranty marketer in the industry. In 1983, it introduced its 5-year/50,000-mile extended powertrain warranty in a wave of advertising hype. Ford and General Motors were relatively silent on warranties until the 1986 model year when they increased their multi-year coverage on powertrain and selected components.

And higher-priced domestic cars, notably Lincoln and Cadillac, received multi-year warranties on major components which

Please turn to Page 18, Col. 1

Joe Wilsens

What's the answer, Mr. Cappy?

After American Motors' annual shareholders meeting, Joseph Cappy, the firm's president and chief executive officer, fields reporters' queries about the possibility of Chrysler Corp. assembling cars at one of AMC's plants. Stories on Page 56.

Honda leaves new ad giant

By Jenny L. King
Detroit Reporter

In the wake of the largest advertising merger in history, Honda's $135 million account will stay with its two top admen, who are starting their own shop, and Dodge and Volkswagen will remain with the merged conglomerate.

The merger brought together three firms big in the automotive ad world—BBDO International, which has the $130-million Dodge account; Doyle Dane Bernbach, Volkswagen's longtime agency, and Needham Harper Worldwide, which represented Honda.

The merger was part of an increasing trend toward consolidation in the ad world.

When it was announced a week ago that the three giant advertising agencies were pooling their $5 billion in aggregate billings, storm clouds quickly appeared on the horizon.

Because each member of the new and as yet unnamed family had a major automotive account, some observers said it wouldn't be feasible for them to get too cozy.

Colossal ad agency operations are more and more common as the need grows to serve clients on a global basis. The former biggest conglomerate, Interpublic Group of Cos., numbers Buick, GMC, Chevrolet, Mercedes-Benz and Toyota among its automotive customers.

By mid-week, the Needham Harper dilemma had been resolved. Two top executives of the agency's Los Angeles office, Gerrold Rubin and Larry Postaer, purchased the L.A. operation, taking its major clients, including Honda, in the package.

Bucking the mega-merger trend, the newly formed Rubin, Postaer and Associates will be headquartered in Los Angeles with offices in San Diego and Sacramento. Major accounts include American Honda, which was with Needham Harper for 12 years; California Lottery; Home Federal of San Diego, and

Please turn to Page 58, Col. 2

Japanese make big gains in Europe

By Richard Feast
European Editor

LONDON—Japan's auto makers continued their steady progress into Western Europe's new-car market in the first quarter of this year.

Their sales totaled 327,800 for the period, a 21 percent increase over 1985, and they captured a record 11.2 percent of the market.

Toyota moved ahead of Nissan for the first time as the leading Japanese retailer on the continent. The development, long sought by Toyota, resulted from the resurgence in demand in the largest national market, West Germany.

Total new-car sales in Western Europe for the first quarter were 2,916,000 up 5.6 percent over last year's 2,760,100.

Fiat Auto was Europe's top seller at the end of March, followed by 1985's full-year champion, the Volkswagen-Audi Group. Market shares were 13.1 percent for Fiat and 12.9 percent for VW.

Renault's share sank to the lowest point in recent history (9.4 percent) as it continued to lose share in a flat French market. The three other leading contenders—Ford, General Motors (Opel-Vauxhall) and PSA (Peugeot-Citroen)—were tightly bunched but some distance from Fiat and VW.

European new-car sales were 2,-

Please turn to Page 56, Col. 1

Meyers tells tale of crises

By Al Fleming
Industry Editor

WEST BLOOMFIELD, Mich.—Crisis isn't his middle name, but it well might be.

Gerald C. (for Carl) Meyers earned the equivalent of a black belt in battling off tough times in an automotive career that spanned 32 years.

It ended abruptly four years ago when, at age 53, he exited troubled American Motors as chairman and chief executive officer.

Seated at his desk in a modest office in this suburb northwest of Detroit, the tall, rugged-looking ex-auto monarch reflected on a stormy past: "As I look back at my business career, it was just a lifetime of crisis."

So it seems. Meyers entered the auto world at Ford Motor Co. in 1950, as the company was just starting to emerge from its legendary post-World War II management struggles.

In 1954, he went to Chrysler Corp., which was in the midst of a serious sales slide. He spent eight

Please turn to Page 57, Col. 1

Gerald C. Meyers

Joe Wilsens

Ford moves to speed cars to the market

By Richard Johnson
Detroit Reporter

A major reorganization of Ford Motor Co.'s North American product planning operations is expected to cut development time on all-new cars to less than three years in the 1990s.

The "program management" approach to car development at Ford began April 1 with an ambitious set of objectives.

"We want to take at least 12 months out of our programs at the start and then whittle on that," said Stuart Frey, Ford vice president—Car Product Development, in an interview.

Ford spent more than five years taking its new Taurus/Sable

Please turn to Page 57, Col. 1

Workers try to save Ford plant

By Mary Connelly
Detroit Reporter

UAW workers at Ford Motor Co.'s Green Island (N.Y.) manufacturing plant will carry their campaign to carve a future for the threatened plant to the company's annual shareholders' meeting.

The meeting is scheduled for Thursday (May 8) at Ford Auditorium in Detroit.

UAW Local 930, which represents the 425 unionized workers at the plant, has also asked each of the 69 Ford UAW locals to send a representative to the meeting to show support for the Green Island employes.

"What is unique is that the union is going to the stockholders and saying we need your help," said Local 930 President James Roti Roti.

The Green Island plant manufactures copper and brass radiators and heater cores.

Ford has announced that it plans to consolidate operations as it shifts increasingly to use of aluminum for the parts, and the company has not identified any future product at the plant. The phase-in to aluminum, which Ford said is being done for efficiency and durability, is expected to be completed by 1988.

Much of the work at Green Island is expected to be transferred to Ford's Sheldon Road (Mich.) plant, the company said. In the past two years, 111 former Green Island employes have transferred to Michigan, and Ford anticipates additional transfers. Ford also said many Green Island workers will be eligible for retirement by 1988.

However, the UAW's Roti Roti said workers deserve a future at the Green Island plant because Local 930 was among the first in the country in 1982 to advocate reopening the national labor agreement when auto manufacturers were seeking cost-saving concessions.

"We sacrificed and now we're asking the corporation to give us a break and give us a new product for our plant," Roti Roti said.

The union president said if future product is not scheduled at the plant, the union is advocating that all Green Island employes, regardless of age, be offered special early retirement benefits.

"We're asking for something special beyond the contract," he said.

Roti Roti said the Green Island plant is profitable. Ford said, however, that the plant will not be able to sustain itself economically as the shift to aluminum continues.

Joe Wissens photos

Automatic guided vehicles are used to transport engines and powertrains

Buick City: Problems, gains

By Michelle Krebs
Financial Editor

FLINT—General Motors officials said the start-up of its Buick City complex is on schedule and has been no slower than startups at other GM plants.

Nevertheless, reports of production, quality and labor relations problems persist.

GM acknowledges that there have been problems --problems that were anticipated—because of what has been hailed as a radical departure from the traditional way of building cars, both in terms of the assembly process and the labor arrangement.

Buick City, a 1.8-million-square-foot facility, is a combination of a former Buick assembly plant and a former Fisher Body plant. The complex has more automation than most GM plants.

Workers from the two plants that make up Buick City were combined into one workforce. The plant is operated under an entirely new labor agreement, considered innovative in the industry. Workers have less management supervision and have a voice in decision making.

Edward D. DuCharme, manufacturing manager for the Buick-Oldsmobile-Cadillac Group's Flint Product Team, said the Buick City acceleration schedule is proceeding as planned.

At a news conference and media tour of Buick City last week, DuCharme displayed a graph charting the acceleration of Buick City compared with accelerations of other GM plants. According to the chart, Buick City lags slightly behind GM's Orion plant but is well ahead of NUMMI, GM's joint-venture plant with Toyota.

Assembly is made easier with doors off

DuCharme admitted that Buick City's acceleration has not been as smooth as the acceleration at GM's Willow Run (Mich.) plant, which assembles

Please turn to Page 58, Col. 3

Raider loses at Fruehauf: will return

By Michelle Krebs
Financial Editor

SOUTHFIELD, Mich.—New York corporate raider Asher B. Edelman apparently lost his proxy fight to place his 11 people on the board of Fruehauf Corp. last week. But he vowed to return.

Edelman and his group hold 2 million shares—or 9.5 percent—of Fruehauf's common stock, making him the largest single shareholder of the truck-trailer manufacturer. He increased his bid for the rest of Fruehauf's stock to $42 a share.

Fruehauf's board has rejected the bid as inadequate and conditional. The company said the conditions would allow Edelman to revise or abandon his proposal.

"Even if the price was right, and we don't believe it is," Chairman Robert D. Rowan told shareholders, "we have little confidence that Mr. Edelman could complete his proposal."

At the annual meeting last week, it appeared that Fruehauf management's slate of nominees for the board of directors was overwhelmingly elected over Edelman's rival slate. The final results, following a count by independent inspectors, will be announced May 15.

Nonetheless, following the annual meeting, Edelman said his bid still stands. He also announced he had demanded a seat on the Fruehauf board. The board had 12 spots until the morning of the annual meeting when one member, who had reached mandatory retirement age, resigned.

Edelman argues that technically a 12th board seat remains, and the board must allow him to have it.

Fruehauf management, however, contends that—in accordance with the company's bylaws and Michigan law—the size of the board was reduced when the 12th member resigned.

Rowan said Edelman was not welcome on the board. "The obligation of the board of directors is to work for all of the shareholders," he said. "Asher Edelman's real interest in Fruehauf is only in making money for himself."

Edelman would not say if he intended to file a lawsuit if he did not receive the board seat, though he didn't expect to win it. He also could not comment on whether he intended to initiate a tender offer for the rest of Fruehauf's stock.

Edelman said that with a seat on the board, he would act as the company's conscience by entertaining purchase offers by the Edelman groups as well as other interested buyers.

Edelman asked if Fruehauf is talking about its availability with Eaton Corp. or unnamed tire companies. Rowan responded that those were rumors which have absolutely no validity.

Big Four profits decline 9 pct.

By Michelle Krebs
Financial Editor

Combined earnings for the Big Four auto makers were off 9 percent in the first quarter while sales were up 10 percent, setting an any-quarter record.

General Motors, Ford Motor Co., Chrysler Corp. and American Motors earned a combined total of $2.1 billion, down 9 percent from $2.3 billion in the first quarter of 1985.

Sales for the four companies amounted to $48.3 billion, up 10 percent from $43.8 billion in the year-ago quarter. Sales were the highest of any quarter in U.S. auto history.

GM profits amounted to $1.06 billion, down one percent from $1.07 billion last year. It was GM's third best first quarter. GM sales set a new quarterly record at $28.8 billion, up 11 percent from $24.2 billion, even though factory sales of vehicles were off.

AUTO MAKERS' SALES, PROFITS
(In millions)
FIRST QUARTER

	1986 Sales	1986 Profit (Loss)	1985 Sales	1985 Profit (Loss)
American Motors	$ 918.2	($ 18.9)	$ 919.4	($ 29.0)
Chrysler Corp.	5,777.8	356.9	5,408.1	507.6
Ford Motor Co.	14,795.1	728.3	13,246.2	783.3
General Motors	26,820.1	1,063.8	24,182.5	1,071.7
TOTAL	$ 48,301.2	$2,130.1	$ 43,756.2	$2,333.6

Ford reported first-quarter profits $728 million, down 7 percent from 1985's $783 million. It also was Ford's third-best first quarter. Sales were $14.8 billion, up 12 percent from 1985's 13.2 billion for a new quarterly sales record.

Chrysler reported profits of $357 million, down 30 percent from 1985's first-quarter earnings of $506 million. It still was Chrysler's third-best first quarter in history.

Chrysler sales were $5.8 billion, up 7 percent from 1985's $5.4 billion. It was Chrysler's best first quarter for sales and its second best sales for any quarter.

AMC had a loss of $19 million on sales of $918 million. That compares with a loss of $29-million on sales of $919 million in 1985.

Big EDS job for Alberthal

DALLAS—Lester M. Alberthal Jr. has been appointed president of Electronic Data Systems, General Motors' computer services subsidiary.

Alberthal, an 18-year EDS veteran, formerly was senior vice president in charge of EDS' North American Business Operations. He replaces Morton H. Meyerson, who was named to the new position of vice chairman. Company founder H. Ross Perot remains chairman.

Lester M. Alberthal Jr.

Meyerson, a close associate and friend of Perot, had requested a new job. Meyerson will work on joint ventures and acquisitions, the growth of EDS' non-GM business and the marketing of computer service products developed for GM.

EDS also announced the appointment of J. Davis Hamlin, previously vice president of finance and administration, as chief financial officer. He succeeds J. Thomas Walter Jr. who, as a senior vice president, will work with Meyerson.

Gary Fernandes, senior vice president, was named chairman of EDS International, Ltd. Kennard Hill remains vice president in charge of the company's GM operations.

index

Advertising news	30
Auction reports	44-45, 54
Classified advertising	46-54
Dealing with dealers	29
Editorial page	10
Production by makes	60
Truck highlights	12

60th year—No. 5126

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

GM and union talk in California, but Van Nuys' future is uncertain

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES—What was billed by a union official as a major announcement regarding the future of General Motors' Van Nuys assembly plant turned out to be considerably less.

It resulted in a vague commitment on the part of GM and the union to keep talking about work rule changes to make the plant more competitive.

The Van Nuys plant assembles the Chevrolet Camaro and the Pontiac Firebird.

The press conference was called on the eve of a rally planned by militant union members to pressure GM to make a 10-year commitment to keep the plant open.

There was speculation that the press conference was a move to blunt the rally. It also drew attention to the differences within UAW Local 645 on the best strategy to keep the plant operating.

The only item of substance that came out of the press conference was the fact that the state of California will commit $20 million to help retrain plant employes if GM commits to keeping the facility open.

However, plant manager Ernest Schaefer told the news conference that GM currently has no new-product plans for the facility beyond the 1988 model year, and he confirmed that the scheduled indefinite layoff of the 2,000-worker second shift will go ahead as planned June 9.

According to Robert Thierry, chairman of the California Employment Training Panel, the state would provide the money to help GM shift from a traditional assembly-line production system to a labor-management team concept.

Bruce Lee, director of the UAW Western region which helped negotiate the labor agreement between the union and New United Motor Mfg., Inc., said GM and the union have agreed to continue talks on a new contract that would "put Van Nuys at the top of the list for one or more new products."

Lee said the union also "will work to set up a free enterprise zone" in an effort to attract components suppliers to the area. Lee said the concept of flex production—having the capability to build two or more products on the same assembly line—is one of the keys to keeping the plant open.

Schaefer said GM will continue to negotiate to keep the plant open because "we have a significant asset in having an assembly plant in one of the largest and more important car markets in the U.S."

However, he said that no new product has been selected for Van Nuys. "There is no commitment (to keep the plant open) at this time," he said. He added that a new labor agreement at the plant is integral to any decision to keep the plant open.

Although both Lee and Schaefer hailed company-union cooperation in reaching such an agreement, it was clear that the decision to keep the plant open rests in Detroit.

Also participating in the press conference was Ray Ruiz, who is chairman of Local 645's shop committee and who is leading the negotiations with GM. Lee is backing his efforts.

Observing the proceedings, but not participating, was Peter Beltran, the local's president. Beltran favors taking a harder line with GM and supports a drive organized several years ago by a faction within the union that is seeking a 10-year commitment from GM to keep the plant open. If GM closes the plant, that faction is threatening a boycott of GM products in California.

Eric Mann, Local 645 member and coordinator of the drive, said he felt that what came out of the press conference fell far short of what the workers want in terms of assurances.

"What was announced here is positive," Mann said, "but we want a commitment, a 10-year commitment. The first step toward cooperation is job security."

Mann said his group intends to keep the pressure on GM. The rally and march went on as as scheduled the day after the press conference.

Queen's Award goes to Jaguar and Cosworth

LONDON—Cosworth Engineering, Ltd., and Jaguar plc have received Queen's Awards for Export Achievement, and Cosworth Research and Development has received the Queen's Award for Technological Achievement.

Jaguar, honored for the third consecutive year, is Britain's leading car exporter. The company said it increased its production to 10,606 cars during the first quarter of 1986.

It said worldwide sales were up for the period, as were sales in the U.S., its largest single market.

Cosworth's engineering group said its exports were almost 2½ times higher in 1985 than in 1983. The company designs and produces racing engines and engines and components for high-performance makes such as the Ford RS Cosworth Sierra and the Mercedes 190E.

The technological award is for development of the Cosworth Process, an advanced system for casting aluminum alloy engine components.

Wholesalers elect

PHOENIX—The Automotive Wholesalers of Arizona elected Jim Shaw president, Saul Bart vice president and Bill Block executive secretary.

Baseball and autos are in Schott empire

By Jenny L. King
Detroit Reporter

Jenny L. King

Margaret Schott

She didn't seem to have an opinion on the American League designated-hitter rule, but she's a promotions wizard and knows how to run a car dealership.

Baseball is Margaret Schott's latest adventure. She's a general partner of the Cincinnati Reds.

Schott started aiming for the top when she found herself heading business interests with which she had little experience. At age 38, she inherited a brick company and Schott Buick, Inc., when her husband died.

Now the Buick and Chevrolet dealer (Marge Schott Chevrolet) is also into real estate, leasing, insurance, concrete and a landfill project.

Speaking before a recent meeting of the Women's Economic Club in Detroit, Schott touched on baseball, punchbowls and women in business. She dubbed her talk "Lady, what are you doing here?" because that's what she has been asked so many times during the unsheltered years of her life.

"When my husband was alive, I was a busy little housewife," she said. "When he died suddenly at 42, I found myself the owner of several businesses and I knew nothing about running them."

She learned quickly. At the Buick outlet, there was an imminent power struggle which she resolved by firing several of the top managers. Once she had eliminated them and the expense-account living that had been popular, the place began to make money.

"General Motors wouldn't recognize me as the dealer for 2½ years," she said. "Finally, when we had the best sales in the whole area, I got a call from Detroit. They said I could come up and sign the papers.

"I told them they could come down and I'd sign the papers," she told her audience.

That's where the punchbowl fitted into the narrative. She said she scurried around when the GM officials came down, getting out her best tea service and a punchbowl.

She was the first female member of the Cincinnati Chamber of Commerce. She also knows how to keep her player-manager Pete Rose in line and how to keep dealership personnel on their toes.

factories list auction dates

American Motors

May 6—D-A Auto Auction, New Stanton, Pa.

May 7—Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

May 8—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Northway Exchange, Inc., Clifton Park, N.Y.

May 13—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

Chrysler Corp.

May 6—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 7—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

May 8—Fredericksburg Auto Auction, Fredericksburg, Va., and Indianapolis Auto Auction, Indianapolis

May 9—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 6—Indianapolis Auto Auction, Indianapolis

May 7—Columbus Fair Auto Auction, Obetz, Ohio; Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

May 8—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Grand Prairie, Tex.

May 14—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

General Motors

May 6—166 Auto Auction, Springfield Mo., and Denver Auto Auction, Englewood, Colo.

May 7—Brasher's Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 8—Nashville Auto Auction, Nashville

May 13—South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, East Windsor, Conn.

May 14—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Used Car Sales
Auction Averages

April 1986	$5,093
Month ago	$4,932
Year ago	$5,283

Model Breakdown
Auction Averages

	APR. 1986	MAR. 1986	FEB. 1986
1986	$11,490	$10,173	$10,659
1985	$8,883	$8,774	$8,655
1984	$6,383	$6,248	$6,186
1983	$5,515	$5,370	$5,232
1982	$4,308	$4,213	$4,089
1981	$3,458	$3,382	$3,362
1980	$2,616	$2,477	$2,478
1979	$2,199	$2,246	$2,345
Overall Average	$5,093	$4,932	$4,811

classifieds

CARS WANTED

WANTED
NEW & USED
TOYOTAS
ALL MODELS
LIST PRICES PAID
With or without RDR cards
Call CHARLES BARRETT
914 698 8120

WE WANT TO BUY NEW
MERCEDES-BENZ
For Our Lease Customers
WE NEED 1986
560 SEL's & SEC's
420 SEL's & 300 E's
We also will buy new 1985 MERCEDES
380 SL's 500 SEL's & 300 D's
MB North American Cars Only
ALSO
New 944 PORSCHES
ALSO
NEW JAGUARS
Used MERCEDES
Used ROLLS ROYCE
We Will Travel To Purchase These Cars
Contact Ray or Bob at
Touch of Class Leasing Co.
201 529 4545

CARS WANTED

TOP DOLLAR PAID
For
1986
VOYAGERS
& CONQUESTS
With NVDR's
Call Dick Rocha at:
617-823-1781

NEW
SUBARUS
WANTED
CARS & BRATS
With or without cards
WILL PAY TOP DOLLAR
Call:
BOLINGBROOK SUBARU
312-759-2886
Ask for Jeff Entratter

NEW
NISSANS WANTED
Highest Price Paid
Over Factory Invoice
With RDR Cards
Call: Glenn Marcus
PEPE NISSAN, INC.
609-451-5200

Sales of Japanese cars rise 21 pct. in Europe

Continued from Page 1

916,000 for the quarter up 5.6 percent over last year's 2,760,100. If the trend continues, it will certainly produce a sales record for the region by the year's end.

Eleven of the 16 national markets reported sales increases, led by the 16.4 percent (93,500 units) advance in West Germany. Of the other influential markets, Italy gained 3.8 percent, France was steady and there were declines for the U.K. (0.8 percent) and Spain (9.4 percent), according to preliminary and unofficial statistics.

While Fiat Auto seems set to retain European leadership during the next few months, analysts believe that by the end of the year the VW group will have moved ahead. In the first quarter, VW's increase was 12.5 percent, compared with Fiat's 7.6 percent.

Each company has been swept along by its key domestic market, West Germany for VW and Italy for Fiat. But while German sales are picking up after a long period of uncharacteristically weak demand, Italian sales have continued to increase and must be nearing the cyclical turning point.

Besides, when VW's purchase of Spain's Seat goes through in the middle of the year, their combined share will be greater than Fiat's. At the end of March, the consolidated VW-Audi-Seat share was 14.3 percent.

It is an illustration of the changing fortunes of Europe's big auto makers in the 1980s. When the decade began, Renault was market leader with 14.7 percent and VW had 12.1 percent. Now, Renault's share is down a third, and VW is on the verge of a one-fifth increase in its slice.

Ford, GM and PSA each recorded numerical gains in the first quarter compared with a year earlier, but none was as great as the overall market improvement, thus each lost penetration.

The Peugeot Group's sales gain resulted from improvements outside France, where it retained market leadership but with reduced numbers. In France, the real gains were made by importers like Fiat, VW, GM and even the Japanese.

For the Japanese who did so well in the opening quarter, Europe represents a particularly diversified target. Japan faces very strict limits in the important Italian, French and Spanish markets. In the U.K., the so-called gentlemen's agreement between industry associations—recently renewed—restricts Japanese sales to around 11 percent of total.

Historically, Nissan has held about half of that 11 percent in the U.K., leaving all other Japanese importers to share the remainder. It was that large chunk of an important national market which provided Nissan with its overall European advantage over Toyota and the others.

Thus, for Toyota to pull ahead of Nissan in Europe—as it did in the first quarter with 82,400 sales to 79,500—required an allout effort in West Germany, the one large and free region open to the Japanese.

Toyota went into action. It supported that effort with greater sales gains than Nissan in Belgium, Netherlands, Switzerland and Austria.

Over the longer term, that Toyota reversal is unlikely to last. Nissan has pioneered Japanese auto making in Europe and is now starting pilot assembly of Bluebird (Auste) models at Washington, England. Those initial models (24,000 annually) will be regarded as Japanese and thus subject to sales constraints in much of Europe.

But while Nissan appears set to move to the second phase and production of 100,000 units a year, Toyota has made no known moves toward European manufacturing. The European content of the second-phase Nissans will make them eligible for export to the Common Market, and should restore the company's advantage over Toyota.

Toyota's first-quarter sales increase was about 28 percent, compared with Nissan's 16.5 percent. Mazda, the next most important Japanese company in Europe, rose by 18.5 percent to 61,800.

Among other European makers, there were gains in sales and market share by Daimler-Benz (108,700), BMW (78,000) and Seat (41,100). Sales increased for Volvo (71,800), Austin Rover (111,400) and Alfa Romeo (46,700), but market share declined.

EUROPEAN SALES

COUNTRY	1st Quarter 1986	1st Quarter 1985
Austria	55,200	56,700
Belgium/Lux.	128,800	113,100
Denmark	50,900	39,400
Finland	39,100	36,500
France	439,100	438,900
Greece	13,300	21,000
Ireland	20,300	19,700
Italy	501,800	483,400
Netherlands	177,900	160,700
Norway	45,200	34,100
Portugal	21,100	21,400
Spain	125,500	138,500
Sweden	65,700	60,300
Switzerland	69,500	63,100
United Kingdom	499,000	503,200
West Germany	663,600	570,100
Total	2,916,000	2,760,100

1st QUARTER SALES

(Western Europe)

	1st Quarter 1986	Market Share (Pct.)	1st Quarter 1985	Market Share (Pct.)
Fiat Auto	381,200	13.1	354,300	12.8
VW-Audi	375,800	12.9	333,900	12.1
Ford	337,400	11.6	335,900	12.2
General Motors	336,500	11.4	334,100	12.1
Peugeot S.A.	332,200	11.4	317,600	11.5
Japan (all)	327,800	11.2	270,600	9.8
Renault	274,300	9.4	311,100	11.3
Austin Rover	111,400	3.8	108,100	3.9
Daimler-Benz	108,700	3.8	100,900	3.7
BMW	78,000	2.7	71,800	2.6
Volvo	71,800	2.5	70,200	2.5
Alfa Romeo	46,700	1.6	46,400	1.7
Seat	41,100	1.4	36,200	1.3
All others	93,100	3.2	69,000	2.5
Total	2,916,000		2,760,100	

Reagan's product-liability proposal appears doomed this time around

By Helen Kahn
Washington Bureau Chief

WASHINGTON—The Reagan Administration's federal product-liability proposal, put forth with great hoopla last week by Attorney General Edwin Meese and Commerce Secretary Malcolm Baldrige, is not expected to become law this Congress.

Even if it were to make it through the Senate, it could never make its way through the much more troubled waters of House Energy and Commerce Subcommittee and full committee, much less to the House floor.

It will be a victory of sorts if the measure wins approval by the more sympathetic Republican-controlled Senate.

Even though Senator Robert Kasten, Wisconsin Republican, introduced the bill promptly and with some reservations, Senator John Danforth, Missouri Republican and chairman of the Senate Commerce Committee, has some strong objections.

If differences between Danforth's own bill and the Administration bill can be settled, the bill could make it to the Senate floor. But opposition from the American Trial Lawyers Assn. and the Ralph Nader groups will be strong.

On the other hand, the Administration bill has the endorsement of the Coalition for Uniform Product Liability Law—a business group that includes the auto companies. Senate Commerce Committee hearings will occur this month.

The Administration bill, which would override segments of state laws, would require liability to be based on fault, whether negligence or strict liability.

Another section of interest to the auto industry is a cap of $100,000 to be placed on non-economic damages, such as pain and suffering, as well as punitive damages.

Future economic damages in excess of $100,000 could be paid in installments. Judgments could be reduced by compensation received from other sources (veterans benefits, employer-financed health benefits, etc.). Attorneys' contingency fees would be scheduled to decrease.

Finally, the bill encourages developing alternative dispute resolution mechanisms.

The Administration believes the inability to obtain product-liability insurance at an affordable price or even sometimes to obtain insurance at any price has "reached crisis proportion."

Baldrige added that this "has a very detrimental effect on U.S. productivity and competitiveness."

He said that those costs eventually mean higher unit prices and make U.S. products less attractive in both foreign and domestic markets.

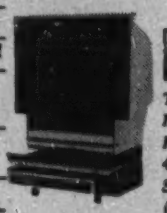
Fast-paced adventure for moms in fast lane

BEVERLY HILLS, Calif.—Here's a Mother's Day gift for mothers who live in the fast lane—a $9,000 race package that culminates in a trip for two to France for the LeMans races.

Beverly Hills Motoring Accessories is offering a package which includes a three-day class at the Jim Russell British School of Motor Racing, a fireproof racing suit and first-class round-trip airfare for two to France.

Top Quality Microfiche Readers,

Standard Model only $175
Double Fiche Carrier only $204
Jumbo Fiche Readers (BMW, VW etc). only $299
Panel for 20 Jumbo Fiche only $20
Jumbo Fiche Binder only $20



MICRO VUE

To order contact:
Nathan Rakov
Microvue Products
4101–A Convoy St.
San Diego CA 92111
(619) 597–3143

Rock Bottom Prices.

NORTHWOOD DEALER WORKSHOPS

MIDLAND, MICHIGAN

DEALERSHIP ACCOUNTING
5 days
May 27-31
J. A. Bennett
$475

SPEC'ING MED. & HEAVY DUTY TRUCKS
2.5 days
May 28-30
$250

F. R. Gaylord

FINANCE AND INSURANCE INCOME
3 days
May 28-30
R. A. Harkins
$265

SCIENCE OF PROSPECTING
½-day session
May 28 or 29
$125

Jack Reed

DEALERSHIP STATEMENT ANALYSIS
2 days
May 27-28
$225

D. I. Wangberg

SERVICE MANAGEMENT
2 days
May 29-30
$180

WEST PALM BEACH, FLORIDA

DEALERSHIP STATEMENT ANALYSIS
2.5 days
May 28-30
$225
R. H. Kline, Jr.

DALLAS, TEXAS

DEALERSHIP STATEMENT ANALYSIS
2.5 days
May 28-30
$225
B. B. Harding

Northwood, C. E. Dept.
Midland, MI 48640-2398
(517) 832-4323

_____ Send registration details
_____ Reserve me a seat

Name _____

Address _____

_____ Phone _____

Production

Auto production dips to 164,359

By Kathy Boyer
Detroit Reporter

Last week's domestic output of 164,359 cars was down 1.08 percent from the previous week's 166,146 and was 9.51 percent below the year-ago week's 181,624.

Due to production cuts, the year's build of 2,933,249 cars has fallen farther behind (3.91 percent) the 3,052,599 completed last year at this point.

Last week's scheduled production was divided this way: General Motors, 55.96 percent; Ford Motor Co., 24.40 percent; Chrysler Corp., 14.24 percent; Honda of America Mfg. Co., 2.31 percent; New United Motor Mfg., Inc., 1.87 percent, and Volkswagen of America, 1.22 percent.

American Motors closed its Kenosha plant for inventory adjustment last week.

The plant, which builds the Renault Alliance and Encore, has been down 10 times this year to trim inventory.

It is scheduled to resume production today (May 5).

Nissan's car line in Smyrna, Tenn., remains down for changeover to the new four-door Sentra.

GM announced it will close its Norwood (Ohio) plant for two weeks and its Lakewood (Ga.) plant for one week beginning today (May 5) for inventory adjustment.

The Norwood plant assembles the Pontiac Firebird and Chevrolet Camaro, and the Lakewood facility builds the Chevrolet Chevette and Pontiac 1000.

As a result of the shutdowns, 6,600 employes will be temporarily laid off.

Ford slated Saturday (May 3) overtime at its Wayne (Mich.) plant.

Chrysler scheduled daily overtime this week at its Belvidere (Ill.) plant.

1,150 jobs to be eliminated at GM Rochester Products

By Mary Connelly
Detroit Reporter

In the next 90 days, General Motors will eliminate approximately 1,150 hourly jobs at two New York plants of its Rochester Products Division.

It will eliminate 400 of those jobs today (May 5). An additional 750 job losses are anticipated in June and July, the company said. There are 4,000 UAW workers at the two plants.

The job losses are blamed on production cutbacks at GM assembly plants due to high inventories and on the industry shift from carburetion to fuel injection technology. The two plants in Rochester, N.Y., supply fuel systems, primarily carburetors, and emission control devices.

GM said last week that it has 15,000 workers on indefinite layoff throughout the company.

The majority of the affected unionized employes in New York will not be laid off but will move into the so-called job banks.

Negotiated in the 1984 national agreement between GM and the UAW, the job bank provision stipulates that no UAW member with more than one year seniority can be laid off because of the introduction of new technology, outsourcing, negotiated productivity improvements or transfers or consolidation of work among GM locations.

The majority of the anticipated Rochester Products Division job losses are deemed technology-related.

There are now 200 people in the Rochester job banks, GM said. An additional 150 workers will move into the bank today 5 when the 400 job cutbacks are effected. Another 200 employes will be placed on indefinite layoff and the remaining 50 workers will temporarily replace employes on leave, the company said. The jobs of those 50 are among the 400 that have been eliminated.

Employes in the job bank receive full wages and benefits. While temporarily in the bank, employes may be trained for new jobs, replace other employes who are in training, accept non-traditional assignments within or outside the bargaining unit or transfer to another plant.

GM has pledged $1 billion to the job bank program for six years or until the money is exhausted. The program is administered jointly by the company and the UAW.

GM and UAW Local 1097, whichrepresents workers at the plants, are also negotiating a new local labor agreement designed to cut operating costs and make the plants more competitive.

Union and company officials are also seeking new business for the Rochester operations because excess plant capacity is anticipated at the end of the year as technology shifts to fuel injection.

Venezuela builds Toyota Corolla

TOYOTA CITY, Japan—Toyota Motor Corp. has begun assembling complete-knockdown kits of its Corolla model in Venezuela at an annual rate of 10,000 units.

Toyota said it started to assemble the cars on April 1 and will put them on sale in May.

The annual build of its four-wheel-drive Land Cruiser in Venzuela is also 10,000 units, Toyota said.

Auto output here in 1984 was approximately 110,000 units, 80,000 of which were built by Ford Motor Co. and General Motors.

Truck output climbs to 75,272

Targeted U.S. production of 75,272 trucks last week was 2.41 percent more than the previous week's 73,501 and 2.79 percent better than the year-ago week's 73,229.

Year-to-date, 1,252,164 trucks have been assembled, 4.59 percent more than the 1,197,190 completed last year at this point.

General Motors announced it will recall 400 workers laid off from its bus plant in Pontiac.

GM received an order for 300 buses from the New York City Transit Authority. Employes are expected to return to work by late June.

The plant has been down since March because of slow sales.

GM scheduled Saturday (May 3) overtime at its Baltimore and Detroit plants.

Ford slated Saturday overtime at its Norfolk and Twin Cities plants.

Canadian autos pass 400,000

Canadian auto makers assembled their 400,000th car last Friday (May 2), 16 days ahead of 1985.

Scheduled output of 25,670 cars last week was about the same as (up 0.98 percent) the previous week's 25,422 and 7.09 percent more than the year-ago week's 23,971.

Truck makers' scheduled production of 19,123 units last week was a bit below (0.78 percent) the previous week's 19,273 and a little more than (0.24 percent) the year-ago week's 19,077.

CANADIAN CAR	Week Ended May 3, 1986	Week Ended May 4, 1985	Week Ended April 26, 1986	April Est.	Jan. 1, to May 4, 1985	Jan. 1, to May 3, 1986
AMERICAN MOTORS	120	368	115	504	3,898	2,128
FORD MOTOR	11,645	10,812	11,404	50,240	175,765	196,055
GENERAL MOTORS	13,680	12,566	13,678	59,808	172,207	199,345
VOLVO	225	225	225	990	3,864	3,796
Total Cars, Canada	25,670	23,971	25,422	111,542	355,734	401,324

U.S. TRUCK☆	Week Ended May 3, 1986	Week Ended May 4, 1985	Week Ended April 26, 1986	April Est.	Jan. 1, to May 4, 1985	Jan. 1, to May 3, 1986
CHEVROLET	23,179	25,118	24,392	101,443	406,412	433,396
DODGE	1,800	4,616	1,734	5,934	73,110	6,928
FORD	31,889	25,760	30,048	132,643	425,655	513,296
GMC	8,129	8,415	7,386	33,054	122,717	129,751
NAVISTAR	1,360	1,761	1,608	6,916	28,592	26,263
JEEP	2,943	4,435	2,943	10,749	69,910	68,727
NISSAN	3,922	1,335	3,340	13,479	37,469	33,941
AM GENERAL	50	50	50	220	870	872
MISCELLANEOUS*	2,000	1,739	2,000	9,120	32,455	39,000
Total Trucks, U.S.	75,272	73,229	73,501	313,558	1,197,190	1,252,164

CANADIAN TRUCK	Week Ended May 3, 1986	Week Ended May 4, 1985	Week Ended April 26, 1986	April Est.	Jan. 1, to May 4, 1985	Jan. 1, to May 3, 1986
AMERICAN MOTORS	816	0	855	3,868	0	6,823
CHRYSLER	8,656	8,889	8,315	36,804	148,201	153,453
FORD	3,648	3,609	3,648	15,999	52,100	61,841
GENERAL MOTORS	5,760	6,309	6,213	26,811	103,773	106,115
NAVISTAR	243	270	242	1,038	4,243	3,509
Total Trucks, Canada	19,123	19,077	19,273	84,519	318,317	331,541
N. American Trucks	94,395	92,306	92,774	398,077	1,515,507	1,583,705

*—Includes window van production. **—Estimated
Jeep includes commercial only. AM General includes government-contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended May 3, 1986	Week Ended May 4, 1985	Week Ended April 26, 1986	April Est.	Jan. 1, to May 4, 1985	Jan. 1, to May 3, 1986
AMERICAN MOTORS	0	3,728	1,980	3,990	36,413	16,543
Renault Total	0	3,728	1,980	3,990	36,413	16,543
Alliance	0	2,415	1,724	3,434	21,613	14,445
Encore	0	1,313	256	556	14,800	2,098
CHRYSLER CORP.	23,400	32,065	25,750	111,936	483,500	499,303
Plymouth Total	8,300	9,341	8,660	33,693	141,254	141,826
Horizon	3,600	3,884	3,774	13,596	50,216	53,999
Reliant	3,500	4,019	3,450	14,093	84,442	82,031
Caravelle	900	1,038	983	4,200	20,010	20,320
Gran Fury	300	400	453	1,804	6,586	5,476
Chrysler Total	6,100	10,194	7,318	35,159	159,206	173,009
LeBaron	2,100	2,094	2,351	9,271	39,779	42,719
LeBaron GTS	0	2,603	0	4,317	32,389	26,930
Laser	700	1,615	905	3,775	18,939	19,217
New Yorker/E-Class	1,300	1,586	1,517	6,208	26,287	34,737
Fifth Avenue	2,000	2,386	2,545	11,589	41,814	49,406
Dodge Total	9,000	12,530	9,772	43,084	183,038	184,468
Omni	3,600	3,442	3,667	13,247	52,719	54,451
Aries	2,000	3,679	2,237	9,986	51,016	44,937
Daytona	1,200	1,347	1,275	5,309	16,382	18,587
Dodge 600	1,500	1,498	1,744	7,785	25,900	30,394
Lancer	0	1,771	0	2,951	24,466	24,637
Diplomat	700	793	849	3,805	12,555	11,462
FORD MOTOR	40,102	37,735	39,659	172,458	630,202	641,687
Ford Division	27,698	26,670	27,270	118,097	418,117	438,080
Escort	9,229	7,853	8,292	37,186	110,197	142,554
Mustang	3,960	4,383	4,214	17,602	63,429	70,177
LTD	0	6,460	0	0	89,469	0
Taurus	6,694	0	7,035	31,035	0	92,103
Thunderbird	3,680	3,556	3,616	14,846	76,313	60,975
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,836	0
Tempo	4,135	4,418	4,113	17,427	67,749	72,221
L-M Division	12,404	11,065	12,389	54,359	212,085	203,607
Mercury Total	8,727	8,121	8,699	38,139	152,019	138,320
Lynx	1,285	1,324	1,158	5,277	25,992	22,897
Capri	322	413	386	1,586	7,202	6,155
Marquis	0	3,020	0	0	43,755	0
Sable	3,352	0	3,406	14,942	0	44,389
Cougar	2,454	2,633	2,432	10,727	49,324	42,086
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,314	731	1,317	5,907	21,013	22,793
Lincoln Total	3,677	2,944	3,690	16,220	60,066	65,287
Continental	411	532	413	1,812	10,891	7,410
Lincoln	2,758	2,085	2,766	12,164	42,547	48,973
Mark VII	508	327	511	2,244	6,628	8,904
GENERAL MOTORS	91,987	101,607	89,820	385,289	1,604,368	1,597,759
Buick Total	17,694	23,238	16,645	69,614	357,390	263,120
Skylark (X-car)	0	1,669	0	0	40,953	0
Skyhawk	1,851	2,775	1,767	7,930	38,229	31,076
Somerset/Skylark	2,550	2,619	2,433	10,272	45,548	35,552
Century	5,974	7,000	5,838	24,561	85,780	88,391
Regal	1,662	2,984	1,466	5,244	40,057	17,645
Wagon/LeSabre (rwd)	311	2,747	278	1,224	49,796	4,834
LeSabre	3,030	0	2,730	11,300	0	37,967
Riviera	751	1,422	598	2,600	23,310	7,857
Electra	1,565	2,022	1,535	6,483	33,717	39,788
Cadillac Total	8,347	7,005	7,303	30,572	135,237	111,266
Cimarron	689	481	634	2,649	10,329	9,394
Seville	709	710	534	2,396	15,126	6,427
Eldorado	706	1,357	556	2,422	28,004	7,868
Cadillac (rwd)	2,256	1,119	1,994	8,451	19,911	30,011
DeVille (fwd)	3,965	3,338	3,585	14,653	61,867	57,566
Chevrolet Total	27,789	33,935	28,385	115,340	628,404	518,489
Chevette	2,207	2,853	2,400	10,205	57,013	43,094
Cavalier	8,752	10,370	8,767	34,861	175,471	152,031
Celebrity	5,479	6,199	5,287	23,255	105,363	107,300
Camaro	4,972	5,020	5,368	19,356	83,181	77,579
Citation	0	1,215	0	0	28,664	0
Monte Carlo	2,197	2,890	2,140	9,260	57,473	41,919
Chevrolet	3,542	4,457	3,772	15,570	105,745	87,086
Corvette	640	931	631	2,833	15,494	9,480
Oldsmobile Total	21,285	25,057	20,950	94,784	452,503	407,832
Firenza	533	1,429	718	4,527	26,992	19,755
Cutlass Supreme	2,358	4,816	2,637	12,728	77,279	57,593
Cutlass Ciera	4,928	7,356	4,395	20,209	136,821	98,757
88 (rwd)	412	4,281	353	1,510	86,016	8,010
88 (fwd)	8,559	0	8,343	35,753	0	115,556
Olds 98	1,893	2,940	1,799	8,716	51,761	44,934
Calais	2,250	3,616	2,277	9,450	57,657	48,557
Toronado	552	619	428	1,890	15,977	5,670
Pontiac Total	16,872	12,372	16,537	74,979	230,834	297,052
Acadian**	0	227	609	1,953	5,086	5,508
2000 Sunbird	3,013	2,759	3,035	12,713	49,086	50,447
1000	1,071	368	968	4,018	10,915	9,751
Firebird	2,648	2,114	2,895	10,352	44,280	41,500
6000	2,758	1,139	2,716	12,604	13,161	53,872
Parisienne	1,290	1,112	1,495	5,180	24,105	29,882
Fiero	1,292	1,917	0	6,725	40,505	26,312
Grand Am	4,800	2,736	4,819	20,425	43,717	77,780
HONDA	3,800	3,305	3,876	16,713	57,558	64,052
NISSAN	0	633	0	0	2,682	21,517
NUMMI*	3,070	455	3,070	13,500	3,060	61,778
VOLKSWAGEN	2,000	2,096	1,991	8,327	34,816	30,610
Total Cars, U.S.	164,369	181,624	166,146	712,218	3,052,599	2,933,249
Total Cars, Canada	25,670	23,971	25,422	111,542	355,734	401,324
N. American Cars	190,039	205,595	191,568	823,760	3,408,333	3,334,573
N. American Trucks	94,395	92,306	92,774	398,077	1,515,507	1,583,705
North American Cars and Trucks	284,434	297,901	284,342	1,221,837	4,923,840	4,918,278

*—Revised estimate. **—All Acadians are built by us in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C 2700-1

Automotive News

May 12, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Joe Wilssens

A reflective moment for HF II

Attending Ford's annual meeting last week were, from left: Henry Ford II; Philip E. Benton Jr., executive vice president, Ford International Automotive Operations, and Kenneth H. Olson, a Ford director who is president of Digital Equipment Corp., Maynard, Mass. Story on Page 78.

AMC incentives are for dealers

By Jenny L. King
Detroit Reporter

American Motors last week adopted a wide-ranging program of rebates to dealers and invoice price cuts as its answer to the current round of incentives in the industry.

Instead of offering cash to customers or low interest rates on loans, AMC is paying rebates to dealers on AMC, Jeep and Renault vehicles sold to retail customers in May and June, and it has cut invoice prices on cars ordered through the end of the 1986 model run.

Rebates for sales range from $300 to $1,500 per car, and the invoice cuts run from $200 to $800.

Combining the two phases, a dealer can realize as much as $700 on Alliance/Encore models and as much as $2,300 on a Jeep Grand Wagoneer.

Factory-to-dealer awards "give dealers money to work with," an AMC spokesman said. "They can offer low-rate financing or rebates or they can give the customer a better price. Grand Wagoneer customers who pay cash, for example, may not need financing."

The amount of the sales rebate depends on the specific vehicle sold, AMC said. In each instance, AMC said, the dealer can earn incentives equal to or greater than the amount of savings available with the low-interest financing offered by the other domestic makers.

Here's how the three-tiered program works. The steps are sales of 1-2 units, 3-5 units and 6-and-over units.

For Alliance/Encore, the rebate to the dealer is $300 per unit at the first level, $400 for 3-5 units and $500 each for sales of six or more.

For Cherokee/Wagoneer sales, the rebates are $500, $600 and $700 at the three levels. Comanche sales earn $300, $400 and $600 apiece.

Grand Wagoneer returns are $750, $1,000 and $1,500; pickups bring $750, $1,000 and $1,200, and Eagle rebates are $500, $750 and $1,000.

The program applies to all 1985 and 1986 Renault Alliance, Encore and Sportwagon models;

Please turn to Page 6, Col. 1

Japan agrees to talk about auto parts

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO—Japan has agreed to add transportation equipment—including auto parts—to the agenda for its as-yet-unscheduled trade talks with the U.S.

Japan's auto makers and the Ministry of International Trade and Industry had opposed opening the issue of auto parts at the so-called Market-Oriented, Sector-Specific (MOSS) talks.

The decision came at a meeting of officials of the ministries of Foreign Affairs, International Trade and Industry, and Transportation. Japanese press reported the decision was conveyed to President Reagan and other U.S. officials before they left Japan last week.

Still to be decided are details such as which automotive items will be covered in the talks. The negotiations are expected to cover transportation issues such as the use of high-cube containers for inland transportation and Japan's compulsory automobile checkup system for cars in use.

U.S. parts makers complain the inspections keep them out of Japan's domestic market because original-equipment parts are required to pass the inspection.

In Washington, Commerce Undersecretary for Trade Bruce Smart—who will head the U.S. negotiating team—said auto parts

Please turn to Page 78, Col. 1

U.S. CAR OUTLETS

	Apr. 1 1986	Apr. 1 1985
American Motors		
Renault	1,429	1,421
Chrysler Corp.	4,005	4,003
Ford Motor Co.	5,301	5,5[illegible]
General Motors	9,825	9,8[illegible]
Volkswagen	87[illegible]	8[illegible]
TOTALS	21,628	21,6[illegible]
Less: Intercorporate Duals	980	9[illegible]
NET OUTLETS	20,648	20,67[illegible]

Dealer total declines 25 for quarter

By John K. Teahen Jr.
Senior Editor

Sales were less than spectacular and there were problems galore, but the domestic dealership total held up amazingly well during the first three months of 1986.

The quarterly Automotive News census found 20,648 dealerships handling domestic makes of passenger cars on April 1, down 25 from the 20,673 in business on Jan. 1.

Last year, the industry lost 38 outlets in the first quarter.

Chrysler Corp. showed a gain of two establishments in the opening period of this year, and Volkswagen reported no change. There were dips of one outlet for American Motors-Renault, five for General Motors and 16 for Ford Motor Co.

The net drop for the domestic industry was 25 after factoring in a change in the number of intercorporate duals.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individ-

Please turn to Page 78, Col. 4

GM hails tax plan; NADA finds flaws

By Geoff Sundstrom
Wahington Reporter

WASHINGTON—The sweeping tax changes approved last week by the Senate Finance Committee—and then backed by President Reagan—are being hailed by General Motors as "true tax reform."

NADA, on the other hand, said auto dealers would oppose the plan because of a provision disallowing the deductibility of interest paid on consumer loans.

Other auto makers and industry groups are uncertain of the bill's affect. Most have suspended judgment until they can take a closer look at the plan. At press time, UAW Spokesman Alan Reuther said the union was "still running numbers."

GM said, "The Finance Committee and its chairman (Oregon Republican Robert Packwood) deserve applause all around. While important details have not yet been clarified, they have come up with a package that looks like true tax reform. It has momentum and should move through the Senate and into conference as quickly as possible."

Neither Chrysler Corp. nor American Motors would comment on the tax package. However, a spokesman said that Chrysler previously has said Congress should be concentrating on solving the deficit problem rather than "wasting time" on tax reform.

Ford Motor Co. said it had not completed its analysis of the bill and that it is "a little too early" to assess the tax impact of the eventual outcome of the legislation.

Senate aides said the bill will be taken up by the full Senate in June. If signed into law, major provisions would become effective Jan. 1, 1987.

The bill sets a top corporate tax rate of 33 percent, more generous than either the House or Administration proposals which called for 38 percent and 35 percent rate, respectively. Also proposed is a

Please turn to Page 74, Col. 5

Joe Wilssens

Seventeen officials representing Toyota, Kentucky and the city of Georgetown dig in

Toyota time in Kentucky

By Joe Wilssens
Staff Writer

GEORGETOWN, Ky.—In a ceremony that closely followed American tradition, Toyota Motor Co. broke ground for an $800-million automobile assembly plant here last week.

When completed in mid-1988, the plant will be the company's first independent U.S. car-building venture.

Please turn to Page 74, Col. 1

Domestic sales drop

By Jenny L. King
Detroit Reporter

The consumer incentives offered by the domestic auto makers in April failed to jolt the market into a spring selling boom.

In fact, domestics finished the month some 68,000 units behind their year-ago total, while imports, with no showroom balloons and whistles, set an April record.

April sales of domestic new cars totaled 719,563, down 8.72 percent from 788,281 last year and up 10.81 percent from 649,351 in March.

Import sales were up 26.69 percent April to April, rising to a record 252,609 from 199,386 a year earlier. They captured 25.98 percent of the total new-car market compared with 20.19 in 1985.

Industrywide sales were 972,172 in April, down 1.57 percent from from 987,667 in April, 1985.

Year-to-date domestic sales were off 7.51 percent, to 2,617,450 from 2,830,089 in 1985. Imports pushed close to the one-million mark and were up 19.39 percent year-to-date to 957,005 from 801,567. The combined figure of 3,574,455 was off 1.58 percent from 3,631,656.

Despite major consumer-incentive programs, the Big Three were unable to match year-ago sales. General Motors reported a sales decline of 8.78 percent in April. GM sales totaled 411,067, down from 450,608 in 1985.

Ford Motor Co. was down 7.85 percent, to 176,291 from 191,311. Chrysler Motors was off 10.08 percent for the month, to 101,270 from 112,621.

Honda sales of 15,003 were up 6.65 percent from 14,067 a year earlier. Volkswagen was up 2.19 percent, to 6,729 from 6,585. American Motors plunged 55.60 percent, to 5,202 from 11,622, while Nissan tripled its first-year sales to 4,001 from 1,267.

The record import sales included a smattering of individual records and a number of year-to-year increases.

BMW and Saab reported any-month sales records in April.

Third-period domestic sales were up 5.60 percent in a straight numbers comparison—298,487 versus 282,683—but they had the advantage of an extra selling day this year. The daily rate of 33,165 was down 6.13 percent from 35,332 in 1985.

Where auto market was, April, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	127,542	13.12%
COMPACT	154,608	15.91%
INTERMEDIATE	267,044	27.47%
STANDARD	94,702	9.74%
LUXURY	75,667	7.78%
IMPORT	252,609	25.98%
TOTAL	972,172	100.00%

U.S. CAR SALES BY MARKETING UNITS

	April, 1986	April, 1985	4 Mos., 1986	4 Mos., 1985
Chevrolet	155,965	161,446	567,256	566,371
Ford	119,936	128,611	433,288	476,598
Oldsmobile	94,792	101,607	353,618	364,098
Pontiac	83,003	82,580	283,874	266,671
Buick	65,951	84,675	242,781	303,834
American Honda	56,755	50,514	201,912	188,037
Mercury	44,116	50,761	161,251	183,086
Dodge	43,856	47,226	154,990	176,387
Toyota	43,813	42,942	168,104	161,961
Nissan	41,277	29,928	162,891	147,836
Chrysler	34,590	31,727	113,805	117,346
Plymouth	33,430	38,594	128,043	148,009
VWoA	26,905	24,477	94,943	88,076
Cadillac	25,533	25,348	97,224	93,424
Subaru	15,683	13,709	64,813	49,504
Lincoln	13,347	12,493	50,356	54,921
Hyundai	12,282	0	23,302	0
Volvo	10,018	9,440	41,477	37,978
Mazda	9,986	10,107	71,988	54,383
BMW	8,415	7,518	28,997	26,562
Mercedes	7,759	8,046	30,336	27,932
AMC-Renault	5,782	12,615	25,942	46,525
Saab	4,485	3,824	14,685	12,663
Mitsubishi	2,977	2,764	15,914	11,621
Porshce	2,682	2,059	9,089	8,070
Jaguar	2,159	1,643	6,811	5,895
Isuzu	2,054	1,126	11,858	7,368
Yugo	1,887	0	8,276	0
Peugeot	1,088	1,230	4,493	4,472
Alfa Romeo	510	505	1,601	1,518
Maserati	124	152	537	521
TOTAL	972,172	987,667	3,574,455	3,631,656

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi.Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	April, 1986	April, 1985	4 Mos., 1986	4 Mos., 1985
Acura	4,061	0	4,765	0
Alfa Romeo	510	505	1,601	1,518
Audi	5,870	6,727	21,735	22,535
BMW	8,415	7,518	28,997	26,562
Chevrolet Spectrum	8,561	3,836	27,577	13,909
Chevrolet Sprint	6,616	1,212	22,289	5,267
Dodge Colt	3,704	1,716	17,386	9,986
Dodge Conquest	244	204	983	837
Dodge Vista	1,418	514	5,577	2,537
Honda	37,691	36,447	139,069	132,223
Hyundai	12,282	0	23,302	0
Isuzu	2,054	1,126	11,858	7,368
Jaguar	2,159	1,643	6,811	5,895
Maserati Biturbo	124	152	537	521
Mazda	9,986	10,107	71,988	54,383
Mercedes-Benz	7,759	8,046	30,336	27,932
Merkur	1,110	554	4,836	1,355
Mitsubishi	2,977	2,764	15,914	11,621
Nissan	37,276	28,661	138,681	146,569
Peugeot	1,088	1,230	4,493	4,472
Plymouth Colt	3,524	1,762	15,967	9,557
Plymouth Conquest	249	194	931	801
Plymouth Vista	1,473	536	5,262	2,549
Porsche	2,682	2,059	9,089	8,070
Renault	580	793	1,579	3,224
Saab	4,485	3,824	14,685	12,663
Subaru	15,683	13,709	64,813	49,504
Toyota	43,813	42,942	168,104	161,961
Volkswagen	14,306	11,165	48,087	39,770
Volvo	10,018	9,440	41,477	37,978
Yugo	1,887	0	8,276	0
TOTAL	252,609	199,386	957,005	801,567

DOMESTIC CAR SALES

	April 21 to April 30, 1986	Same Period, 1985	April 1986	Same Month 1985	Jan. 1 to April 30, 1986	Same Period, 1985
Alliance	0	0	3,718	6,581	16,965	24,009
Encore	0	0	899	4,414	4,578	15,094
Total Renault	0	0	4,617	10,995	21,543	39,103
Eagle	0	0	585	827	2,820	4,193
Total AMC	0	0	585	827	2,820	4,193
AMERICAN MOTORS	2,002	5,397	5,202	11,822	24,363	43,301
Horizon	3,980	2,919	8,119	8,347	27,727	36,480
Turismo	1,642	2,016	3,926	5,739	14,657	23,551
Reliant	5,010	6,564	10,698	16,142	45,631	52,590
Caravelle	1,796	1,557	3,940	3,716	12,895	13,165
Plymouth	668	691	1,497	2,158	4,972	7,356
Total Plymouth	13,096	13,747	28,180	36,102	105,883	135,102
Laser	1,398	2,912	3,252	6,447	9,588	22,227
LeBaron K	4,377	2,732	9,955	7,985	33,976	30,396
LeBaron GTS	2,920	2,554	7,427	5,072	23,978	15,774
Cordoba	0	0	0	0	0	0
Fifth Avenue	3,913	2,703	8,765	7,730	28,803	30,641
E-Class	0	1,579	0	4,483	0	18,318
New Yorker	2,199	0	5,171	0	17,458	0
Total Chrysler	14,807	12,480	34,590	31,727	113,805	117,346
Omni	3,722	2,788	7,357	7,457	25,169	31,806
Charger	1,777	2,312	4,304	6,486	15,607	25,440
Daytona	1,747	2,730	4,080	6,056	12,154	20,526
Aries	3,406	4,981	7,684	12,791	32,073	41,506
Lancer	2,125	1,698	5,589	3,301	17,689	11,411
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	1,505	1,326	3,326	3,751	9,134	12,899
Mirada	0	0	0	0	0	0
Dodge 600	2,710	1,807	6,130	4,988	19,218	16,547
Total Dodge	16,992	17,644	38,500	44,792	131,044	163,027
CHRYSLER CORP.	44,895	43,871	101,270	112,621	350,732	415,475
EXP	0	892	0	2,313	0	10,991
Escort	12,994	9,668	33,637	27,536	125,480	112,560
Mustang	6,876	4,894	16,966	15,462	56,336	55,545
Tempo	8,369	6,061	21,559	30,020	87,021	122,301
Taurus	8,335	0	19,638	0	56,218	0
Thunderbird	4,848	5,751	11,358	16,256	48,344	52,280
LTD	1,322	6,254	3,553	20,381	16,672	67,912
Crown Victoria	5,209	5,613	13,205	16,643	43,215	55,009
Total Ford Division	47,953	38,953	119,936	128,611	433,288	476,598
Lynx	1,900	1,907	5,350	5,945	22,505	23,359
Topaz	2,030	2,106	4,956	9,211	21,082	33,759
Sable	4,106	0	9,813	0	26,921	0
Cougar XR-7	3,966	3,826	9,510	11,999	38,151	34,586
Capri	450	470	1,125	1,406	4,100	5,546
Marquis	539	2,949	1,387	9,117	7,242	32,614
Grand Marquis	4,252	3,937	10,867	12,539	36,414	46,047
Total Mercury	17,243	15,195	43,008	50,207	156,415	181,731
Continental	684	594	1,676	1,899	6,356	11,327
Lincoln	4,084	3,126	9,861	9,337	37,523	36,667
Mark VII	797	439	1,810	1,257	6,477	6,927
Total Lincoln	5,565	4,159	13,347	12,493	50,356	54,921
Total L-M Division	22,808	19,354	56,355	62,700	206,771	236,652
FORD MOTOR COMPANY	70,761	58,307	176,291	191,311	640,059	713,250
Skyhawk	2,926	4,727	7,061	12,307	22,105	34,907
Skylark	0	4,671	0	10,849	0	39,696
Somerset Regal	4,155	4,015	8,856	9,092	37,136	31,993
Century	8,607	8,120	20,281	19,346	78,114	70,677
Regal	2,582	3,707	6,170	8,599	27,983	34,699
LeSabre	4,309	5,384	10,421	13,623	28,784	51,273
Electra	4,315	2,758	11,784	6,627	43,040	23,032
Riviera	538	1,721	1,378	4,262	5,619	17,567
Total Buick	27,432	35,103	65,951	84,675	242,781	303,634
Cimarron	732	1,277	2,219	3,301	6,836	8,275
Seville	612	979	1,569	2,541	5,175	9,566
Cadillac	8,002	5,123	20,850	14,206	78,077	55,221
Eldorado	694	1,968	1,895	5,300	7,136	20,342
Total Cadillac	10,040	9,347	26,533	25,348	97,224	93,424
Chevette	2,346	3,311	7,015	9,174	26,485	43,792
Nova	4,518	0	11,297	0	45,979	0
Cavalier	12,351	20,015	30,345	56,816	130,424	160,209
Citation	67	2,228	174	6,502	773	26,080
Camaro	7,436	6,342	18,927	18,136	56,273	89,332
Celebrity	14,526	11,155	36,620	29,971	135,850	110,658
Malibu	0	0	0	0	0	0
Monte Carlo	3,974	3,749	10,614	11,171	34,396	39,048
Chevrolet	8,628	7,362	21,895	20,810	75,964	84,690
Corvette	1,401	1,318	3,901	3,818	11,246	13,386
Total Chevrolet	55,247	56,480	140,788	156,396	517,390	547,195
Firenza	1,447	2,672	3,608	8,263	11,946	23,192
Omega	0	0	0	0	0	0
Calais	4,543	3,790	11,593	11,356	38,773	36,404
Cutlass Ciera	11,690	9,695	27,871	30,630	110,312	109,962
Cutlass Supreme	7,117	6,185	16,917	19,781	74,349	73,230
Olds 88	9,667	6,072	22,645	19,258	63,834	71,586
Olds 98	4,003	2,976	10,784	9,225	49,549	35,481
Toronado	498	966	1,394	3,094	4,855	12,232
Total Oldsmobile	38,965	32,558	94,792	101,607	353,618	364,087
Fiero	3,013	5,015	6,963	13,006	23,094	37,239
1000	673	717	1,862	1,742	7,235	7,502
Sunbird	3,953	5,713	5,759	14,950	34,927	41,910
Phoenix	0	0	0	0	0	996
Firebird	4,353	3,802	10,141	10,504	31,535	34,691
Grand Am	9,659	3,562	21,699	10,654	66,366	35,703
6000	6,631	5,454	15,290	15,387	56,896	48,758
Bonneville	1,686	1,767	3,788	4,708	15,397	17,983
Grand Prix	1,679	1,672	3,655	5,066	15,066	19,061
Parisienne	4,860	2,733	10,846	6,543	31,328	21,908
Total Pontiac	36,517	30,625	83,003	82,580	283,874	266,671
GENERAL MOTORS	168,201	163,113	411,067	450,608	1,494,867	1,575,222
VOLKSWAGEN	3,178	3,177	6,729	6,585	25,121	25,771
HONDA	8,325	7,522	15,003	14,067	58,078	55,814
NISSAN	1,125	1,267	4,001	1,267	24,210	1,267
DOMESTIC TOTAL	298,487	251,335	719,563	788,282	2,617,450	2,830,089
IMPORT TOTAL			252,609	199,386	957,005	801,567
INDUSTRY TOTAL			972,172	987,667	3,574,455	3,631,656

Car supply is 70 days; 6-month low

By Kathy Boyer
Detroit Reporter

Inventories of domestic cars on May 1 fell to a 70-day level, the lowest in six months, but they were up considerably from the year-ago figure of 52 days.

Not since the 65 days' supply of November was the total so low.

The unit count on May 1, however, rose from last month's 1,906,998 to 1,945,048. A year ago the count was 1,315,026.

On April 1, the days' supply stood at 76 days.

Sales were up during April; production was up, too. But the number of selling days during the month increased considerably from the holiday-ridden March. The result was a sharply higher daily selling rate during April. Because the days-supply figure is based on the daily selling rate, the May 1 days' supply dropped despite the apparent contradiction of the higher unit count.

The inventory shares: General Motors, 60.79 percent; Ford Motor Co., 20.38 percent; Chrysler Corp., 15.76 percent; American Motors, 1.70 percent; Volkswagen of America, 1.03 percent; Honda, 0.27 percent, and Nissan, 0.07 percent.

On April 1, it was GM, 61.06 percent; Ford, 19.36 percent; Chrysler, 16.25 percent; AMC, 1.81 percent; VWoA, 1.00 percent; Nissan, 0.28 percent, and Honda, 0.24 percent.

On May 1 the shares by size class were subcompact, 17.26 percent; compact, 22.01 percent; intermediate, 38.23 percent; standard, 12.88 percent, and luxury, 9.62 percent.

The April 1 split: Subcompact, 17.01 percent; compact, 22.08 percent; intermediate, 38.08 percent; standard, 13.04 percent, and luxury, 9.79 percent.

There was a 68-day supply of subcompacts on May 1. Days' supply by nameplates: Sentra, 9; Accord, 9; Horizon, 55; Escort, 55; Omni, 58; Lynx, 63; Chevette, 71; Golf/GTI, 78; Pontiac 1000, 86; Turismo, 91; Daytona, 92; Charger, 93; Fiero, 105; Nova, 109; Laser, 133; Alliance 134, and Encore, 303.

Compacts and their days' supply were Mustang, 56; Tempo, 57; Firebird, 61; Reliant, 66; Topaz, 71; Cavalier, 71; LeBaron, 74; Camaro, 79; Sunbird, 82; Aries, 82; Cimarron, 83; Skyhawk, 102; Firenza, 122; Capri, 127, and Eagle, 153.

Intermediates and their days' supply: Grand Am, 24; Sable, 40; Taurus, 44; LTD, 59; Marquis, 66; Cutlass Ciera, 67; Citation, 68; Celebrity, 70; Cougar XR-7, 72; Caravelle, 75; Calais, 79; Cutlass Supreme, 83; Pontiac 6000, 84; LeBaron GTS, 85; Century, 87; Monte Carlo, 88; Dodge 600, 84; Somerset Regal, 89; New Yorker, 89; Thunderbird, 92; Lancer, 95; Bonneville, 106; Regal, 107, and Grand Prix, 118.

A 69-day average was reported for standard-size cars: Diplomat, 45; Parisienne, 49; Plymouth, 53; Grand Marquis, 55; Crown Victoria, 57; LeSabre, 58; Oldsmobile 88, 84, and Chevrolet, 87.

Standard-size cars and their days' supplies: Oldsmobile 98, 42; Cadillac, 53; Lincoln, 58; Mark VII, 65; Continental, 70; Corvette, 71; Toronado, 73; Electra, 76; Seville, 81; Eldorado, 81; Fifth Avenue, 89, and Riviera, 124.

Iowa bans incentives to rental firms

DES MOINES—At the eleventh hour, the state legislature passed a bill banning fleet incentives to rental car companies in Iowa.

Passage of the bill climaxed a long battle that pitted the Iowa Automobile Dealers Assn. against representatives from various auto manufacturers and the MVMA.

The measure was passed by both the state Senate and the House of Representatives late on the last day of the legislative session. The Senate vote was 34-9 with seven not voting. In the House, it was 61-33 with six not voting.

Gary Thomas, IADA executive vice president, called the measure "national precedent legislation" on the state level 10.

Michael Stanton, an MVMA representative, disagreed. Stanton, who has been on the scene since February, claimed it would affect only 10 or 11 companies.

The bill has gone to Gov. Terry Branstad, and his office last week gave no indication on whether he would sign it. If Branstad does not act by June 1, the bill dies. It cannot be returned to the legislature for an override vote because the legislative session has ended. The only hope would be a special session.

Thomas said last week that IADA is "cautiously optimistic" that the governor will sign it.

The bill has two key provisions. The first effectively bans incentives by stating, "A manufacturer shall not knowingly discriminate in price against Iowa purchasers or lessees of motor vehicles by selling or leasing a new motor vehicle to any dealer at a price lower than the lowest price at which the manufacturer offers to sell or lease any new motor vehicle of the same make and model similarly equipped to any other dealer."

Another section specifically addresses rental companies and states that "if the manufacturer makes any incentive available to a rental company, the same or equivalent incentive must be made available to dealers for resale to retail buyers.

Thomas told Automotive News that compromises had to be made. The measure does not apply to cars sold to fleet buyers who use the vehicles in their businesses unless they are in the primary business of renting, leasing or selling motor vehicles.

The law does not apply to dealer-affiliated renting and leasing companies, he said.

That was one of MVMA's key arguments. Stanton said it would affect only 10 or 11 of the 190 to 200 rental outlets in Iowa because the remainder, including Hertz and Avis outlets, are dealer-affiliated.

Thomas disagreed. He said that with the exception of rentals to service customers, most dealers would not put the rental company under the corporate umbrella of the dealership for liability insurance reasons.

Another key provision stipulates that the state attorney general will be responsible for enforcing the law.

The battle over this legislation began early this year. As reported in the March 10 issue of Automotive News, the measure was the target of intense lobbying by manufacturers and dealers. In addition, the dealers faced lobbying efforts by organized labor and citizens' groups.

During that period, the MVMA asserted that passage of the bill could eliminate all types of incentives, including interest-rate incentives offered to the public.

Stanton, in a reversal of that position, said last week that the bill would probably have little effect with one exception. That exception would be any direct-mail incentives offered to consumers, skipping the dealer in the promotion.

Thomas disagreed. He said buyers are not affected.

The Iowa dealer association considered the passage of the bill a significant victory. "We've pioneered the territory," Thomas said. "The legislation strikes at the heart of the two-tier (pricing) problem."

Asked why the bill was focused so sharply on rental companies, Thomas said Iowa dealers see that as the major problem.

The major leasing companies usually buy their cars outside the state, which is not forbidden under this compromise measure. Consequently, there has been little impact on Iowa dealers.

However, the dealers did compromise on that point. Under the original bill, there was a provision dealing with out-of-state sales. The compromise, according to IADA, solved the problems of constitutionality that had been voiced by the attorney general. Now, the measure applies only to Iowa.

But, Thomas said, there was never any intention of compromising on the rental companies because they "have a quick turnaround" of vehicles and those cars end up on the used-car market.

Jerome Magid

Michigan Gov. Blanchard, Iacocca and UAW's Bieber celebrate Dakota launch

Dodge Dakota goal: 150,000

By Mary Connelly
Detroit Reporter

Chrysler Corp. hopes its new midsize Dodge Dakota pickup has minivan magic.

The company is aiming for 150,000 annual sales of the 1987 Dakota and is trying to create a new market segment, repeating the success of its hot-selling Voyagers and Caravans which pioneered the minivan market.

"The Dakota is smaller than conventional pickups but bigger than the mini trucks offered by Ford, GM and the Japanese," said Chrysler Chairman Lee A. Iacocca at production launch ceremonies at the Dodge City truck manufacturing complex Thursday.

"It's the industry's first midsize pickup. We think it's going to do for us what the minivan did—create a brand new segment that the others will have to rush to compete in."

The company is considering ways to augment the two wheelbases and three price classes which will be available when the Dakota reaches dealer showrooms Oct. 2.

Chrysler Motors Chairman Gerald Greenwald said last week that a four-wheel-drive version of the Dakota will go into production in October.

Asked if the company is also considering an extended cab on the vehicle, Greenwald said, "It could represent a good possibility for us."

The Dakota is Chrysler's first new domestically-built pickup since 1972 and the company views it as a potent salvo in the competitive truck market where 20 companies are wooing buyers.

Iacocca said pickups now represent 23 percent of all Dodge sales and 17 percent of all vehicles sold in the U.S. Chrysler in 1981 sold one truck for every five cars. Today it sells one truck for every two cars and Iacocca forecast mounting truck sales through the end of the decade.

"It scares me to think about it but back in the dark days four to five years ago we actually considered pulling out of the truck business," Iacocca said.

Iacocca said the Dakota is targeted at a broad range of buyers because "just as many people want trucks for personal use these days as they do for commercial purposes."

Greenwald said the truck market has been stimulated by the introduction of the minivan as well as the fact that pickups are now available with the range of comfort features found in passenger cars.

Speaking at the ceremonies Thursday marking Chrysler's $500 million renovation of the truck assembly plant, UAW President Owen Bieber remarked, "When it comes to product innovation and targeting the market, Lee and his team are hard to beat."

Chrysler is billing the renovated Dodge City complex as the "world's largest and most advanced high technology truck assembly plant." The complex includes the Warren Truck Assembly Plant, the adjacent Warren Stamping Plant, and the Mound Road Engine Plant, which produces both the new V-6 midsize truck engine and the V-8s used in conventional pickups.

The assembly plant will produce both the Dakota and the conventional Dodge Ram pickups. When it reaches full production in August, Dodge City will build 57 units per hour and is scheduled to produce about 250,000 trucks in the 1987 model year. About 3,700 people are employed at the plant.

Planning for the renovation began in 1984 and has resulted in a complex of 2.8 million square feet.

Iacocca said the plant is Chrysler's most technologically sophisticated.

Use of robots has jumped from two to 157. More than 100 are in the body shop where 99.6 percent of the welds on the Dakota are performed automatically.

A new 759,000-square-foot paint facility uses 44 robots.

index

Advertising news	52
Auction reports	62-63
Classified advertising	64-73
Dealing with dealers	20
Editorial page	10
Inventories	2
Obituaries	73
Personnel	54
Production by makes	79
Sales, car	2
Service highlights	12
Truck highlights	16

60th year—No. 5127

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Stabilization program helps Brazil; banner year for autos predicted

By John deDenghy
Staff Correspondent

SAO PAULO, Brazil—After a month's experience with Brazil's Economic Stabilization Plan, some economists were predicting that the nation's automotive industry will have one of its best years ever.

Since the plan went into effect Feb. 28, all prices and wages have been frozen. The cruzado has strengthened, and inflation has been controlled.

President Jose Sarney announced a deflation or negative inflation of 1.48 percent for March, 1986. Inflation has been as high as 15 percent a month.

The 1.48 percent refers to price decreases in Sao Paulo and Rio de Janeiro, which together account for about 50 percent of the nation's economic and industrial activity. It is estimated that there was zero inflation for all of Brazil in March.

Automotive production, domestic sales and exports all rose in March. There was a brief market slowdown early in the month, but demand is increasing. General Motors dealers, for example, have a 20-25 days backlog of orders.

Used-car prices sagged in early March and have not recuperated so far, but there are signs that the demand for used cars will return. This is because many potential customers now are able to buy. They were not able to do so in the days of high inflation.

Production in March was 98,964 units, up 16.6 percent from February's 84,901. It was up 17.3 percent over 84,406 units assembled in March, 1985. Cumulative production for the first quarter was 264,136 units, up 13 percent from a year ago.

Domestic sales tallied 80,837 units during March, up 7.1 percent from February's 75,461 units. The March total was 18.5 percent ahead of the year-ago month's 68,245. Domestic sales for the first quarter were 214,872 units, up 13.9 percent from 188,635 in 1985.

During March, Brazil exported 20,149 autos, up 91 percent over 10,551 exported during February, and up 10.5 percent from 18,229 units in the year-ago month. Cumulative exports for the first quarter were 39,674, down 12.2 percent from 45,177 during the comparable 1985 period.

The effect of the Economic Stabilization Plan on the automobile industry was twofold.

First, the relation between cost and final sales price was in some cases negative, due to the fact that the industry already was under rigid government price controls. Less severe controls were also affecting some component industries.

Second, when inflation was 15 percent or more per month, a component supplier had to include in his credit price calculation the monthly inflation rate for deliveries in 30 days.

With zero inflation, the auto manufacturers expected a substantial price reduction on credit sales. It would have been a reduction from the Feb. 27 frozen component prices, which already included an inflationary cost element.

With zero inflation, credit costs fell to 2-3 percent per month. The majority of component manufacturers argued that prices were "frozen" and were unwilling to give a credit price discount.

At one point, component deliveries were suspended, but eventually the auto manufacturers and the majority of the suppliers negotiated "deflator indices" between 5 and 7 percent, thus eliminating the early-March shortages of components which affected Volkswagen, General Motors, Ford and Fiat.

Originally, the component industry negotiated as one group with the Automotive Manufacturers Assn.

At present, the government is encouraging individual or sectional negotiations by and between industries to reach agreements.

If no agreements are reached, government mediation will begin. If that does not work, official deflator indexes will be set by the government.

The Economic Stabilization Plan also has affected the strategy of the labor organizations.

Comparative domestic sales by manufacturer for the period January-March 1986 vs. January-March 1985 are as follows:

	1986	1985
Agrale	325	140
Fiat	22,295	16,823
Ford	49,022	44,564
General Motors	55,140	47,753
Gurgel	379	259
Mercedes-Benz	8,473	6,300
Saab-Scania	1,143	805
Toyota	789	692
Volkswagen	76,676	68,875
Volvo	519	541
Others	34	83

Ford plant in Mexico gets customs break

MEXICO CITY—Ford Motor Co.'s engine plant in Chihuahua has been authorized to operate under the "industrial deposit" regime.

That means it can operate as a bond plant without customs supervision. Ford said this should simplify export operations.

Reversing the flow

Ford Australia pulls switch; sells Fairlanes to Japanese

By Pedr Davis
Special Correspondent

BRISBANE, Australia—Ford Australia has reversed the flow and is selling new motor vehicles to Japan.

The initial shipment is only 10 cars—but it could mean a new opportunity.

Ford sold 700 Falcon taxis to Japan from 1966 to 1974 but had to halt exports when Japan switched to unleaded fuel. At the time, Ford Australia didn't have the technology to build engines using unleaded gas.

Now that unleaded is mandatory for new vehicles here, Ford hopes to revive its business with Japan and do something to reverse the flow of vehicles.

The export Fairlanes will be used as VIP limousines by Kinetsu Co., a Japanese travel organization.

Kinetsu has been importing vehicles from the U.S., but currency changes have made buying Australian vehicles more attractive.

In its 1985 annual report, Ford Australia announced record sales of $2 billion and an after-tax profit of $102.5 billion. At current exchange rates, that would be about $1.5 billion in sales and $75 million in profits in U.S. dollars.

The company's share of a record Australian market grew to 24.3 percent—its highest.

Last year, the Falcon maintained its position as Australia's most popular car, with sales of 76,818.

The Laser—a combined Ford-Mazda product—also kept its lead in the small-car segment, with 28,407 new registrations.

Ford raised its share of the commercial-vehicle market to 13.8 percent, from 11.2 percent in 1984.

Ford Australia has also announced a $426 million project to produce an all-new family car to replace the Falcon and a separate project to build a new sports car for export to the U.S.

The sport model is being developed in cooperation with ItalDesign, Turin, Italy.

Terex plant in Ohio books orders through end of '86

CLEVELAND—In the midst of bankruptcy proceedings, Terex Corp. reported that orders for its earthmoving equipment will keep its Hudson (Ohio) plant operating through the end of the year.

The plant employs 600 people.

Judge Harold White is scheduled to receive Terex's reorganization plans by June 10. The plans must be approved by creditors, including the UAW and General Motors.

GM is said to be holding the biggest portion of claims, which could total $35 million.

Terex also disclosed that it has reached an agreement in a dispute with First Wisconsin National Bank of Milwaukee.

The settlement calls for First Wisconsin to forward $2 million to Terex and drop its claims for $3 million. In turn, Terex drops a $5 million claim.

In the final reorganization plans, GM is expected to back a program that will pay 25 cents for every dollar owed.

Since the bankruptcy three years ago of West Germany's IBH Holding A.G.—which had purchased Terex from GM—the auto maker has said it is moving out of heavy-equipment production.

GM now owns Terex, Ltd., in Scotland, which is expected to take over the American Terex's production. But GM is reportedly planning to phase out its Scotland plant as well.

The Hudson facility will become the engineering, sales and distribution center for Terex, Ltd.

Terex's reorganization plans had to include agreements with its UAW employes, who took a pay cut when the company entered Chapter 11.

When GM owned the company, Terex employed more than 2,500 workers.

A real auto supermarket for U.K.

LONDON—One of the U.K.'s leading supermarket chains—ASDA—will sell new cars, beginning in June.

ASDA drive centers will initially be established at six sites, but the long-term plan is to sell cars through the chain's 104 centers.

At first, each site will deal only in one make, said Alan Dowling, ASDA corporate planning director. The plan, he said, is to fill manufacturers' open dealer points.

The company will take cars in trade and will sell them through auctions.

Complete service, with menu-style pricing, will also be offered.

THE CARVE-OUT TRUST*

- You can now establish a new Carve-Out Retirement Trust limited to only a small group of employees (e.g., salary and clerical)!
- You can shelter an annual amount up to your salary and bonus — tax free!
- You can enjoy over 85% to 90% of the annual tax-free contribution.
- We can convert your present plan(s) to a Carve-Out. *A tax-exempt trust

Jerry Orefice has addressed national conventions, associations, "Twenty Groups," published articles in national magazines and also appeared on T.V. as a commentator on dealer tax planning and the Carve-Out Trust. Our firm has its own in-house legal counsel and a reputation for working with the top dealers in the country.

J.A. OREFICE & COMPANY
3713 Thousand Oaks Boulevard · Suite D
Westlake Village, California 91362
(818) 707-0917

Stretch | Dealer Profits

Limousines are the traffic-building franchise for additional profit. Distributor points available now.
We'll train your people. Cadillacs and Lincolns in production and in-stock for nationwide delivery.

LIMOUSINE·WERKS
Contact: Matthew Baines, president, 312/382-4777

SPHE The Packaging Professional
announces
PACKAGING EXPOSITION
May 13 & 14, 10 a.m.-8 p.m.; May 15, 10 a.m.-4 p.m.
Admission $3.00
Southfield Civic Center Pavillion
26000 Evergreen, Southfield
Info: Vicki Spehar (313) 496-1600, ext. 240

factories list auction dates

American Motors

May 13—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 14—Columbus Fair Auto Auction, Columbus, Ohio, and Mid States Auto Auction, South Bend

May 15—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 16—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

May 13—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

May 14—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

May 15—Northway Exchange, Inc., Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Ford Motor Co.

May 14—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

May 15—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Calif.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

General Motors

May 13—South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, East Windsor, Conn.

May 14—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

May 15—Big H Auto Auction, Houston; Butler Auto Auction, Gibsonia, Pa., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

May to date	$5,118
Month ago	$5,000
Year ago	$5,263

Model Breakdown
Auction Averages

	MAY 1986	APR. 1986	MAR. 1986
1986	$11,799	$11,490	$10,173
1985	$8,775	$8,803	$8,774
1984	$6,394	$6,303	$6,243
1983	$5,582	$5,515	$5,378
1982	$4,347	$4,308	$4,213
1981	$3,461	$3,436	$3,382
1980	$2,527	$2,515	$2,477
1979	$2,282	$2,199	$2,248
Overall Average	$5,118	$5,093	$4,932

used-car auction directory

NEW YORK

NORTHWAY EXCHANGE, INC.
DEALERS AUTO AUCTION
EVERY THURSDAY
11:30 A.M. SHARP
(518) 371-7500
Route 146
P.O. Box 440
Clifton Park, N.Y. 12065
"Our Service Does Not Cost — It Pays"

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 30 mi. Reg. sale Fri., 12 noon, Repossess. car sale 2nd & 4th Thur. 513-874-9310.

PENNSYLVANIA

EVERY MONDAY
1:30 SHARP!
SERVING DEALERS AND FLEETS
Scranton-Wilkes-Barre Auto Dealer's Exchange Inc.
SCRANTON — WILKES-BARRE
AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3800

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

PADE Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY 10:00 A.M.

ONTARIO AUTO AUCTION
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
MONDAY 9:00 A.M.
THURSDAY 10:00 A.M.

HALIFAX/DARTMOUTH AUTO AUCTION
15 Notting Court, Burnside Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY 10:00 A.M.

VANCOUVER AUTO AUCTION
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
THURSDAY 10:00 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gelb.
215-822-1935
Sale Every Tuesday, 11 A.M.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1338. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

on your REALLY BIG SALE be sure and advertise in this section

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Jim Wheatley's
Harrisonburg Auto Auction

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

1985 ALLIANCE/ENCORE MODELS
BUY 3 OR MORE & GET A
$500 CASH REBATE

OVER A MINIMUM QUALIFIER OF 3 PURCHASES (3 CARS = $1,500 REBATE)

ALL VEHICLES ARE RECONDITIONED & FRONT-LINE READY

AUTO, AIR, STEREO, STEERING, BRAKES

AUCTION SCHEDULE

May 13
Aptco A.A.
Taylor, MI 48180
313/285-7300

May 14
Columbus A.A.
Columbus, OH 43207
614/497-2000

High Point A.A.
High Point, NC 27261
919/886-7091

May 15
Todd A.A.
Telford, PA 18969
215/721-1300

May 16
Floyd Hauhe A.A.
St. Louis, MO 63044
314/739-1300

Evansville A.A.
Evansville, IN 47714
812/425-4576

Minneapolis Northstar A.A.
Shakopee, MN 55379
612/445-5544

WHOLESALE BUYERS CALL 800/521-4300
ASK FOR RICK REDMONDO OR BLAINE JENKS

PENNSYLVANIA

Hatfield
Auto Auction
ROUTE 309, BOX 309, HATFIELD, PA 19440

WE'VE COME OF AGE!

21ST ANNIVERSARY SALE
11 AM — MAY 20

1000 plus cars!

- 250 CHRYSLER CORP. CARS
- 150 GM BRASS HAT CARS
- FORD MOTOR CREDIT CARS
- JIFFY CARS
- CONSIGNED AUTOMOBILES
- REPOS. FROM LOCAL BANKS and MAJOR LENDING INSTITUTIONS

$3000 CASH GIVE-AWAY
must be present to win

TWO 25" CONSOLE TV's
one to high buyer
one to high consignor

Antique Car Exhibit
Preview Cocktail Party — Monday the 19th
Champagne Breakfast beginning at 9:00 am
Gifts for All Attending Dealers

CALL FOR INFORMATION (215) 822-1935
AIRPORT PICK-UP/HOTEL ACCOMMODATIONS

classifieds

CARS WANTED

NEEDED
30 SUBARUS
Budget Rent-A-Car
Call collect: Cal Hartline
215-345-4661

WANTED
NEW & USED
TOYOTAS
ALL MODELS
LIST PRICES PAID
With or without RDR cards
Call CHARLES BARRETT
914-698-8120

MIDWEST DEALER will pay the highest prices for 1984/85 police cars, any make. Bank and dealer references furnished. Call: Joe Vaught anytime at 1-800-325-8645; Kansas, 913-788-8815.

WANTED
NEW
SUBARUS
With or without cards
SAABS
Call Ron Wolff
1-800-328-5714

WANTED
MITSUBISHI
CARS & TRUCKS
Up To $1,000
Over Invoice
214-357-7200
Ask for Rick
METROPLEX MITSUBISHI

WE WANT TO BUY NEW
MERCEDES-BENZ
For Our Lease Customers
WE NEED 1986
560 SEL's & SEC's
420 SEL's & 300 E's
We also will buy new 1985 MERCEDES
380 SL's, 500 SEL's & 300 D's
MB North American Cars Only
ALSO
New 944 PORSCHES
ALSO
NEW JAGUARS
Used MERCEDES
Used ROLLS ROYCE
We Will Travel To Purchase These Cars
Contact: Ray or Bob at
Touch of Class Leasing Co.
201-549-4545

CARS WANTED

BMW'S WANTED
Will Transport
All 3-, 5-, 6- & 7-Series — No 524's
No brokers please
Call Ed King, Jr.
KING BMW
Outside N.J. 1-800-282-BMWS
Inside N.J. 1-201-462-0042

WANTED
NEW 1985 RIVIERAS
Top Dollar Paid
Call: **Mark Sims**
Andy Sims Buick, Inc.
216-526-1900

WANTED
ALL USED
POLICE CARS
WILL TRAVEL ANYWHERE
TOP PRICES PAID
Call MARVIN 212-681-0400
Collect Toll Free
We're #1 in the industry
WE WILL NOT BE OUT-BID
on 1984's or 1985's

WANTED
TOP DOLLAR PAID
ANY YEAR STRETCH LIMOUSINES
USED MERCEDES BENZ
& ROLLS ROYCES
Call: Jack, **213-839-9417**

NEW TOYOTAS WANTED
We Will Pay Highest Prices
Over Invoice
Call Jackie White or Frankie DeChiaro
DELRAY TOYOTA
DELRAY BEACH, FLORIDA
305-276-5000

NEW
SUBARUS
WANTED
CARS & BRATS
With or without cards
WILL PAY TOP DOLLAR
Call:
BOLINGBROOK SUBARU
312-759-2886
Ask for **Jeff Entratter**

CARS WANTED

MAZDAS
WE PAY HIGHEST PRICES
OVER INVOICE
Call
DELRAY MAZDA
Contact: Michael Smock
305-278-7800

LIMOUSINES WANTED. Stretch Cadillac and Lincoln. Frank Corrente, Frank Corrente's Cadillac Corner, Hollywood, California, 213-656-5023.

NEW
TOYOTAS
WANTED
List Price Paid
CARS & 4x4 TRUCKS
DENIS DAGGER
SOUTH SHORE TOYOTA
516-249-2700

TOYOTAS WANTED
Highest Prices Paid
Must Have RDR'S
Call: **Jerry Pillari**
WELLESLEY TOYOTA
617-237-2970

NISSANS
WE PAY HIGHEST PRICES
OVER INVOICE
Call
STUART NISSAN
305-286-8000

Wanted
ALFA ROMEO
MILANO'S
Will Pay $1,000 Over Invoice
University Motorcars
Auburn, Alabama
1-800-MILANO-1

TOP DOLLAR PAID
For
1986
VOYAGERS
& CONQUESTS
With NVDR's
Call Dick Rocha at:
617-823-1781

VOLVOS WANTED
All Models
Over Invoice Paid
H. B. LANTZSCH VOLVO
Pete Banholzer
703-591-1820

WANTED
1986
TOYOTAS
CARS & TRUCKS
TOP PRICES PAID
With or Without RDR Cards
Call Frank Delvecchio
HALLISSY
WORLD OF CARS
Lower Mainland
617-456-8000

CARS WANTED

NEW TOYOTAS WANTED
List Price Paid
Cars, 4X4 Trucks
Call: Ken Taylor
ROYAL TOYOTA, INC.
Vineland, New Jersey
609-692-2210

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-962-6001.

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky. 502-781-3681. No gray market cars.

NEW
NISSANS WANTED
Highest Price Paid
Over Factory Invoice
With RDR Cards
Call: Glenn Marcus
PEPE NISSAN INC.
609-451-5200

WE BUY NEW CARS
8 TO 5,000
Any make or model, current year models only, MSO or titled, with or without warranty certs, in zone or out of zone. Turn your inventory into cash, NOW . . . and do it YOUR WAY. We currently pay over invoice for Mercedes, Porsche, BMW, Volvo, Jaguar, Datsun, Honda, Toyota, Mazda and Subaru. Some models we pay over list. Prices are negotiable at or below invoice on all other cars and trucks.
205-271-2330
DIVERSIFIED VEHICLE MANAGEMENT CORPORATION

Dealer total off 25

Continued from Page 1

ual corporations and car lines and for the industry as a whole.

About two-thirds of the domestic dealers also handle an imported line. Nearly 10,000 Chevrolet, Chysler Corp. and Lincoln-Mercury dealers have a captive import, and some 3,500 others carry an independent import.

Chrysler Corp. kept alive its string of 14 consecutive quarters without a decline. The streak began in the fourth quarter of 1982, and the company has added 376 dealers since then.

By comparison, in the 14 quarters before the upturn began, Chrysler suffered a loss of 1,110 outlets.

Franchise totals were steady or rising for most makes. Of the 14 makes included in the domestic census, seven showed gains for the quarter and four were unchanged.

Oldsmobile, up 10, added the most franchises. Also advancing were Lincoln, up seven; Dodge, six; Pontiac, five; Plymouth, four; Chrysler, two, and Mercury, one. AMC, Buick, Chevrolet and Volkswagen reported no change for the quarter.

There were declines of 20 for Ford, five for Cadillac and one for Renault.

Chrysler Corp. had 4,005 car dealers on April 1, up two from the beginning of the year. Chrysler climbed above 4,000 in the fourth quarter of 1985, the first time it had achieved that total since mid-1980.

Franchise counts at the beginning of April were: Chrysler, 3,051; Plymouth, 3,013, and Dodge car, 2,933.

Chrysler Corp. has three dealerships that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise figure.

Ford Motor Co. had 5,501 car outlets on April 1, compared with 5,517 at the beginning of the year. The dip of 16 was about the same as the decline of 11 in the first quarter of 1985.

The April franchise numbers were 4,662 for Ford, 2,748 for Mercury and 1,605 for Lincoln. Lincoln's total is only five less than Cadillac's. A year ago, Lincoln was 24 behind GM's luxury-car division.

Not counted in the Ford Motor Co. dealership total or the Ford Division car-franchise total are 116 dealerships that handle only Ford heavy-duty trucks.

GM's car-dealership figure was 9,825 on April 1, just five below the Jan. 1 number.

Franchise counts also were steady, as noted above. The April 1 totals were: Chevrolet, 5,050; Oldsmobile, 3,200; Pontiac, 2,985; Buick, 2,960, and Cadillac, 1,610.

GM's dealership total is 10,405 including GMC truck dealers that do not handle any of the company's car lines.

The dealership count for AMC-Renault was 1,420 on April 1, only one less than at the beginning of the year. The first-quarter steadiness followed a gain of six in the final three months of 1985.

Latest franchise totals were 1,368 for AMC and 1,317 for Renault.

The AMC-Renault dealer organization is made up primarily of outlets that handle both makes—1,266 of the 1,420 stores, or 89 percent, stock both lines of cars.

AMC has 731 duals with Big Three car lines and Renault is included in 90 percent of them. Another 72 AMC dealers have VW, and Renault is involved in about half of those combinations.

Volkswagen had 877 dealers on April 1; its total was unchanged for the second consecutive quarter. VW has about 150 duals with other makes of U.S. cars, unchanged from Jan. 1.

Looking back a year, the 20,648 domestic-car dealerships is down 216 from 20,864 on April 1, 1985. Chrysler, up 16, shows the only increase.

There were dips of 17 for VW, 42 for AMC-Renault, 52 for Ford Motor and 120 for GM. A one-outlet change in the number of intercorporate duals brought the decline for the industry to 216.

obituaries

Robert Roethlisberger

DALLAS—Robert Roethlisberger, 40, co-owner of European Auto Group, died April 23. Late last year, Mr. Roethlisberger spent $5 million to purchase 85 Rolls-Royces owned by Bhagwan Shree Rajneesh, leader of a religious cult, who was forced to leave the U.S. because of immigration law violations. More than half of the cars have been sold for prices ranging from $85,000 to $100,000.

Verne Johnson

COLORADO SPRINGS—Verne Johnson, 76, founder of Johnson Pontiac, Inc., and past president of the Colorado Automobile Dealers Assn., died April 13. Mr. Johnson began working in the auto industry in the early 1930s. He was with General Motors before opening his dealership in 1952. His son Steve took over the business in 1976.

Charles Landis Bricker

BIRMINGHAM, Mich.—Charles Landis Bricker, chairman of Landis Manufacturing Co., Ferndale, died April 22. He was 73. He founded the auto parts manufacturing firm in 1941.

Robert H. Savage

BRIDGEPORT, Conn.—Robert H. Savage, 89, a former director of investor relations for Chrysler Corp., died April 30. He had been with Chrysler from 1955 to 1964. He also was a reporter and editor for the Wall Street Journal and a vice president and director of investor relations for ITT Corp.

Production

U.S. CAR	Week Ended May 10, 1986	Week Ended May 11, 1985	Week Ended May 3, 1986	April Total	Jan. 1, to May 11, 1985	Jan. 1, to May 10, 1986
AMERICAN MOTORS	2,000	0	0	3,990	36,491	18,543
Renault Total	2,000	0	0	3,990	36,491	18,543
Alliance	1,700	0	0	3,434	21,878	16,145
Encore	300	0	0	556	14,613	2,398
CHRYSLER CORP.	22,300	29,933	24,047	116,943	514,465	522,250
Plymouth Total	7,900	8,612	8,196	34,793	150,445	149,624
Horizon	3,600	3,205	3,197	13,679	53,400	57,196
Reliant	3,300	3,941	3,686	14,705	68,361	65,517
Caravelle	600	1,097	935	4,444	21,548	20,955
Gran Fury	400	369	380	1,965	7,136	5,956
Chrysler Total	5,800	9,864	6,575	37,248	169,502	179,284
LeBaron	2,000	1,950	2,198	9,709	41,883	44,817
LeBaron GTS	0	2,556	0	4,746	34,992	26,930
Laser	600	1,321	808	4,031	20,254	19,925
New Yorker/E-Class	1,200	1,558	1,438	6,534	27,973	36,075
Fifth Avenue	2,000	2,479	2,131	12,228	44,400	51,537
Dodge Total	8,600	11,457	9,274	44,902	194,518	193,342
Omni	3,200	2,967	3,092	13,346	55,561	57,143
Aries	2,200	3,341	2,396	10,537	54,395	47,533
Daytona	1,000	1,309	1,191	5,532	17,829	19,578
Dodge 600	1,600	1,431	1,761	8,246	27,498	32,255
Lancer	0	1,687	0	3,247	26,237	24,637
Diplomat	600	702	834	3,994	12,998	12,196
FORD MOTOR	39,005	37,606	39,278	178,732	667,921	679,868
Ford Division	27,544	25,379	27,045	122,174	443,569	464,971
Escort	8,036	7,530	8,476	38,140	117,766	149,837
Mustang	4,590	4,252	4,004	18,331	67,609	74,811
LTD	0	5,753	0	0	95,258	0
Taurus	6,915	0	6,754	32,244	0	99,128
Thunderbird	3,610	3,913	3,701	15,335	80,237	64,606
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,303	3,915	4,110	18,124	71,739	76,589
L-M Division	11,461	12,227	12,233	55,558	224,352	214,897
Mercury Total	7,784	9,302	8,589	39,755	161,342	145,946
Lynx	1,414	1,716	1,193	5,388	27,761	24,219
Capri	0	6	306	1,755	7,187	6,139
Marquis	0	3,221	0	0	46,996	0
Sable	2,953	0	3,306	15,550	0	47,296
Cougar	2,388	3,127	2,444	11,222	52,493	44,464
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,029	1,232	1,320	5,840	22,172	23,828
Lincoln Total	3,677	2,925	3,664	16,803	63,010	68,951
Continental	409	525	410	1,876	11,417	7,818
Lincoln	2,760	2,072	2,746	12,601	44,632	51,721
Mark VII	508	328	508	2,326	6,961	9,412
GENERAL MOTORS	86,735	103,416	91,522	396,516	1,904,740	1,684,029
Buick Total	17,884	21,876	17,565	72,000	379,247	280,895
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,830	2,398	1,894	8,305	40,664	32,949
Somerset/Skylark	2,590	2,688	2,557	10,620	48,105	38,149
Century	5,370	6,879	6,022	25,676	92,442	93,809
Regal	2,047	3,095	1,545	5,157	43,633	19,575
Wagon/LeSabre (rwd)	350	3,224	300	1,266	52,973	5,173
LeSabre	3,330	0	3,168	11,671	0	41,435
Riviera	802	1,468	658	2,617	24,730	8,576
Electra	1,565	2,124	1,441	6,688	35,747	41,229
Cadillac Total	8,557	6,970	8,108	31,365	142,500	119,584
Cimarron	640	663	623	2,706	10,930	9,968
Seville	746	641	634	2,418	15,801	7,098
Eldorado	746	1,261	609	2,428	29,318	8,515
Cadillac (rwd)	2,400	1,379	2,178	8,626	21,271	32,333
DeVille (fwd)	4,025	3,126	4,064	15,187	65,180	61,670
Chevrolet Total	23,909	34,327	27,677	119,906	662,486	542,286
Chevette	0	3,625	2,214	10,789	80,472	43,101
Cavalier	8,624	11,077	8,718	36,239	186,439	160,621
Celebrity	5,635	5,183	5,470	23,901	110,583	112,926
Camaro	2,835	5,076	4,947	20,134	88,235	80,389
Citation	0	0	0	0	28,697	0
Monte Carlo	2,485	2,621	2,164	9,599	60,161	44,371
Chevrolet	3,690	5,755	3,523	16,283	111,474	90,757
Corvette	640	990	641	2,963	16,425	10,121
Oldsmobile Total	20,281	24,704	20,661	97,847	476,757	426,189
Firenza	570	1,107	415	4,645	26,025	19,207
Cutlass Supreme	1,973	5,916	2,463	13,122	81,877	69,671
Cutlass Ciera	4,880	6,844	4,904	20,936	143,696	103,613
88 (rwd)	510	4,431	388	1,529	90,712	8,496
88 (fwd)	8,472	0	8,218	36,921	0	123,687
Olds 98	1,780	2,711	1,597	9,066	54,645	46,618
Calais	2,210	3,058	2,195	9,745	61,181	50,712
Toronado	586	637	481	1,892	16,620	6,185
Pontiac Total	15,404	15,539	17,491	75,396	243,750	313,075
Acadian**	0	273	623	2,291	5,292	6,131
2000 Sunbird	3,116	3,357	3,000	13,143	51,864	53,550
1000	0	520	1,126	1,711	11,424	9,808
Firebird	1,505	2,647	2,649	10,733	46,372	43,006
6000	3,255	1,592	2,775	12,927	14,298	57,144
Parisienne	990	1,705	1,471	6,540	25,549	31,053
Fiero	1,758	2,405	1,068	6,912	42,344	29,826
Grand Am	4,260	3,040	4,777	21,139	46,607	82,557
HONDA	4,...0	3,207	3,827	16,772	60,853	68,179
NISSAN	0	625	0	0	3,325	21,517
NUMMI*	3,600	875	3,900	18,106	3,515	65,908
VOLKSWAGEN	2,000	2,273	2,036	8,822	37,282	32,646
Total Cars, U.S.	159,740	177,935	164,310	739,881	3,228,572	3,092,940
Total Cars, Canada	25,668	24,763	24,507	110,351	380,031	425,829
N. American Cars	185,408	202,698	188,817	850,232	3,608,603	3,518,769
N. American Trucks	90,978	95,815	92,670	411,943	1,613,985	1,672,958
North American Cars and Trucks	276,386	298,513	281,487	1,262,175	5,222,588	5,191,727

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

April car output lowest since '77

By Kathy Boyer
Detroit Reporter

Domestic auto production in April totaled 739,881 units, the lowest build for that month since the 549,322 built in April, 1977.

The month's output was 10.88 more than the 667,262 assembled in March but 2.36 percent below the year-ago month's 757,752.

The makers assembled their three-millionth car last Wednesday (May 7), five days behind 1985.

So far this year, 3,092,940 units have been built, 4.20 percent below the 3,228,572 completed last year at this time.

Last week's scheduled build of 159,740 cars was the lowest production for any full work week so far this year.

The week's output was 2.78 percent below the previous week's 164,310 and 10.23 percent below the year-ago week's 177,935.

Companies split last week's estimated production as follows: General Motors, 54.30 percent; Ford Motor Co., 24.42 percent; Chrysler Corp., 13.96 percent; Honda of America Mfg. Co., 2.57 percent; New United Motor Mfg., Inc., 2.25 percent; American Motors, 1.25 percent, and Volkswagen of America, 1.25 percent.

American Motors' Kenosha plant resumed production last week after being idle for inventory adjustment.

Nissan's car line in Smyrna, Tenn., remains down to prepare for production of the Sentra four-door.

Due to a parts shortage, the Capri line at Ford's Dearborn plant was down last week.

GM announced it will add 3,000 Fleetwood Broughams to production at its Clark Avenue (Detroit) plant during the rest of the 1986 model run.

GM's Lakewood (Ga.) plant resumes output today (May 12). The plant was down for one week to adjust inventory.

Neither GM nor Ford scheduled overtime Saturday (May 10). Chrysler slated Saturday overtime at its Belvidere (Ill.) plant.

Belvidere and the Newark (Del). plant are scheduled for daily overtime this week (May 12).

April truck production sets record

Domestic production of 326,282 trucks during April was the highest output ever for that month.

The previous record was set in April, 1978, when 315,994 trucks were built.

Last month's total was 12.90 percent more than the 289,001 assembled in March and 8.73 percent more than the year-ago month's 300,091.

Last week's estimated output of 71,806 units was 2.50 percent below the previous week's 73,645 and 6.27 percent below the year-earlier 76,609.

Year-to-date, 1,322,343 trucks have been built, 3.58 percent more than the 1,276,591 completed last year at this point.

Ford Motor Co. slated Saturday (May 10) overtime at its Twin Cities plant.

Chrysler Corp.'s Warren (Mich.) plant is scheduled for daily overtime this week (May 12).

Canadian trucks reach peak output

Building 85,661 trucks in April, Canadian makers reached their highest month's output ever.

It topped the previous record of 80,245, set in November, 1985.

Last month's production was 7.86 percent more than the 79,419 assembled a month earlier and 10.66 percent more than the 77,412 built a year earlier.

Last week's targeted output of 19,172 trucks was 0.77 percent more than the previous week's 19,025, but 0.18 percent below the year-ago week's 19,206.

Year-to-date, 350,615 units have been built, 3.92 percent more than the 337,394 assembled last year at this point.

April production of 110,351 cars was the highest for that month since 1977, when 113,993 cars were assembled.

April's auto output was also the highest for any month since November, 1984, when 115,428 units were produced.

The estimated build of 25,668 cars last week was the highest week's production since the 26,733 units built the week of Dec. 14, 1985.

Last week's production was 4.74 percent more than the previous week's 24,507 and 3.65 percent more than the year-ago week's 24,763.

So far this year, 425,829 cars have been assembled, 12.05 percent more than the 380,031 completed last year at this time.

Suzuki's India venture tops output goal for '85

TOKYO—Suzuki Motor Co. said Maruti Udyog, Ltd., its vehicle-production joint venture with the Indian Government, more than doubled its production in fiscal 1985 to 51,569 units, surpassing the target of 40,000.

Maruti, which began production in December, 1983, is expanding facilities to boost its annual output capacity to 100,000 units by fiscal 1987.

CANADIAN CAR	Week Ended May 10, 1986	Week Ended May 11, 1985	Week Ended May 3, 1986	April Total	Jan. 1, to May 11, 1985	Jan. 1, to May 10, 1986
AMERICAN MOTORS	120	410	110	494	4,266	2,238
FORD MOTOR	11,643	11,346	11,230	50,099	185,577	207,283
GENERAL MOTORS	13,680	12,782	12,942	58,723	185,099	212,287
VOLVO	225	225	225	1,035	4,089	4,021
Total Cars, Canada	25,668	24,763	24,507	110,351	380,031	425,829

U.S. TRUCK☆	Week Ended May 10, 1986	Week Ended May 11, 1985	Week Ended May 3, 1986	April Total	Jan. 1, to May 11, 1985	Jan. 1, to May 10, 1986
CHEVROLET	21,364	28,211	24,438	108,725	436,272	456,009
DODGE	1,400	4,536	1,912	6,141	77,826	8,440
FORD	30,627	25,834	29,904	136,319	451,726	541,938
GMC	7,145	8,756	6,706	32,926	132,151	135,473
NAVISTAR	1,600	1,668	1,306	6,900	30,353	27,809
JEEP	3,500	4,435	3,469	12,821	74,345	72,753
NISSAN	3,820	1,260	3,560	13,308	38,804	37,399
AM GENERAL*	50	50	50	220	920	922
MISCELLANEOUS*	2,300	1,739	2,300	9,120	34,194	41,600
Total Trucks, U.S.	71,806	76,609	73,645	326,282	1,276,591	1,322,343

CANADIAN TRUCK	Week Ended May 10, 1986	Week Ended May 11, 1985	Week Ended May 3, 1986	April Total	Jan. 1, to May 11, 1985	Jan. 1, to May 10, 1986
AMERICAN MOTORS	840	0	841	3,903	0	7,488
CHRYSLER	8,704	8,900	8,588	37,718	157,090	162,089
FORD	3,648	3,622	3,572	16,075	65,709	65,413
GENERAL MOTORS	5,760	6,301	5,815	26,936	110,082	111,930
NAVISTAR	220	283	209	1,029	4,513	3,695
Total Trucks, Canada	19,172	19,206	19,025	85,661	337,394	350,615
N. American Trucks	90,978	95,815	92,670	411,943	1,613,985	1,672,958

—Includes window van production. *—Estimated
☆Includes commercial only. All General includes government-declared vehicles.
Monthly estimates may contain error of one or two units due to rounding.

Cadillac adds 3,000 rwd cars to 1986 model run

DETROIT—Cadillac has added 3,000 Fleetwood Brougham models to its production schedule for the 1986 model year. The cars will be built by July 30.

The rear-wheel-drive car is assembled at General Motors' Clark Avenue plant here.

Cadillac previously added 6,900 front-wheel-drive DeVille and Fleetwood models, built at GM's Orion Township (Mich.) plant to its schedule.

Cadillac General Manager John O. Grettenberger said the production increases reflect strong customer acceptance of both car lines.

Cadillac said Fleetwood Brougham sales were 17,870 units from Jan. 1 to April 20, up 29 percent from 13,805 in the same period last year. DeVille and fwd Fleetwood sales were 52,205, up 44 percent from a year ago.

Japanese output sets a record for fiscal year

TOKYO—Total vehicle production by Japanese manufacturers in fiscal 1985, which ended March 31, was a record 12,416,741 units, according to the Japan Automobile Manufacturers Assn. The former record, according to JAMA, was 11,589,202 in fiscal 1984. Car production in 1985 totaled a record 7,760,576 units, an increase of 8.6 percent from the previous year. JAMA said truck production also set a record with 4,568,420 units, up 5.1 percent, while production of buses dipped 16.4 percent for the year to 67,745 units.

Domestic shipment of vehicles during the year totaled 5,573,546, also a record, surpassing the previous mark of 5,484,068 set in fiscal 1984, JAMA said.

Exports increased an estimated 12 percent to a record of nearly6,850,000 million units, topping the old mark of 6,152,108 established in fiscal 1980, JAMA said.

C2700-1

Automotive News

May 19, 1986

60th year—$50.00 per year, $1.25 per copy

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

Joe Wissert

Iacocca: Chrysler looking ahead

Chrysler Corp. Chairman Lee Iacocca told shareholders attending the company's annual meeting in New York last week that the company can finally begin planning for the decades ahead. Stories on Page 77.

Chrysler talking deals in Europe and Japan

Joint marketing plan discussed with Fiat

By Richard Feast
European Editor

Fiat Auto S.p.A. confirmed last week it has entered discussions with Chrysler Corp. that could result in the firms marketing each other's cars.

Fiat said its executives met with Chrysler officials during the April auto show in Turin, Italy, to discuss a wide range of topics, including proposals to purchase components and distribute vehicles.

Chrysler declined to comment on the talks.

At the heart of negotiations is a plan whereby Chrysler would sell Fiats in the U.S. and Fiat would distribute Chrysler models in Europe. According to one report, they already have begun discussing marketing plans for specific models.

Chrysler is said to be impressed with the Fiat T4 (Lancia Thema and Fiat Croma), but that model is not designed to meet U.S. standards.

Fiat is in search of a passenger van to compete with the likes of the Renault Espace and Volkswagen Vanagon in Europe, according to a Fiat source.

Chrysler's U.S.-built T-115 front-drive passenger vans or even the smaller Colt Vista, made by Mitsubishi Motors Corp. in Japan and sold by Chrysler in the U.S., could prove attractive to the Italian firm.

Fiat bowed out of the U.S. market in 1983 in order to concentrate on strengthening its European operations.

Now, with its health restored, Fiat is once again eying the U.S. market. In Detroit last October, Fiat Chairman Giovanni Agnelli said the company was interested in selling one or more Lancia models in the U.S.

But even if a deal is struck between Fiat and Chrysler, it likely would be several years before Fiat would have products ready for the U.S. market. Like the T4, most Fiats are recent introductions—and none are engineered to meet U.S. requirements.

Fiat's next new model, the Type 2, will replace the Ritmo/Strada in the fall of 1987.

If nothing else, deliberations involving the two companies were significant in that they marked the first time executives of Chrysler and Fiat's car making division, Fiat Auto, have met.

Nissan 1,000-cc car for U.S. is reported

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO—Nissan Motor Co. and Chrysler Corp. are reportedly talking about Chrysler selling Nissan's one-liter March model in the U.S. Nissan has denied the reports, and Chrysler has no comment.

Nikkan Kogyo, a manufacturing publication here, reported that Nissan is considering manufacturing the car at its Taiwan affiliate, Yue Loong Motor Co., and that Chrysler is expected to sell it under its own brand name.

A Chrysler official in Japan declined to comment on the published report. A Chrysler spokesman in the U.S. also declined comment on "speculative reports or rumors."

The publication also quoted Chrysler as estimating the annual demand for 1,000-cc cars in the U.S. at about 300,000 units.

Chrysler has a 24 percent equity in Mitsubishi Motors Corp. and sells several Mitsubishi models in the U.S. However, Mitsubishi does not build a car with a 1,000-cc engine.

In its statement denying the Chrysler negotiations, Nissan said Yue Loong "is currently studying the possibility of producing Nissan's one-liter cars in view of the future trend of the Taiwanese car market, but has not reached a decision."

It added, "Nissan tends to nurture Yue Loong so that the Taiwanese firm will acquire the technology capability to produce high-quality cars for export in the future. No decision regarding exports has been made at the present time. Nissan's objective is to strengthen Yue Loong, but Nissan has no intentions of taking advantage of that relationship to circumvent the voluntary quota system."

Nissan said it currently exports the March, with a 1.2-liter engine, to Europe. It also exports the Micra, with a one-liter engine, to Canada.

The Taiwanese firm, which accounts for about 40 percent of the Taiwanese market, is currently building Nissan Sunny, Stanza, Bluebird and Cedric cars and the Sunny truck, Vanette, TeleVan, Atlas and Nissan pickup.

Liability coverage slashed by Ford

By Richard Johnson
Detroit Reporter

Ford Motor Co. is operating in 1986 with "little or no" product liability insurance to protect the company from large damage awards stemming from litigation.

According to Ford's annual Form 10-K filing with the Securities and Exchange Commission, the auto maker is proceeding with minimal protection because of rising premiums in the crisis-ridden commercial insurance industry.

The report said, "The company, like many other manufacturers, has little or no product liability insurance for incidents that might occur in 1986 because of the limited availability of such insurance at reasonable premiums in the insurance market generally."

A combination of self-funding and purchased insurance has become a more frequent option for major corporations in an era of dwindling insurance capacity among carriers and rising premiums.

"We really don't elaborate on our insurance strategy or the way we handle the business," said a Ford spokesman. "But we don't have as broad a coverage as we had before, so I guess someone could conclude that we're doing more of our own."

Many large companies have long used a combination of self-insurance and purchased coverage to underwrite risk exposure.

"The insurance industry is much worse from the standpoint of getting coverage at reasonable rates," said the spokesman. "That side of the business hasn't been one that we have talked about and we don't want to start now."

The 10K includes a review of several product cases pending against the manufacturer involving various car lines over several model years.

As of Jan. 21, 1986, the total actual and punitive damages sought in complaints alleging fuel system defects totaled approximately $1.5 billion.

In pending cases alleging faulty design of automatic transmissions and or shift/selector mechanisms damages sought amounted to about $1.2.

Damages totaling approximately $1.1 billion were specified in suits alleging failure to provide an air bag or other passive restraint, and $121 million in various actions for injuries allegedly resulting from contact with certain Ford products and parts con-

Please turn to Page 74, Col. 1

Goodyear relies on youth at Indy

By Arthur Flax
Automotive News Staff

INDIANAPOLIS—When Americans switch on their TV sets next Sunday (May 25) for the first live telecast of the Indy 500, the Goodyear name will appear on every car, every driver and every tire at the Indianapolis Motor Speedway.

The team entrusted with the lives of those drivers and their precision machinery are not veteran tire

Europeans deeply involved in Indy . . . Page 76

engineers, but five young mechanical and chemical engineers not long out of school. The senior member of the team is 28.

By race time, the Goodyear engineers will have spent a month at the Speedway, working 13-hour days. Since last fall, they have been hard at work designing and testing the tires that will carry 33 men, encased in projectiles of aerospace alloy and plastic, around the narrow 2.5-mile circuit at speeds nearing 220 MPH.

The five engineers provide technical support at

Please turn to Page 82, Col. 1

Arthur Flax

Al Unser Jr. looks at tire temps

AMC warns of a June 30 Toledo closing

By Mary Connelly
Detroit Reporter

American Motors has told the UAW it will begin phase-out of its Toledo Jeep plant June 30 unless the union agrees to a concessionary contract by that date.

UAW employes at the plant received a letter from AMC Thursday stating that the company wants a labor agreement competitive with those at the Big Three.

"We do not think our requests are unreasonable," AMC told employes. "We do not intend to operate any facility with an uncompetitive labor agreement. If we do not receive these commitments by June 30, we will notify the state and local governments and proceed with the phase-out process which will ultimately result in the

Please turn to Page 75, Col. 3

BETHESDA MD 20814
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
03032296 0300 8620 COMP PR2
**********5-DIGIT 20814

Home loans from GMAC in Michigan

By Michelle Krebs
Financial Editor

General Motors will offer mortgages to its car-loan customers in Michigan on an experimental basis within the next few months.

GMAC Mortgage Corp., the mortgage subsidiary of General Motors Acceptance Corp. formed when GMAC purchased two mortgage businesses last year, has launched a three-pronged approach to expand its business by cross-selling to car-loan customers.

Within the next few months, GMAC Mortgage will begin a direct-mail campaign that will offer mortgages to GMAC customers in Michigan who are considered good credit risks.

Second, GMAC Mortgage will open additional offices in Michigan. The first will be at GM's Technical Center in Warren, where 20,000 GM employes work. The second location has not been selected yet.

Third, GMAC Mortgage has opened an office at GM corporate headquarters for GM employes. About 2,600 salaried GM employes work at corporate headquarters. It was first opened to serve GM employes who had been relocated. The office now originates new mortgages and offers refinancing.

The mortgage program is a pilot program in Michigan. It may eventually be expanded nationwide.

A GMAC spokesman said that if the program has even limited success—if only 5 percent of the 8 million GMAC customers take advantage of the mortgage service—GMAC Mortgage would double its portfolio of 375,000 customers.

GMAC has offered homeowners insurance to GM employes for the past two years. It is another financial service that probably will be expanded to other mortgage customers in the future.

GMAC also has said it may eventually offer health and life insurance on mortgages.

In a recent interview with Automotive News, GMAC Chairman Robert F. Murphy said that in the future, the mortgage business will become a more and more important part of GMAC.

Murphy estimated that the mortgage business eventually will account for 10 to 25 percent of GMAC's volume. GMAC reported a profit of $1 billion for 1985. Receivables reached $76 billion, making GMAC by far the world's largest finance company.

Last year, GM became the second largest mortgage provider, after Lomas & Nettleton of Texas, by acquiring two mortgage businesses. GM bought the Colonial Mortgage Group from CoreStates Financial Corp., Philadelphia, for $190 million. It also purchased the mortgage servicing portfolio and servicing facilities of Norwest Corp., Minneapolis, for an undisclosed price.

The operations were combined into GMAC Mortgage, with about 70 offices in the U.S. servicing 375,000 residential and commercial mortgages totaling about $22 billion.

Murphy said GMAC is likely to purchase another financial services company. However, it probably would not be a mortgage business since GMAC Mortgage already has excess capacity.

Dwight Cendrowski photos

CCS junior Julie Gendelman with wagon and sedan renderings

Students display projects in auto design

Warm May breezes drifting through the white canvas tent added to a sense of expectation during the final hours before the patron reception and opening of the annual student works exhibition. Center for Creative Studies students wandered the compact campus in suits and dresses, their more colorful, comfortable studio clothes abandoned for a few days.

CCS, at the edge of Detroit's Cultural Center, is a training ground for artists. Among them are students of automotive design, a select field that demands long hours and singular dedication.

This past weekend the annual display of student exhibition opened to the public following a gala reception-under-marquis for benefactors and guests. Upper-class automotive design students work on specific 15-week projects sponsored by the auto makers. There were sketches, renderings, clay models and even full-size interior sections for "new" AMC Jeeps and Ford Broncos.

Students attending their displays aggressively promoted themselves, especially those who still looking for summer positions or post-graduation jobs. Recruiters from auto companies were being squired through his students' accomplishments by Homer LaGassey, section chairman, transportation design.

This is no place for the faint-hearted, said one junior, who because he must also work for a living had fallen behind his graduating classmates. His class started with close to 40; seven have finished.

Scott Dolan with model, drawings

One-fifth scale model of touring car

Incentives work; sales rise

By Jenny L. King
Detroit Reporter

Incentives for new-car buyers had the intended effect on the market in early May as sales surpassed the comparable 1985 figure by some 10,000 units.

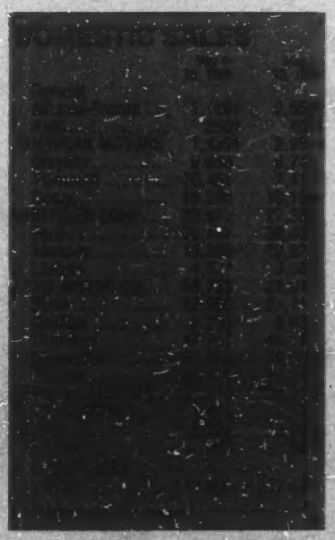
The largest domestic auto makers, all of which have low-interest-rate financing programs at the retail level, finished the May 1-10 period with healthy increases. The smaller companies didn't fare as well.

Domestic sales for the period totaled 237,809, up 9.13 percent from 217,895 in 1985. Two years ago, the total was 238,240.

With nine selling days in the period each year, the daily averages were 26,422 vs. 24,211.

Chrysler Motors had the strongest gain for the period, up 23.07 percent to 33,672 from 27,359. Ford Motor Co. was up 11.02 percent, to 58,753 from 52,919. General Motors reported sales of 138,870 domestic passenger cars, up 7.47 percent from 129,212 a year ago. Honda sales were up 1.00 percent, to 3,234 from 3,202.

American Motors plunged 51.36 percent, to 1,435 from 2,950. Volkswagen was off 14.56 percent, to 1,444 from 1,690, and Nissan dropped 30.50 percent to 392 from 564.



Chrysler and Ford were the only companies to increase their shares of the market. Chrysler was up to 14.16 percent from 12.57 percent last year, while Ford moved to 24.71 percent from 24.30 percent.

GM was down nearly one percentage point, to 58.40 percent from 59.34 percent. AMC had 0.60 percent, compared with 1.35 percent a year earlier. Honda had 1.36 percent, down from 1.47 percent; VW had 0.61 percent, compared with 0.78 percent in 1985, and Nissan slipped to 0.16 percent from 0.19 percent.

The 11 makes built by the Big Three all reported sales increases the first 10 days of the month. At Chrysler Corp., Plymouth sales were up 41.00 percent; Dodge, 30.22 percent, and Chrysler, 1.96 percent. Ford Motor Co.'s Mercury sales were up 17.45 percent; Ford, 7.55 percent, and Lincoln, 1.82 percent.

Oldsmobile was up 14.45 percent from year-earlier sales; Pontiac, 10.69 percent; Chevrolet, 5.87 percent; Cadillac, 4.73 percent, and Buick, 1.59 percent.

AMC was up an estimated 37.50 percent and Honda gained 1.00 percent. VW dropped 14.56 percent; Nissan, 30.50 percent, and Renault, an estimated 53.53 percent.

Calendar-year sales through May 10 were off 6.32 percent to 2,855,250 from 3,047,985.

Chevrolet Celebrity was the most popular nameplate in the first May period with sales of 12,605. Ford Escort/EXP was second at 11,690, followed by Chevrolet Cavalier, 10,739; Oldsmobile Cutlass Ciera, 10,363, and Oldsmobile 88, 8,907.

China brass tune in on AMC project

By Richard Johnson
Detroit Reporter

American Motors' problem-plagued venture in China is now getting special attention from Chinese leaders.

U.S. Treasury Secretary James Baker presented an update at a news conference following the sixth annual meeting of the U.S.-China Joint Economic Conference in Beijing.

Baker said the AMC issue was raised by the Chinese during official discussions and also in his meeting with Premier Zhao Ziyang.

AMC, in partnership with the People's Republic of China, builds a CJ-style Jeep in Beijing. Last fall, it began assembling Cherokee kits. But a shortage of foreign exchange with which to import components will cause production to cease in mid-June for at least two months and may delay plans to expand the product line.

The historic Beijing Jeep agreement, signed in 1983, is a showpiece for the Chinese Government. Failure of the high-profile project would be a severe blow to the country's ambitious industrialization plans.

At a press conference in Beijing, Baker said the AMC issue appeared to be of pressing importance to Zhao.

"That matter surfaced in my bilateral meeting with Premier Zhao and it was brought up by the premier himself," said Baker. "He said that they understood there were problems . . . and they wanted to work toward a resolution of those problems."

AMC has a $16-million investment in the company, including $8 million in cash and $8 million in equity for technology and expertise. The company's current stake in the $51-million venture is 31.3 percent. By reinvesting profits, AMC plans eventually to assume 49-percent ownership of the project.

Beijing Jeep has produced about 300 Cherokees since production began early last fall. That is well below the original volume target.

The company has obtained a license to import 1,000 Cherokee kits for Chinese assembly. But depleted reserves have caused the government to restrict use of convertible currency. Furthermore, the Chinese have refused to allow payment of a portion of the Cherokee purchase price in foreign exchange, as had been agreed upon.

AMC is seeking to develop a low-cost source of components and eventually built-up vehicles for export from China. But AMC has to develop a healthy supply source in the country to make exports profitable.

Several AMC executives, led by Tod O. Clare, vice president—International Operations, were in Beijing last week to discuss the faltering venture with Chinese officials. However, an AMC spokesman had no immediate word on the outcome of talks.

But Baker expressed optimism for the future of the AMC venture.

"This was a matter that was brought up, interestingly, by the Chinese side," he said. "Therefore, I feel confident that there will be ultimately a resolution of the problem."

Auto accounts galore in Saatchi-Bates merger

By Jenny L. King
Detroit Reporter

For the second time in three weeks, there is a new "world's largest" international advertising agency.

The new leader faces the same problems confronting other merging agencies: Competing clients within the family, including prominent automotive accounts.

Last week, Saatchi & Saatchi Co. plc, London, agreed to buy Ted Bates Worldwide, upstaging the BBDO/Doyle Dane Bernbach/Needham-Harper megamerger announced late last month.

The resulting advertising giant, largest of its kind in the world, will have more than $7.6 billion in international billings, with $4.7 billion in the U.S. alone.

Saatchi reportedly is paying $450 million for its newest acquisition. The relatively young Saatchi operation, which has been in a buying mood for most of its 16 years, now will have 12,000 employes in 50 countries.

It also will have several automotive accounts, in the U.S. and abroad. Saatchi & Saatchi Compton handles American Motors advertising for AMC, Renault and Jeep vehicles.

Saatchi & Saatchi Compton includes a number of formerly independent agencies, some with automotive accounts. McCaffrey & McCall handles Mercedes-Benz of North America. Dancer Fitzgerald Sample represents Toyota. Backer & Spielvogel is the agency of record for Hyundai Motor America.

Ted Bates Worldwide has Honda in Germany and owns just over half of Scholz & Friends, which represents BMW in Germany. Saatchi & Saatchi has Jaguar at home in Great Britain.

In the U.S., Bates' William Esty Co. has the Nissan Motor Corp. business.

Automotive accounts aren't the only potential conflicts. Others are tobacco, financial services, beer, consumer electronics, candy, insurance, fast-food and computer retailing, according to Advertising Age.

The questions of confidentiality and effectiveness of service on behalf of all clients affected by these megamergers are yet to be answered.

Those who defend the bigger-than-life worldwide agencies say they can better attend to the needs of customers when they have such networks of resources. Critics say advertising efforts in recent years have been nothing to brag about and that increasing the size and complexity of agencies will not enhance creativity.

Chapin quits AMC to join ad agency

By Richard Johnson
Detroit Reporter

William Chapin, the scion of one of Detroit's most prominent automotive families, is leaving American Motors, the company his father once ran and his grandfather indirectly helped to found.

Chapin, 37, AMC's director of international marketing, will join A.R. Brasch Advertising, Southfield, Mich., this Tuesday (May 20) after 14 years in executive positions at AMC. He will serve as a senior account executive and director of marketing.

Chapin's father, Roy Chapin Jr., now 70, was AMC's chairman from 1967 until 1978. He is still a director. Roy Chapin Sr. was a founder of Hudson Motor Co. in 1909. Hudson merged with Nash-Kelvinator in 1954 to form American Motors.

"It got to a point where I wanted to get into more of an entrepreneurial environment," William Chapin explained. "I wanted a little more control over the bottom line and my own bottom line."

Chapin is not deserting Detroit or the auto business. Brasch is an automotive marketing services company, with Volkswagen, Volvo, Ford Division and Rolls-Royce among its clients. It has worked with AMC, especially on the Alliance launch.

Chapin joined AMC in its Boston zone office. He served as a strategic planner at Renault in Paris and top marketing planning executive for Jeep and Renault in the U.S. He was instrumental in the Jeep Comanche and Wrangler launches.

Kline Chevrolet participated in a sale at a baseball stadium over Chevy's reported protest

Off-site sale stirs Chevy flap

NORFOLK—A Chevrolet dealership here reaped the benefits from a sale at a baseball stadium although the manufacturer reportedly refused to permit the dealership to participate.

Kline Chevrolet, located in neighboring Chesapeake, Va., won the bidding contest to take part in an off-site sale sponsored by a Norfolk credit union and held in the parking lot of Metropolitan Stadium.

Kline Chevrolet reportedly was denied permission to participate in the sale by Chevrolet Motor Division.

According to the Chevrolet dealer franchise agreement, any undertaking directly or indirectly held away from a dealership's premises must be approved by the manufacturer. If such approval is not obtained, Chevrolet has grounds for termination of the franchise agreement.

Despite the lack of approval from Chevrolet, Kline Chevrolet set up a sales booth, complete with a band and clowns, on the first day of the four-day sale.

By late afternoon, Chevrolet zone representatives showed up and negotiated a compromise with Kline Chevrolet.

Chevrolet apparently agreed to let the dealership have a sign and booth on the sales site, but no cars. Instead, Kline Chevrolet salesmen were allowed to chauffeur people from just outside the sales site to their showroom five miles away.

An alternate Chevrolet dealership was not allowed by the sale managers, so there were no Chevrolet models on the sales site.

Chevrolet refused to comment on the situation, saying any business discussions with a dealer are treated as confidential. James Kline, Kline Chevrolet, also refused to comment.

Mercedes and Honda hike prices

By Matt DeLorenzo and John K. Teahen Jr.
Automotive News Staff

Honda today (May 19) will announce a price increase of 2.3 percent on the cars it sells in the U.S. The boost averages $238 on Honda cars and $344 on the new Acura Integra and Legend.

Honda's action is the first salvo in a new round of Japanese boosts. Toyota is expected to follow suit soon. These will be the fourth increases of the 1986 model year for most Japanese makes.

The Japanese attribute the hikes to the strengthening of the yen against the dollar.

Also last week, Mercedes-Benz hiked its prices, and Nissan priced its 1987 Stanza models. Automotive News estimates that the Mercedes boost averages $1,557 on a sales-weighted basis.

The Mercedes-Benz increase took effect May 15, but cars ordered by customers by May 14 and delivered by July 15 will carry the old prices. For that reason, Mercedes-Benz said it was unable to give an average dollar figure for the increase.

Mercedes-Benz said the increases "were made necessary by higher costs.

The hikes range from $380 on the 190-D (gasoline) and 190-D (diesel) four-door sedans with manual transmission to $2,790 on the 560-SEC coupe. The 190 sedans are $25,480 and the 560-SEC is $54,900.

The range was $2,180 to $2,790 on the top-line 420 and 560 models.

Automotive News estimates that Mercedes-Benz prices have climbed an average of $6,265, or 15.6 percent, on comparable models since the 1986 cars were introduced.

Nissan said last week that its 1987 Stanza models will be priced 7.2 percent higher than the 1986 versions. Model-to-model price hikes are difficult to figure because of equipment revisions and changes in model designations.

Prices start at $9,999 for the Stanza E four-door sedan.

Service Index moves up again

By Arthur Flax
Service Editor

Service and parts business at new-car dealerships increased in March and the first quarter of 1986.

According to the Automotive News Service Index, shop business at dealerships in March amounted to 102.8 percent of the volume recorded in March, 1985.

In February, service volume dipped to 99.6 percent of business in February, 1985.

In the first quarter of 1986, service and parts volume showed a gain of 3.3 percent over the like period a year ago.

Indicators for March and for the quarter showed mixed results.

In March, total labor sales (customer-paid and warranty) showed the biggest gain, up 8.3 percent over the year-earlier month.

Gross profit on all labor, parts and accessories sales was up 6.8 percent and shop parts sales (customer-paid and warranty) gained 2.6 percent.

Indicators which showed declines in March as compared with the year-earlier month were sales of all parts and accessories, down 2.8 percent, and repair orders written, down 0.9 percent.

In addition, parts and accessories sales to off-premises customers were down 7.1 percent in March.

Gross profit on all labor, parts and accessories sales registered the biggest gain in the first three months of 1986, climbing 9.2 percent over the period in the previous year. Other indicators showing gains for the first quarter were total labor sales, up 9.0 percent, and shop parts sales, up 2.5 percent.

Registering declines for the three-month period were repair orders written, down 2.6 percent, and sales of all parts and accessories, down 1.4 percent.

Parts and accessories sales to off-premises customers were down 4.5 percent in the first quarter of this year.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

Hammes elected a VP of Chrysler Motors

NEW YORK—Michael N. Hammes has been elected Chrysler Motors vice president of international operations by the Chrysler Corp. board of directors.

Hammes joined Chrysler Motors earlier this month as general manager of the company's new international operations organization. He formerly was vice president—truck operations at Ford of Europe.

index

Auction reports	62, 63
Automotive World News	41
Classified advertising	64-70
Dealing with dealers	28
Editorial page	10
Engineering	16
Inventories	6
Obituaries	73
Personnel	56
Production by makes	78
Sales, car	2
Sales, truck	12, 20
Truck highlights	12

60th year—No. 5128

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Senate approves wide-ranging safety measure

By Helen Kahn
Washington Bureau Chief

WASHINGTON—A catch-all safety bill passed by the Senate late last week affects gray-market cars, crashworthiness ratings, side-impact protection and air-bag information.

The bill, which has been shelved for more than a year, authorizes funds but does not actually appropriate them for NHTSA for fiscal 1987. At the last minute, all references to fiscal 1986 were replaced by fiscal 1987.

The House NHTSA authorization bill, a companion but dissimilar measure, is not on a fast track, either. It also has a number of safety provisions (defect treatment by dealers and lessors, tire registration, periodic vehicle inspection and gray market), as well as one requiring labeling of vehicles for bumper effectiveness.

It has not even been reported by the full Energy and Commerce Committee, chaired by Rep. John Dingell, Michigan Democrat. Dingell further muddied the water by adding his own amendment to require Japan to accord imported American vehicles the same safety self-certification the U.S. offers importers here.

The gray-market provision of the Senate bill is a compromise worked out by Senator Warren Rudman, New Hampshire Republican, and Senator Daniel Inouye, Hawaii Democrat. Eventually, it even won the essential support of Senator John Danforth, Missouri Republican and chairman of the Senate Commerce Committee.

It is perfectly legal for independent distributors to import cars not made for the American market so long as the cars are brought into compliance with safety and environmental regulations. As Rudman explained, a gray market for many products usually exists when "foreign manufacturers implement discriminatory pricing strategies whereby American consumers are charged a higher price for a product than is charged for the same or comparable item sold overseas."

The example he used is a Mercedes-Benz that costs $20,000 more here than in West Germany. In that instance, the direct importer can offer consumers better prices and greater choice.

The gray market amendment sets up various procedures—bonding and certification—to be sure gray-market cars meet standards and the cost is borne by the direct imports and/or individuals ordering such cars.

The Transportation Department would determine whether a model can be modified to meet standards; if so, the importers can bring in more and follow approved procedures to modify them. The importer has to post bond and provide certification after modifications. Release from bond and approval or rejection of certification has to come from the government within 30 days. The government can inspect and test gray-market vehicles and the facilities used to make changes to the imports.

Direct importers have to keep records, pay gas-guzzler taxes and comply with CAFE requirements. The direct importers are treated like manufacturers for CAFE and for gas-guzzler taxes, and they are not allowed the small-volume-manufacturer exemption.

Benjamin R. Jackson, executive director of the Automobile Importers Compliance Assn. and former head of enforcement for EPA, has no objection to most of the gray-market provisions since they merely put into law what direct importers would have to do anyway in accordance with regulations already proposed.

But Jackson feels that making direct importers subject to CAFE standards and penalties is unfair since the law was intended for producers and could put gray marketers out of business.

Direct importers are subject to gas-guzzler taxes and they fear that making their taxes retroactive may put some marginal importers out of business.

The Senate bill also authorizes NHTSA to reprogram $20 million of existing funds and to use the money for an education program on seat-belt use and for passive-restraint data. But the Senate intends that half of that money be spent to educate the public about air bags and at least half of that be used to show the effectiveness of air-bag technology, especially low-cost air bags as evidenced in Romeo Kojyo's retrofit program and Breed's mechanical sensor.

The bill also requires NHTSA to start the process toward a side-impact-protection standard within 60 days of enactment. Within one year of enactment, NHTSA would have to set performance standards and to issue an advanced notice to extend applicability to light trucks, vans, and multipurpose vehicles.

The bill also requires NHTSA to arrange for the National Academy of Sciences to make a study to find out how to calculate a uniform numerical rating to enable consumers to compare the crashworthiness of different car models.

Within 18 months of enactment, NAS is to report to Congress and to NHTSA, which is then to decide whether such a system can be established. If the answer is yes, NHTSA is to promulgate such a rule within three years requiring auto dealers to make crashworthiness data available to prospective buyers.

DDA disassembles diesel engine Jim Wilsmore

Detroit Diesel Allison set out to prove the reliability of its 6.2-liter diesel engine by disassembling an engine that had worked for 300,000 miles in a three-year-old airport limousine and comparing its parts with specifications for those of a new engine. The engine showed little wear. Here, a worker peers through a piston cylinder.

Inventory of imports highest in 39 months

By Kathy Boyer
Detroit Reporter

The stockpile of unsold imported cars in the U.S. on May 1 stood at the highest point in 39 months.

The inventory count was 346,487 cars, according to Automotive News estimates. Not since the 355,603 in stock on Feb. 1, 1983, had the total been so high.

The figure was 338,084 on April 1 and 262,444 on May 1, 1985.

The May 1 supply was calculated to be good for 38 days of selling, highest since the 40-day stock recorded for May 1, 1983. Days' supply had been 37 a month earlier and 34 on May 1, 1985.

The inventory of new imported trucks hit a 45-month high on May 1. The total of 156,930 was the highest recorded since the 170,969 reported on Aug. 1, 1982.

The truck stockpile had been 137,012 a month earlier and 90,286 a year earlier.

Truck inventories represented a 48-day supply on May 1, compared with 40 a month earlier and 32 a year earlier.

Combining car and truck stockpiles brings the total May 1 import total to 503,417, the highest count since the 540,812 units reported on Sept. 1, 1982.

The car-truck inventory compares with a month-earlier total of 475,096 and 362,730 on May 1, 1985.

Days' supply of the combined car-truck total stood at 40 on May 1, compared with a days-supply level of 38 a month earlier and 34 a year earlier.

On May 1, import-car inventories were divided this way: Japan, 63.20 percent; West Germany, 24.41 percent, and other countries, 12.39 percent.

A month ago, the shares were: Japan, 58.90 percent; West Germany, 29.59 percent, and other countries, 12.41 percent.

All inventory figures in this article include dealer and port inventories and vehicles in transit.

These are the May 1 days-supply figures for imported cars by country of origin: Japan—Honda, 8; Toyota, 13; Acura, 15; Subaru, 28; Mazda, 28; Mitsubishi, 27; Nissan, 44; Chrysler Corp., 66; Isuzu, 84; Chevrolet, 93 (including 65 for the Suzuki-built Sprint and 114 for the Isuzu built-built Spectrum).

West Germany—Mercedes-Benz, 18; BMW, 34; Porsche, 50; Volkswagen, 70; Audi, 92, and Merkur, 105.

Other countries—Jaguar, 26; Alfa Romeo, 37; Yugo, 45; Saab, 48; Volvo, 62; Peugeot, 69, and Renault, 112.

Light trucks and their days' supplies were: Suzuki, 20; Mitsubishi, 23; Mazda, 32; Toyota, 39; Nissan 64; Isuzu, 66, and Chrysler, 80.

All import-truck figures include Nissan's U.S. built models.

Jeep targets Europe for Wrangler

By Richard Johnson
Detroit Reporter

American Motors is making long-range plans to sell its just-introduced small utility vehicle, the Jeep Wrangler, through Renault dealerships in Europe.

The new Jeep model, built in Brampton, Ont., is a replacement for the venerable Jeep CJ, the World War II-vintage model which has long had an international presence.

With AMC expanding its Jeep marketing effort in Europe, the Wrangler is shaping up as a natural for the Continent.

"We're working on that right now," said Jim Murphy, director of product planning at AMC. "The dollar-to-franc, dollar-to-deutschemark and dollar-to-pound relationships are such that it is very attractive for us to look at. So we're strongly considering that."

In recent years, AMC has become a more aggressive retailer of Jeeps in the European market, selling its Cherokee and CJ models through a combination of Renault dealers and independent distributors. Sales on the Continent totaled 2,024 last year, and AMC officials expect that number to increase substantially in 1986. Jeep sales in Europe for the first quarter of 1986 totaled 693, well above the 1985 figure.

Since the latest versions of Cherokee and Wagoneer were introduced in 1983, AMC has sought to centralize its European distribution through the Renault dealer network. AMC still uses independent distributors for Jeep products in some European countries.

"We're looking at ways to expand Jeep exports in Europe," said former AMC President Jose Dedeurwaerder at the recent AMC shareholders meeting.

Dedeurwaerder now is an executive vice president of Renault in charge of the French company's worldwide sales and marketing effort and its manufacturing operations outside of France and Belgium. In his new position, he is expected to help boost AMC's stature as an exporter of its four-wheel-drive products.

1987 Jeep Wrangler Jim Wilsmore

Dedeurwaerder told company stockholders that the falling dollar "promises to make Jeep much more attractive to buyers" in Europe.

Generally, AMC executives in Detroit are hoping that Dedeurwaerder's worldwide marketing responsibilities for Renault will enable AMC to make inroads in other new markets.

Last year, AMC sold 40,000 vehicles overseas and is the leading U.S. exporter of four-wheel-drive vehicles.

At a news conference introducing Wrangler to the Detroit automotive press last week, Murphy also discussed a new AMC-designed 4.0-liter in-line 6-cylinder engine that will be available this fall on Cherokee, Wagoneer, Comanche and Grand Wagoneer.

Official horsepower and torque ratings have not been announced, but Murphy said the new fuel-injected power plant registers horsepower in the 170 range.

Mack plant to be state-of-the-art

Mack Trucks, Inc., has broken ground for its new Winnsboro (S.C.) assembly plant on which a great deal of the company's future rides.

The $80-million plant, shown in the accompanying artist's rendering, is due to be completed in mid-1987. It will be a 70-truck-a-day facility and will produce Mack's new conventional CH model.

In the 539,000-square-foot facility, major vehicle-producing operations will occur simultaneously rather than in one continuous line sequence.

The plant will also use a "modular" concept in which teams of trained technicians complete major sections of the truck.

The plant can be expanded if necessary, and it is designed to accommodate new technologies as they become available.

Statistical process control and computer integration will be used in production and will drive all operations, as well as examine everything from incoming parts and materials to operations in the module and main assembly areas.

Such increased capabilities will facilitate quality monitoring and adjustments before and during production.

Material handling and distribution will be extensively automated. Just-in-time inventory will be used for incoming parts and the subassemblies produced in-house.

Considerable emphasis will be placed on the quality of paint and finish coatings, with more than 20 percent of the floor area and nearly 30 percent of the total investment devoted to those functions.

Ford hammers heavy truck sales

By Joseph Bohn
Truck Editor

SAN FRANCISCO—Ford Truck Operations' heavy-truck orders are up, and it is continuing to hammer the market with special incentives and marketing programs like its Work-Ready truck concept.

Officials at the International Truck Show here also previewed some of the cab and powertrain improvements due on 1987 models.

John Merrifield, heavy-truck sales manager, said first-quarter orders were up 30 units a day over those in the first quarter of 1985.

"We build 236 trucks a day. So, anytime you get more than a 10 percent shift in the market, it's pretty significant," Merrifield said.

Ford officials are fairly happy with the way their Class 8 business is going, but they continue to push it with incentives.

Ford currently has several such incentives on heavy trucks.

An April 1-June 30 program covers all new and unused 1985-86 9000 series heavy trucks in company or dealer inventory or ordered from the Kentucky truck plant by July 7 or ordered by then and financed by Dec. 31, 1986 (in case of late delivery). It provides 12.5-percent annual-percentage-rate APR financing through Ford Credit up to 60 months.

A special "Work-Ready" blitz program covers CL, CLT, LL and LTL models in the 9000 series only.

It runs from April 16 to June 30.

The program covers Work-Ready models for fleet or retail orders.

In addition to 12.5-percent financing, it offers Work-Ready specs, 45-day delivery (except for models with sleeper cabs) and a free three-year/300,000-mile extended service contract with retail value of $7,150.

Ford sent letters to 170,000 small fleets and independent operators highlighting the savings and enclosing a directory of its dealer locations.

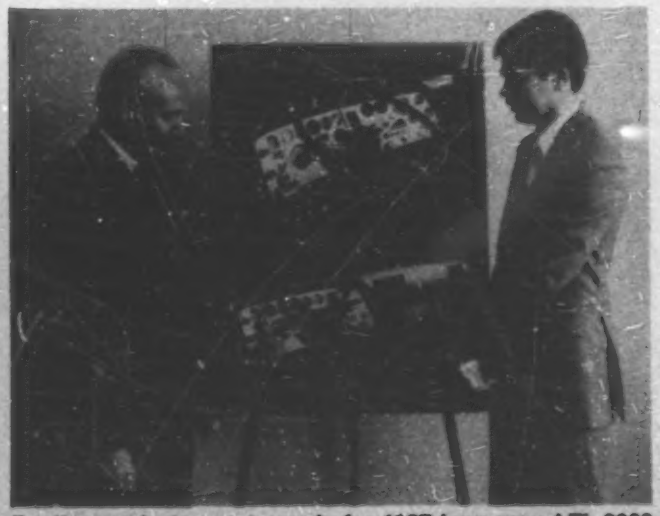
Eligible fleet buyers can get 10.5-percent APR financing for 48 months and 11-percent financing for 60 months, with 45-day delivery and easy ordering process, with specially provided phone number.

Ford's Work-Ready program is becoming increasingly popular, according to Kenneth F. Smith, heavy-truck general operations manager.

It covers a wide selection of medium and heavy-duty trucks with specifically designed packages and specs for specific work situations.

In the 1985 model year, 150 truck selections were offered

Please turn to Page 20, Col. 3



Ford's new instrument panels for 1987 long-nose LTL-9000 and LL-9000 conventionals are reviewed by John Merrifield, left, heavy-truck general sales manager, and Paul Shields, chief program evaluation analyst for heavy-truck product planning.

truck industry news

Truck sales rise, set April record

By Joseph Bohn
Truck Editor

After softening for a few months, truck sales roared back in April to set a record for the month.

The upsurge is largely attributable to low-interest financing and other kinds of special merchandising and incentive programs.

Sales increases for light and medium-duty trucks offset a decline in Class 8 heavy-truck deliveries, propelling the industry to an April total of 418,066. Sales were up 6.5 percent from 392,618 in 1985, the previous April record.

Tables on Page 20

Light-duty sales of 393,333 were up 7.3 percent from last year's 366,409.

Within the light segment, all manufacturers, except Chrysler, had sales increases.

Chrysler's sales of 52,066 were off 5.7 percent for the month.

American Motors and the imports, as has been their fashion the past several months, led the light-duty uptick.

Import sales of 79,041 were up 18.4 percent from last year.

Jeep sales of 14,744 also showed an 18.4 percent increase over April, 1985.

Ford's light-duty sales of 111,312 were up 9.1 percent from last year.

In total, Ford retailed 116,448 light, medium and heavy trucks, up from 108,606 a year ago.

Chevrolet's 110,019 light-duty sales were up 5.2 percent from 104,637 a year earlier.

In total, Chevrolet retailed 111,687 medium and light trucks, up from 105,745 in 1985.

GMC managed a modest increase in light-duty sales: 26,151 vs. 25,531 last year.

GMC's total light, medium and heavy sales of 30,263 were up 4.6 percent from a year earlier.

Medium-duty retail deliveries of 4,051 were up substantially from 3,460 in like 1985, according to preliminary MVMA reports.

Within the medium segment, Class 5 sales of 255 were up from 146 last year, while Class 6 sales of 3,796 were up from 3,314 a year earlier. No Class 4 sales were reported.

The heavy segment's sales of 20,682 were off from 22,749 a year ago.

Within the heavy segment, Class 7 sales of 10,193 were up from 9,664, while Class 8 sales of 10,489 were off from 13,085, according to MVMA.

During the first four months, the industry retailed 1,512,611 trucks, down from 1,543,815 in like 1985.

Light duty sales of 1,427,811 were off from 1,450,604 a year earlier.

Medium-duty sales of 14,960 were off from 17,737 last year.

Within the medium segment, Class 5 sales of 1,366 were up from 919, while Class 6 sales of 13,594 were down from 16,818. No Class 4 were reported.

Heavy-duty sales of 69,840 were off from 75,474 last year.

Within the heavy segment, Class 7 sales of 33,522 were up from 29,430; while Class 8 sales of 36,318 were off from 46,044.

Cummins shows high-output engine

SAN FRANCISCO—Cummins Engine Co., Inc., introduced a new high-performance 444-HP diesel engine here, aimed at owner operators and small fleets.

Some 21.9 percent of the company's 1985 engine shipments were 400-HP engines, up from 20.7 percent the previous year, according to George Fauerbach, vice president—North American marketing.

Also, Cummins' records show that 1985 registrations by customers who bought fewer than than five trucks were 38 percent of total truck registrations, up from 33.5 percent the previous year.

Thus, the trends indicate continuing strong demand for high-horsepower engines. And owner-operators and small fleets continue to make up a large portion of Cummins' business.

Cummins now offers operators three high-horsepower options—the Cummins 444, the NTC-400 and the Formula 400—to help them maintain flexibility in responding to customers' changing needs.

The Cummins 444 combines various innovations with proven NT engine technology in becoming the new performance leader in its 855-cubic-inch engine line.

It is rated at 444 HP at 2,100 RPM and produces 1400 pounds-feet of peak torque at 1,500 RPM.

Fauerbach stressed that the 444 is not a tuned version of a current engine, but features various new-to-Cummins technological changes.

It has a new advanced HT Series turbo with a new compressor, turbine wheel and dual entry design to maximize fuel economy and throttle response.

It also has a new hydraulically actuated step-timing system which improves cold starting and provides strong white smoke control.

The step-timing control enabled Cummins to to design its high-performance engine while still meeting stringent durability standards, Fauerbach added.

The engine also has high-strength pistons. A new wear insert is cast into the high-strength, aluminum alloy piston around the top two rings to extend piston and ring life. It includes a raised piston to improve economy.

Additionally, it features an advanced camshaft with redesigned injector lobes to accommodate the new Step-Timing Control system.

A streamlined water manifold design provides easier access to the mounting cap screws for serviceability.

The 444 also includes earlier advancements in Cummins' Big Cam IV products, including a simplified one-piece unitized aftercooler, a new head gasket and crowned rollers.

The rollers lengthen camshaft life three to four times by providing better load distribution on the camshaft lobe surface.

The Cummins 444 also has a matched Optimized Aftercooling system to handle increased heat loads from running the engine at high horsepower levels.

And it has a special black paint job, custom-polished aluminum valve covers, a chrome intake crossover and a special 444 logo.

Other standards of the engine include the new compression brake introduced by Cummins earlier this year and factory-installed Compuchek fittings to permit the engine to be tested using the advanced Compuchek diagnostics service tool, exclusive from Cummins.

Cummins' Compuchek system and the Compuchek extended warranty have grown in popularity during the past several years.

More than 20,000 Cummins engines have been covered by the four-year, 400,000-mile plan, and more than 250 Compuchek units have been installed in Cummins distributor and dealer locations and truck fleet service shops.

The Compuchek warranty is available for $550 on all Cummins LT and L10 series engines. Coverage can be purchased at any time up to 80,000 miles.

The plan protects truck owners from repair costs resulting from possible defects in workmanship and materials on all engine components through 200,000 miles. Many components are covered through 400,000 miles.

Please turn to Page 20, Col. 3

THE CARVE-OUT TRUST*

- You can now establish a new Carve-Out Retirement Trust limited to only a small group of employees (e.g., salary and clerical)!
- You can shelter an annual amount up to your salary and bonus — tax free!
- You can enjoy over 85% to 90% of the annual tax-free contribution.
- We can convert your present plan(s) to a Carve-Out. *A tax-exempt trust

Jerry Orefice has addressed national conventions, associations, "Twenty Groups," published articles in national magazines and also appeared on T.V. as a commentator on dealer tax planning and the Carve-Out Trust. Our firm has its own in-house legal counsel and a reputation for working with the top dealers in the country.

J.A. OREFICE & COMPANY
3713 Thousand Oaks Boulevard · Suite D
Westlake Village, California 91362
(818) 707-0917

Our classic lines are great for your bottom line.

When you can give your customers the kind of classic features they demand you have the "Dealer's Advantage." Giving customers what they want is what keeps them coming back—again and again. That's profitable for you.

We're E & G Classics Inc., home of the "Dealer's Advantage." For 13 years, our simulated convertible tops, classic grilles, high profit classic continental kits, restyled vinyl roof designs and stylish deck straps have added to dealer profits. Your customers will keep coming back for classic quality and styling—the kinds of classic lines that are great for your bottom line.

So call E & G today for profit's sake and the distributor nearest you. We'll give you the "Dealer's Advantage."

E&G CLASSICS, INC.
8909 McGaw Court,
Columbia,
Maryland 21045
Telephone
(301) 992-4900.
Wash., D.C. 596-3852
To Place Orders Only:
1-800-638-7815

Ford hammers heavy truck sales

Continued from Page 12

under the Work-Ready program, which doubled to 300 in the 1986 model year.

Ford's Louisville truck plant produced about 3,400 Work-Ready trucks, equal to 5 percent of its total output, in the 1985 model year. With sales of nearly 10,000 of those trucks expected in the 1986 model year, they could account for 20 percent of Ford's total this year, Smith said.

The Work-Ready truck concept simplifies the traditionally complex ordering process, giving dealers and customers the benefit of expert advice in equipping their vehicles for specific job requirements. It also helps speed delivery of customer orders.

Work-Ready trucks also offer, at no extra cost, extended service coverage for up to three years or 300,000 miles, depending on the model.

Ford offers Work-Ready trucks with specific designs in five basic categories—van platforms, construction, tractors, refuse hauling and just-introduced beverage delivery.

Each selection has a catalog number, designed to make it easier for dealers to complete an order, Smith said.

Merrifield said that Ford's Class 8 long-nose conventional trucks—the LTL-9000 and LL-9000—will have major improvements in the 1987 model year, including a new ergonomic instrument panel and a new line of premium diesel engines.

Ford will offer its Brazilian-built diesel engines in F, B and L series medium and heavy trucks in 1987.

The Ford-designed-and-built turbocharged 6-cylinder diesel line, developed by Ford Tractor, includes six versions with horsepower ratings ranging from 160 to 240.

The first of those diesels were introduced on the Cargo which entered the North American Class 7 market in late 1985.

Like other engines in the series, that 165-HP power plant features a direct-injection combustion engine, a Garrett turbocharger and a Bosch direct high-pressure injection fuel system. It is also rebuildable.

In 1987, Ford diesel engines will be available in F and B-600/700 and the F-800, the FT-900 and the entire L-8000 series, including tandem and set-back front axle models.

Six horsepower ratings will be offered—160, 170, 185, 210, 225 (California) and 240. Governed engine speed is 2,600 RPM (2,400 RPM for the 225-HP California engine).

The 170-HP Ford diesel will be standard in the 1987 Cargo CF-6000 and CF-7000 series, upgrading this year's standard horsepower rating.

The 185-HP engine will be standard in all L, LS and LN-8000 models. The 210-HP turbocharged aftercooled Ford diesel will be standard in the FT-900 and all LT, LTS and LNT-8000 series trucks.

The 160-HP engine will be available only in F and B-600 models and will be priced to compete effectively against medium trucks with lighter-duty diesel engines. Only the 170-HP and 225-HP engines will be offered in California.

Merrifield scotched the rumor that Ford might abandon gasoline engines for its medium/heavy models, pointing out they still account for 25-30 percent of its Class 4-8 business.

MAJOR MANUFACTURERS BY SEGMENT

	April		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	111,312	102,051	404,609	414,164
Medium-Duty	3,956	4,841	13,267	15,416
Heavy-Duty	1,180	1,714	4,353	5,191
Ford Total	**116,448**	**108,606**	**422,229**	**434,771**
Light-Duty	110,019	104,637	393,206	412,049
Medium-Duty	1,668	1,108	6,425	5,656
Chevrolet Total	**111,687**	**105,745**	**399,631**	**417,705**
Light-Duty	26,151	25,531	97,709	99,376
Medium-Duty	3,496	2,333	12,002	8,487
Heavy-Duty	616	1,073	2,476	3,923
GMC Total	**30,263**	**28,937**	**112,187**	**111,786**

LIGHT-DUTY APRIL, YEAR-TO-DATE SALES

	April		Year-to-Date	
	1986	1985	1986	1985
Vans	16,185	17,866	56,559	65,884
Aerostar	12,693	0	41,047	0
Club Wagon	3,080	3,408	8,847	11,781
Ranger	23,700	16,817	90,794	102,241
Bronco	4,301	4,572	15,485	16,409
Bronco II	7,763	8,669	27,748	32,168
Pickups	43,590	50,719	164,129	185,681
Ford	**111,312**	**102,051**	**404,609**	**414,164**
Vans	11,952	13,545	40,736	52,790
Sportsvan	1,672	1,924	5,698	7,769
Astro	13,934	7,799	46,075	19,517
S-10	19,404	19,859	69,610	88,124
S-10 Blazer	14,173	12,963	49,580	52,511
El Camino	1,895	1,736	7,860	6,688
Blazer	3,643	3,485	13,240	14,606
Suburban	5,131	5,131	17,194	19,063
Pickups	38,215	38,195	143,215	150,961
Chevrolet	**110,019**	**104,637**	**393,206**	**412,049**
Vans	7,814	5,425	21,847	21,924
Ram Wagon	4,935	3,389	13,351	13,537
Voyager	10,773	9,467	38,441	35,198
Caravan	10,764	10,072	39,762	36,922
Mini Ram Van	1,317	2,090	5,258	8,737
Ram 50	6,263	6,512	24,714	26,280
Ramcharger	2,251	3,472	6,408	13,822
Pickups	7,949	14,812	31,400	59,733
Chrysler	**52,066**	**55,239**	**181,161**	**216,153**
Vans	3,192	3,635	11,642	13,552
Safari	2,856	1,492	10,170	3,812
S-15	4,465	5,000	16,459	20,027
S-15 Jimmy	3,394	3,090	12,193	11,918
Jimmy	684	736	2,762	2,845
Caballero	205	231	965	810
Suburban	1,490	1,503	5,616	5,872
Pickups	9,272	9,192	38,225	37,421
P Model	446	652	1,391	3,129
W-4	127	0	376	0
GMC	**26,161**	**25,531**	**97,709**	**99,376**
Wrangler/CJ	1,975	3,559	11,455	13,175
Wagoneer	845	1,717	3,408	6,923
Cherokee	8,408	5,395	31,103	19,456
Grand Wagoneer	1,249	1,441	5,068	6,047
Comanche	2,132	0	10,383	0
J-10/J-20	135	345	513	1,404
Jeep	**14,744**	**12,457**	**61,910**	**47,995**
Toyota	28,257	25,584	118,410	101,569
Nissan	19,205	23,213	71,991	96,325
Mazda	14,112	7,024	44,424	31,269
Isuzu	9,606	7,384	30,678	23,203
Mitsubishi	4,966	3,289	11,506	9,472
Suzuki	2,875	0	12,187	0
Imports	78,941	66,494	288,196	261,857
Industry Total	383,232	366,469	1,427,811	1,466,564

*Mazda 626 sedan domestically-built units in Tennessee

Cummins shows high-output engine

Continued from Page 13

Owners must have the engine Compuchek-inspected every 80,000 miles as part of the coverage agreement.

Cummins has been improving its Compuchek system. Recently, it began using floppy disk drives that allow tests to be completed faster and new software that upgrades testing capabilities and expands its data base to include specifications for all its engines.

Cummins Cash & Information Services, Inc., Arlington, Tex., also has been expanding.

It offers the trucking industry an electronic fund-transfer system. More than 600 trucking companies are using it to allow drivers to buy fuel and oil on credit and still get cash prices, to pay for emergency repairs and to receive cash settlements and advances.

The CCIS system also can be tailored to company needs.

The CCIS electronic network connects 3,500 truck stops and 4,500 Cummins dealers and distributors with its Dallas Service Center which are manned around the clock.

Champion lays off 125 at Michigan, Ohio plants

TOLEDO—Champion Spark Plug Co. announced the indefinite layoff of 125 workers at two of its production facilities.

Affected were 65 employes at the Detroit plant and 60 at the Toledo facility. A Champion spokesman blamed the layoffs on "a production adjustment to reflect current sales projections."

DAMAGE REPAIR COSTS*

5-MPH crash tests, 1986 small 2-door models

Make and Model	Base Price (2/15/86)	Front into Barrier	Rear into Barrier	Front into Angle Barrier	Rear into Pole	Total Damage in All Tests
Ford Escort	$6,052	$ 0	$ 0	$192	$ 169	$ 361
Mazda 323	5,645	0	0	240	153	393
Toyota Celica	9,398	0	0	176	254	430
Plymouth Colt	5,633	0	0	319	224	543
Chevrolet Chevette	5,645	0	0	417	149	566
Toyota Tercel	5,598	0	0	291	319	610
Toyota Corolla	8,408	0	0	399	364	763
Renault Alliance	5,999	0	0	466	385	851
Nissan Pulsar	8,749	97	0	506	283	886
Dodge Charger	6,787	113	91	500	183	887
Volkswagen Scirocco	9,980	320	348	94	214	976
Mitsubishi Cordia	8,949	125	0	608	306	1,039
Honda Civic	5,649	0	155	426	543	1,124
Volkswagen Jetta	8,325	135	170	533	429	1,267
Mazda 626	9,245	0	42	515	771	1,328
Chrysler Laser	9,364	175	104	426	710	1,415
Chevrolet Sprint	5,380	92	164	454	715	1,425
Nissan Sentra	5,649	147	338	463	496	1,444
Nissan 200-SX	9,549	0	0	884	592	1,476
Volkswagen Golf	7,350	86	269	543	644	1,542
Isuzu I-Mark	7,149	72	155	484	833	1,544
Subaru DL 3-Door	7,960	179	0	745	1,124	2,048
Yugo GV	3,990	256	399	686	856	2,197

*Repair costs are rounded to the nearest dollar. Estimates were prepared in April, 1986, by two independent damage appraisers using ADP Collision Estimating Services with a labor rate of $20 per hour. Criteria for bumper face bar damage were adapted from the U.S. Department of Transportation Part 581 Bumper Standard in effect 9/1/79 - 7/5/82.

SOURCE: Insurance Institute for Highway Safety

Crash costs listed

WASHINGTON—Only nine of the 23 small cars tested by the Insurance Institute for Highway Safety in 5-MPH crashes received no damage in front and rear flat-barrier tests.

IIHS said all 23 were damaged —some extensively—in two other 5-MPH tests, front-angle-barrier and rear-pole.

The strength of the bumpers cannot be ascertained from the price of the 1986 cars, IIHS said.

All 23 were popular small two-door models with base sticker prices of less than $10,000. But IIHS found no relationship between sticker prices and the amount of damage from the test.

The base price of the Ford Escort is in the $6,000 range, yet it sustained the least damage ($361) in the four tests.

In contrast, IIHS said, three of the 12 cars with more than $1,000 damage (Mazda 626, Chrysler Laser and Nissan 200-SX) cost more than $9,000.

Jim DeVoe, President
Auto Credit/
DeVoe Chevrolet-Cadillac

DO YOU WANT TO RAISE USED CAR GROSS $200,000 to $850,000?

BUY HERE-PAY HERE
Seminar Available

(1 Hour "Convert your finance turn downs and less expensive used cars into a major profit center" Presentation on VHS Tape - $300)

"THIS IS A NEEDED PROGRAM"
Jackie Cooper of Jackie Cooper & Assoc.

This Program is applicable to both new car dealerships & independent used car dealerships, domestic or foreign.
6 Year-Old Proven, Highly Successful Operation.
Outlined & Detailed So You Can Decide If You Want To Be In The BH-PH Business In Your Store.

Please call or write
Jim DeVoe, President
Auto Credit
1307 Wabash Ave.
Marion, IN 46952

THE DeVoe TEAM
317-664-1275

Owner touches off Toyota recall

MONTPELIER, Vt.—A Vermont motorist's complaint last year that the left rear wheel of her 1982 Tercel had buckled under the car has triggered a voluntary recall of some 144,000 vehicles by Toyota Motor Sales U.S.A., Inc.

The motorist, Jo Ann Troiano, executive director of the Montpelier Housing Authority, was so pleased with the way Toyota handled the problem, she bought another Toyota.

The recalled Tercels will be checked for corrosion problems in the rear suspension arms, which will be repaired or replaced as necessary. The recall covers 20 states and the District of Columbia, where salt is used to clear roads in winter.

The recall covers 1980-82 Tercels. The car was redesigned in 1983. Similar suspension systems are not used in other Tercels or in other Toyota models.

States covered by the recall are Connecticut, Delaware, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia and Wisconsin and the District of Columbia. Two Canadian provinces also are covered.

Owners living in other states who may have driven their Tercels in the salt belt during winter may bring in their cars.

Troiano's accident occurred in October, 1985. She had her car towed to a garage and called her local Toyota dealer, who contacted Toyota Motor Sales.

She paid $500 to have her car repaired and was told she would be reimbursed in two months.

"Being a bureaucrat," she said, "after two months I wrote to my dealership and sent the attorney general a copy of my letter.

"A week after I sent the letter, the assistant attorney general—who is an acquaintance of mine—called the dealer and was told the check was in the mail. I got it just before New Year's," she said.

Troiano said she then bought another Toyota—a second-hand Starlet. "I'll keep buying them," she said. "I've owned six of them. I think Toyota did a great job—they didn't have to be coerced or hauled into court.

"The attorney general was very pleased with the way they handled it. The Highway Transportation people (NHTSA) said it wasn't a problem. They said it was a rust problem, not a safety problem," she said.

Toyota Auto Body is new name of plant

LONG BEACH—Toyota's truck-bed manufacturing and assembly plant here, formerly known as Toyota Motor Mfg., has been renamed Toyota Auto Body (TAB), Inc., of California.

Toyota Auto Body began operations in 1972 and has since built more than one million truck beds. Annual production averages more than 125,000 units.

NHTSA finds Gazelle belts below standard

WASHINGTON—NHTSA has made an initial finding that the seat-belt systems in vehicles made by Vintage Reproductions, Inc., North Miami, Fla., do not meet the federal safety standard.

NHTSA said all Gazelles built by Vintage between Oct. 1, 1983, and Nov. 1, 1985, are not equipped with lap belts that adjust with emergency-locking or automatic-locking retractors. About 265 cars are involved.

In 1982, Vintage was given a temporary, one-year exemption on condition it would bring the cars into compliance by Oct. 1, 1983. A NHTSA inspection found that had not been done.

The safety agency denied a petition for a further waiver and also rejected a request that the noncompliance be found inconsequential. A public hearing has been set for June 3.

Nissan to cancel pact with Fuji on auto output

TOKYO—Nissan Motor Co. plans to cancel an agreement with Fuji Heavy Industries, Ltd., for the production of 60,000 Nissan cars annually at Fuji facilities here.

A Nissan spokesman said the move is due to pinched production capacity at Fuji facilities and unused capacity at Nissan plants, because of increased production overseas.

Analysts said the action reflects Nissan's sluggish domestic sales.

The two firms are expected to reach a final decision this summer. Nissan plans to move the production to its plant in Tochigi, Japan.

Fuji produced some 60,000 of Nissan's 1,500-cc Pulsar models in the fiscal year ended March 31. The cars accounted for 10 percent of Fuji's total production and almost 5 percent of sales.

TUESDAY-JULY 29

Fred Wagenhals
President, F.W. Leisure Industries, Inc.
"Finding a 'Neat Little Niche' in the Automotive Market"

One more reason to attend the 1986 World Congress

Our influential faculty of 36 automotive opinion leaders speaking at the 1986 World Congress—they're 36 good reasons for you to attend. You'll hear car and truck manufacturers, suppliers, dealers, importers, labor, and government. You'll have an opportunity to meet them and ask questions—and be a part of an event that will shape the future of the automotive world.

The Automotive News World Congress allows you to step back from the day-to-day and look at the future. And that gives you an edge in business. World Congress is four days of useful, practical business knowledge. Attend the 11th Annual Automotive News World Congress, July 27-30, at the Hyatt Regency Dearborn. Call now for information on how you can register.

Automotive News World Congress

For further information, call Sandy de Peyster (313) 446-6000

factories list auction dates

American Motors

May 20—D-A Auto Auction, New Stanton, Pa.

May 21—Kansas City Auto Auction, Kansas City, and Metro Milwaukee Auto Auction, Caledonia, Wis.

May 22—Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.; Corry Auto Exchange, Corry, Pa., and Northway Exchange, Inc., Clifton Park, N.J.

May 27—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 28—Columbus Fair Auto Auction, Columbus, Ohio and Mid States Auto Auction, South Bend

May 29—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

May 20—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 21—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex.; South Seattle Auto Auction, Kent, Wash., and Denver Auto Auction, Englewood, Colo.

May 22—Fredericksburg Auto Auction, Fredericksburg, Va.; Indianapolis Auto Auction, Indianapolis, and Aptco Special Wreck Sale, Taylor, Mich.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 27—Hatfield Auto Auction, Hatfield, Pa.

May 28—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

May 29—Northway Exchange, Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago, and Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

May 20—South Seattle Auto Auction, Kent, Wash.

May 21—Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

May 22—Baltimore-Washington Auto Exchange, Baltimore, Md.; Houston Predelivery Center, Houston, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 29—Skyline Auto Exchange, Fairfield, N.J.

General Motors

May 20—Aptco Auto Auction, Taylor, Mich., and 166 Auto Auction, Springfield, Mo.

May 21—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City

May 22—Arena Auto Auction, Chicago, Ohio Auto Auction, Columbus, Ohio

Used Car Sales
Auction Averages

May to date	$5,134
Month ago	$5,038
Year ago	$5,224

Model Breakdown
Auction Averages

	MAY 1986	APR. 1986	MAR. 1986
1986	$11,447	$11,490	$10,173
1985	$8,738	$8,883	$8,774
1984	$6,309	$6,363	$6,248
1983	$5,585	$5,515	$5,370
1982	$4,358	$4,308	$4,213
1981	$3,454	$3,458	$3,382
1980	$2,535	$2,516	$2,477
1979	$2,282	$2,199	$2,248
Overall Average	$5,134	$5,093	$4,932

Auction adopts tough stance on odometer tricks

FREDERICKSBURG, Va.—Fredericksburg Auto Auction has taken steps to help eliminate odometer tampering.

It said it will:

1. Suspend any dealer guilty of selling cars with doctored odometers if the dealer has knowledge of the tampering.

2. Require any dealer—either guilty or innocent—who sells a car where odometer tampering can be confirmed to repurchase the vehicle, reimburse the buyer for reasonable handling expenses and pay a penalty of $100, which will be given to the buyer to defray other expenses.

3. Investigate the chain of ownership on suspected problem titles or cars. If odometer irregularity is confirmed, the seller will be required to repurchase the vehicle and pay reasonable handling expenses plus a penalty fee of $100 to the buyer.

4. Check all titles closely for alterations or erasures.

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $15.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
May 21—Spring Party Sale. Big Bucks Repert-up, 2,000 cars & trucks. Thousands of dollars cash to be given away.
May 23—Thurs., 5 PM sharp—Fleet Sale. Complimentary Country Buffet, 4 PM.
May 28—Mid-A Direct "Sold" Sale. 200 absolute sold vehicles. No minimums, no protects. 10 AM sharp.
Chrysler Factory Sale. 250 vehicles. 11 AM.
6 Lanes of Selling

Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612 / 546-2403
The Auction with the Action!!

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

EVERY MONDAY
1:30 SHARP!
SERVING DEALERS AND FLEETS
SCRANTON — WILKES-BARRE AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3900

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E — Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-5611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Laesville, South Carolina.

TEXAS

AUTOMOBILE AUCTION
For Sale
3-Yr.-Old Facility — 12 Acres
Located West Texas
Asking $2 million, make offer
214-642-3900 — Day
214-641-1110 — after 7
915-698-4301

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

GEORGIA

Atlanta Auto Auction
4900 Bullington Rd., Red Oak, Ga. 30272 • (404) 762-9211
GM
SPECIAL ATTENTION GENERAL MOTORS DEALERS
— MAKE PLANS ON ATTENDING NOW —
General Motors "Brass Hat" Auction
Wednesday, June 4th, 1986, 11:00 A.M.
General Motors Dealers Only
Approximately 300 "Brass Hat" units will be offered. All fully appearance reconditioned to General Motors Standards of Excellence.
Complimentary Breakfast, 8:30 A.M.
$1000 in Cash Prizes
For additional information, hotel reservations, free airport limo service - call Atlanta Auto Auction, 404-762-9211

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

Production

Auto output inches up to 165,628

By Kathy Boyer
Detroit Reporter

Domestic auto production was pegged at 165,628 units last week, 3.77 percent more than the previous week's 159,604.

The prior week's build was the lowest output for any full work week this year.

Last week's production was 8.99 percent below the year-ago week's 181,995.

So far this year, 3,258,432 cars have been assembled, 4.51 percent below the 3,412,160 completed last year at this point.

Companies shared last week's targeted production as follows: General Motors, 54.42 percent; Ford Motor Co., 23.90 percent; Chrysler Corp., 14.61 percent; Honda of America Mfg. Co., 2.48 percent; New United Motor Mfg., Inc., 2.17 percent; American Motors, 1.21 percent, and Volkswagen of America, 1.21 percent.

Nissan's car line in Smyrna, Tenn., remains idle for model changeover.

After being down for two weeks for inventory adjustment, GM's Norwood (Ohio) plant resumes production today (May 19).

Chrysler's Sterling Heights (Mich.) plant resumes production today. It had been idle since mid-March for facility changes to prepare for the new Dodge Sundance and Plymouth Shadow.

The plant builds the Chrysler LeBaron GTS and Dodge Lancer. The Sundance and Shadow will not be produced until the 1987 model year.

GM increased its indefinite layoffs by 1,000, bringing the total to 16,000.

A GM spokesperson said the new layoffs, at several component plants, are due to the previously announced adjustments at assembly plants.

Ford's Capri line at its Dearborn plant remained down last week due to a parts shortage.

All Ford plants except Atlanta are slated for daily overtime this week.

Saturday (May 17) overtime was scheduled at Chrysler's Belvidere (Ill.) plant. Belvidere and the Newark (Del.) facility are slated for daily overtime this week.

Truck production is highest of year

Targeted domestic output of 76,061 trucks last week was the highest since the week of Dec. 14, 1985, when 83,892 trucks were built.

Last week's estimated output was 4.33 percent more than the previous week's 72,901 and 0.40 percent more than the year-ago week's 75,760.

Year-to-date, 1,399,499 trucks have been assembled, 3.56 percent more than the 1,351,342 completed last year at this point.

General Motors slated Saturday (May 17) overtime at its Baltimore and Detroit plants.

Ford Motor Co. scheduled overtime Saturday at its Norfolk and St. Louis plants.

All Ford plants are slated for daily overtime this week (May 19).

Car, truck output slows in Canada

Production of cars and trucks in Canada slowed last week.

General Motors' Oshawa (Ont.) plant was down Friday (May 16) for a postponed Easter holiday, and Saturday overtime was suspended at Chrysler's Pilette Road plant in Windsor.

Last week's estimated auto output of 23,668 units was down 6.21 percent from the previous week's 25,234 but was 8.52 percent more than the year-ago week's 21,809.

So far this year, 449,063 cars have been assembled, 11.84 percent more than the 401,510 completed last year at this time.

Canadian truck makers scheduled output of 16,881 units last week, 12.14 percent below the previous week's 19,213 but 6.03 percent above the year-ago week's 15,921.

Year-to-date, 367,537 trucks have been built, 3.82 percent more than the 354,029 assembled last year at this point.

All Canadian plants are closed today (May 19) for Victoria Day.

22 are 'Dealers of Distinction'

WASHINGTON—Twenty-two imported-car dealers have been named 1986 AIADA-Sports Illustrated Dealers of Distinction.

The dealers were cited for representing excellence in dealership performance and service to the industry, the community and the nation. Winners were honored at the awards banquet of the American International Automobile Dealers Assn.'s ninth annual American International Automotive Congress.

Henry A. Kissinger, former secretary of state, was the keynote speaker.

Award winners are: Kjell Bergh, Borton Volvo, Inc., Minneapolis; Bill Blume, Blume-Bellevue Volkswagen, Bellevue, Wash.; James Carnes, BMW Center, San Antonio; Russell M. Darrow, Russ Darrow-Madison, Inc., Madison, Wis.; Victor (Gene) Fisher, Overseas Motor Corp. of Fort Worth, Fort Worth; Thomas Freeman, Freeman Toyota, Santa Rosa, Calif., and Robert L. Germain, Germain Toyota, Inc., Columbus, Ohio.

Also: Siegfried Grimm, Siggi Grimm Motors, Inc., Tulsa; Marvin D. Hartwig, MHI Autocenter, Iowa City, Ia.; Michael R. Houx, Camelback Automotive Corp., Phoenix; Bruce Wallace, Scott Toyota, Scottsdale, Ariz.; E.D. (Sunny) King Jr., King Motor Co., Inc., Anniston, Ala.; Peter T. Mastro, Mastro Subaru Alfa Romeo, Tampa; David McDavid, David McDavid Nissan, Inc., Houston, and Dan McKinney, Dan McKinney Nissan, Inc., Jackson, Mich.

Additionally: Gary N. Olin, Qua Imports, Inc., Bedford, Ohio; Donald E. Reichert, Reichert Nissan, Inc., Wenatchee, Wash.; William Smythe, Smythe European, San Jose, Calif.; Horace K. Sowles Jr., Morong Falmouth, Falmouth, Me.; J.P. Thibodeaux, J.P. Thibodeaux, Inc., New Iberia, La.; Jim Vagim, Tall Man Subaru, Porterville, Calif., and Hal Watkins, Hal Watkins BMW, Carmarillo, Calif.

Hyundai exports soar 215 pct.

SEOUL, South Korea—Hyundai Motor Co. exported 86,826 vehicles during the first four months of 1986, a 215-percent increase over 27,547 during the same period in 1985.

Hyundai said its vehicle exports to the U.S., which began in January, totaled approximately 40,000 units during the four-month period. Exports to the U.S. are expected to reach 100,000 by the end of the year, the firm said.

Hyundai said it plans to ship some 200,000 cars this year. It said its plants, which have an annual capacity of 300,000 units, have been producing at maximum.

CANADIAN CAR	Week Ended May 17, 1986	Week Ended May 13, 1985	Week Ended May 10, 1986	May to Date	Jan. 1. to May 18, 1986	Jan. 1. to May 17, 1986
AMERICAN MOTORS	120	0	119	283	4,276	2,357
FORD MOTOR	11,643	10,900	11,399	27,534	197,923	218,682
GENERAL MOTORS	11,680	10,685	13,491	30,348	194,997	223,778
VOLVO	225	224	225	540	4,314	4,246
Total Cars, Canada	23,668	21,809	25,234	58,705	401,510	449,063

CANADIAN TRUCK☆	Week Ended May 17, 1986	Week Ended May 18, 1985	Week Ended May 10, 1986	May to Date	Jan. 1. to May 18, 1986	Jan. 1. to May 17, 1986
CHEVROLET	22,030	26,021	22,403	54,208	461,468	479,078
DODGE	2,500	4,703	1,749	5,014	82,462	11,289
FORD	32,498	27,610	30,351	74,811	479,036	574,160
GMC	7,483	8,679	7,352	17,517	140,514	143,163
NAVISTAR	1,630	1,739	1,589	3,741	32,095	29,428
JEEP	3,500	4,017	3,370	8,258	78,780	76,123
NISSAN	4,070	1,202	3,737	9,231	40,084	41,386
AM GENERAL*	50	50	50	120	970	972
MISCELLANEOUS*	2,300	1,739	2,300	5,520	35,933	43,900
Total Trucks, U.S.	76,061	75,760	72,901	176,420	1,351,342	1,399,499

CANADIAN TRUCK	Week Ended May 17, 1986	Week Ended May 18, 1985	Week Ended May 10, 1986	May to Date	Jan. 1. to May 18, 1986	Jan. 1. to May 17, 1986
AMERICAN MOTORS	725	0	856	1,917	0	8,229
CHRYSLER	7,680	7,427	8,724	19,839	164,590	169,789
FORD	3,648	3,682	3,642	8,719	69,331	69,056
GENERAL MOTORS	4,808	4,560	5,757	12,701	115,337	116,545
NAVISTAR	220	262	224	526	4,771	3,919
Total Trucks, Canada	16,881	15,921	19,213	43,704	354,029	367,537
N. American Trucks	92,942	91,681	92,114	222,124	1,705,371	1,767,036

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended May 17, 1986	Week Ended May 10, 1986	Week Ended May 10, 1985	May to Date	Jan. 1. to May 18, 1986	Jan. 1. to May 17, 1986
AMERICAN MOTORS	2,000	3,784	2,009	4,009	40,141	39,552
Renault Total	2,000	3,784	2,009	4,009	40,141	39,552
Alliance	1,700	2,660	1,782	3,462	24,328	17,927
Encore	300	1,134	227	527	15,813	2,625
CHRYSLER CORP.	24,200	32,174	25,212	59,031	546,498	540,362
Plymouth Total	8,900	9,588	8,656	20,835	159,607	159,280
Horizon	3,900	3,933	3,887	9,066	57,305	61,383
Reliant	3,900	4,035	3,466	8,840	72,402	69,583
Caravelle	600	1,143	741	1,715	22,345	21,696
Gran Fury	500	457	562	1,214	7,555	6,618
Chrysler Total	5,800	10,344	6,499	14,929	179,868	185,783
LeBaron	2,000	2,134	2,148	5,027	44,033	46,985
LeBaron GTS	0	2,606	0	0	37,648	26,930
Laser	600	1,624	801	1,724	21,775	20,726
New Yorker/E-Class	1,200	1,551	1,392	3,167	29,531	37,467
Fifth Avenue	2,000	2,429	2,158	5,010	46,879	53,695
Dodge Total	9,500	12,262	10,057	23,267	207,025	204,299
Omni	3,200	3,369	3,443	7,880	59,048	60,586
Aries	3,000	3,355	2,891	6,849	57,836	51,224
Daytona	1,000	1,503	1,198	2,674	19,438	20,776
Dodge 600	1,700	1,805	1,834	4,238	29,129	34,189
Lancer	0	1,764	0	0	27,824	24,637
Diplomat	600	666	691	1,825	13,750	12,887
FORD MOTOR	39,591	34,771	38,033	93,385	702,902	718,537
Ford Division	27,732	23,904	27,100	65,650	467,705	492,259
Escort	7,982	7,669	8,009	19,361	125,429	157,772
Mustang	4,572	4,385	4,628	10,800	72,319	79,419
LTD	0	3,985	0	0	99,249	0
Taurus	7,089	0	6,487	16,278	0	105,789
Thunderbird	3,675	3,930	3,580	8,735	84,169	66,251
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,434	3,915	4,398	10,476	75,579	81,028
L-M Division	11,859	10,867	10,983	27,735	235,197	226,278
Mercury Total	8,169	8,175	7,312	18,909	169,488	153,643
Lynx	1,439	1,663	1,441	3,357	29,294	25,685
Capri	0	35	0	122	7,279	6,139
Marquis	0	2,083	0	0	49,065	0
Sable	3,265	0	2,441	7,028	0	50,049
Cougar	2,455	3,163	2,398	5,831	55,638	46,929
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,010	1,231	1,032	2,570	23,479	24,841
Lincoln Total	3,690	2,692	3,671	8,827	65,709	72,635
Continental	410	380	406	980	11,796	8,225
Lincoln	2,789	2,018	2,755	6,622	46,654	54,485
Mark VII	511	294	510	1,224	7,259	9,925
GENERAL MOTORS	90,135	104,425	84,800	211,544	2,010,254	1,772,229
Buick Total	18,046	22,651	17,713	42,793	401,542	298,770
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,830	2,878	1,911	4,499	43,521	34,860
Somerset/Skylark	2,590	2,663	2,571	6,184	50,793	40,720
Century	5,389	6,803	5,359	13,137	99,284	99,167
Regal	2,047	3,580	2,161	4,826	46,733	21,736
Wagon/LeSabre (rwd)	348	3,218	346	814	58,285	5,517
LeSabre	3,450	0	3,215	7,932	0	44,770
Riviera	847	1,457	649	1,759	26,198	9,270
Electra	1,565	2,052	1,501	3,642	37,795	42,130
Cadillac Total	8,643	7,226	8,138	20,024	149,467	127,808
Cimarron	640	615	680	1,549	11,583	10,628
Seville	789	647	574	1,617	16,440	7,715
Eldorado	789	1,278	594	1,627	30,579	9,152
Cadillac (rwd)	2,400	1,332	2,387	5,658	22,550	34,720
DeVille (fwd)	4,025	3,354	3,923	9,574	68,305	65,593
Chevrolet Total	25,709	33,257	23,574	60,354	697,047	567,660
Chevette	2,000	3,569	0	2,886	64,097	45,101
Cavalier	8,620	10,369	8,525	20,632	197,136	169,142
Celebrity	5,640	5,356	5,676	13,504	115,986	118,807
Camaro	2,805	5,005	2,835	7,649	93,337	83,224
Citation	0	0	0	0	28,697	0
Monte Carlo	2,285	3,167	2,187	5,338	63,198	46,358
Chevrolet	3,689	5,058	3,715	8,813	117,183	94,471
Corvette	640	693	636	1,532	17,415	10,757
Oldsmobile Total	21,009	28,036	20,866	49,936	503,137	448,880
Firenza	570	1,216	583	1,319	29,368	19,790
Cutlass Supreme	1,973	5,788	1,811	4,769	88,780	71,482
Cutlass Ciera	4,376	7,392	4,886	11,704	151,045	108,475
88 (rwd)	510	4,616	503	1,168	85,143	8,999
88 (fwd)	8,472	0	8,423	20,182	0	132,110
Olds 98	1,780	2,948	1,784	4,183	57,323	48,382
Calais	2,210	3,452	2,243	5,331	64,239	52,955
Toronado	615	644	473	1,280	17,259	6,687
Pontiac Total	16,731	15,255	14,709	39,436	259,061	329,111
Acadian**	0	321	0	249	5,565	6,131
2000 Sunbird	3,120	2,747	3,058	7,378	54,711	56,612
1000	1,320	531	0	1,771	12,199	11,128
Firebird	1,505	2,612	1,505	4,070	49,063	44,511
6000	3,255	1,553	3,280	7,625	15,895	60,404
Parisienne	993	1,690	804	2,385	27,232	31,860
Fiero	1,731	2,422	1,281	3,446	44,749	31,107
Grand Am	4,800	3,379	4,801	11,512	49,647	87,358
HONDA	4,102	3,105	3,880	9,513	64,045	72,061
NISSAN	0	664	0	0	3,950	21,517
NUMMI*	3,600	925	3,600	8,640	4,835	69,506
VOLKSWAGEN	2,000	2,146	2,020	4,834	39,535	34,666
Total Cars, U.S.	165,828	181,995	159,604	390,956	3,412,160	3,258,432
Total Cars, Canada	23,668	21,809	25,234	58,705	401,510	449,063
N. American Cars	189,296	203,804	184,838	449,661	3,813,670	3,707,495
N. American Trucks	92,942	91,681	92,114	222,124	1,705,371	1,767,036
NORTH AMERICAN Cars and Trucks	282,238	295,485	276,952	671,785	5,519,041	5,474,531

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

May 26, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Mack, Ford form longer supplier ties

By Joseph Bohn
Truck Editor

Truck manufacturers like Mack and Ford are giving new meaning to the concept of "long-term supplier relationships."

They have singled out specific suppliers for high-volume, exclusive contracts for periods of five to 10 years.

Mack's new contract with Dana, for example, will award more than $2 billion worth of business to Dana during a 10-year period.

Ford's contracts, although on a smaller scale, are equally important to the companies involved.

Eaton-Clark's five-year contract is worth an estimated $285 million, double the amount the two companies supplied to Ford as independent entities.

Similarly, Rockwell's five-year contract will more than double its previous Ford business to an estimated $325 to $350 million.

Meanwhile, Ed Mabley, heavy-truck product development manager, Ford Truck Operations, said the only way for a heavy-truck manufacturer to make any "margins" or money in that cutthroat market is to reduce costs.

"You have to do it better and do it for less," Mabley said.

"Our objective with these people (suppliers) is 'cut your costs by 30 percent,'" Mabley added, the idea being for suppliers to keep a third of their savings and pass the other two-thirds along to Ford and its customers.

Ford expects 40 percent of the dollar value of its Kentucky-built trucks to come from worldwide sourcing by 1990.

That's up from "just a trace," or less than 5 percent currently, Mabley said.

Please turn to Page 51, Col. 3

Joe Wilsons

Big numbers at GM

GM Chairman Roger B. Smith told shareholders at the company's annual meeting that 1986 sales and revenues will exceed the "magic" number of $100 billion. Story on Page 3.

Chrysler America is a 'hidden' asset

By Mary Connelly
Detroit Reporter

Chrysler Corp.'s new lower-priced America models are off to a strange start.

Some dealers, spooked with more expensive 1986 Omnis and Horizons, are "hiding" the Americas. But customers are tracking down the new models and asking for them.

However, the measures being taken by some dealers may be unnecessary because a Chrysler spokesman said last week that dealers will be rebated the wholesale price difference between the 1986 and 1987 subcompact models as of June 1.

However, some dealers contacted by Automotive News said they had not been notified of the rebate plan and reported using larger tradein allowances, extra sales commissions and increased incentives along with downplaying the America to move 1986 inventories.

Some reported reduced profits or no profits from sales of 1986 Omnis and Horizons since the May 15 introduction of the $5,499 Omni and Horizon America, which are 1987 models.

"We're obligated to do it," a Chrysler spokesman said, referring to the rebate for 1986 models. "In the dealer agreement, it says we have to do it."

Asked when dealers were notified, the spokesman said, "Whether a letter went out last week or this week is a moot point.

Please turn to Page 49, Col. 1

Major benefits seen for Ford in Alfa Romeo tie

By Richard Johnson and Richard Feast
Automotive News Staff

Ford Motor Co. and Alfa Romeo have begun negotiating a deal that could give Ford a majority interest in the struggling Italian manufacturer.

The two auto makers have agreed to launch a joint study—lasting at least two months—to review "major benefits" the companies believe would result from an association.

In the U.S., last week's announcement was viewed largely as Ford's move to link with a prestigious European nameplate and a possible source of low-volume, upscale sports cars and design expertise.

Such associations have become trendy in Detroit. General Motors in January bought a majority interest in Lotus, the British specialty-car company, and will build a luxury two-seater convertible with Italy's Pininfarina. Chrysler has a partnership with Maserati that will yield a luxury convertible next year.

Statements released by the two companies last week stressed the importance of "preserving Alfa Romeo's unique Italian identity."

A brief statement from Ford last week cited its "interest in acquiring substantial equity in Alfa Romeo that could lead to a majority position if the study confirms the anticipated benefits."

According to the Ford announcement, "the vision of both companies includes preserving Alfa Romeo's unique Italian identity."

Alfa Romeo has lost money for 13 consecutive years and offers little in the way of financial or marketing muscle. It held only 1.5 percent of the European car market in 1985.

Please turn to Page 51, Col. 3

Outlook rosy for global auto market

By Michelle Krebs
Financial Editor

Collapsed oil prices, low interest rates and the U.S. dollar's decline have resulted in the most optimistic outlook for the world auto market in some time.

The forecast for car and truck sales in North America and Western Europe has been upgraded substantially, according to the Automotive News World Outlook.

The World Outlook is a service of Automotive News and Data Resources, Inc. The most recent forecast was published in January.

The latest World Outlook puts 1986 U.S. car sales at 10.9 million, an increase of 100,000 units since the last forecast. U.S. car sales have been upgraded by about a half-million units annually for the subsequent three years because of low oil prices and lower-than-expected interest rates.

That's good news for U.S. car makers, who will share in the expanded car sales, said DRI's U.S.-

Please turn to Page 50, Col. 2

Slow Start

Problems hamper GM's Hamtramck plant

By Michelle Krebs
Financial Editor

General Motors officials admit the new Detroit-Hamtramck plant may be a case of biting off more than the auto maker could chew.

"The task is greater than we thought," said Jan E. Tannehill, manager of the Buick-Oldsmobile-Cadillac product team responsible for the Detroit-Hamtramck plant. "We underestimated the job we had to do to bring up a new plant for a new complex product using complicated processes."

The plant, which makes the all-new Buick Riviera, Oldsmobile Tornado and Cadillac Seville and Eldorado, is producing 40 cars per hour on its two shifts. Full-line speed is 60 cars per hour. The plant started assembling cars last fall.

Tannehill admitted the plant is not on schedule based on the original projections. "We had hoped to be at 60 cars an hour in March, but that was way too aggressive," he said.

He denied that top GM management has pushed for volume at the expense of quality.

Lynn Minger took over as plant manager in February from Earl Harper who went on indefinite medical leave, after which he will retire. Minger is confident the plant will reach full production by the third week in July, after which the plant will be down during August for model changeover.

GM officials say the problems at the plant have been a combination of a new facility, a new product, new people and advanced technology.

The plant has more automation than most car plants. The plant boasts 2,000 computer-controlled

Please turn to Page 34, Col. 1

GM's Detroit-Hamtramck plant produces 40 cars an hour

BETHESDA MD 20814
4520 EAST-WEST HWY SIEB
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
030322908 0300 8621 COMP F02
*********5-DIGIT 20814

'I think as long as we keep the A-car fresh it can last for some time'

Photos by Joe Wissens

'We've been able to make some spending reductions in GM10'

'As to the right number of robots . . . we're constantly reassessing'

Bob Schultz

GM to stand pat on plants through 1990

By Michelle Krebs
Financial Editor

Before 1990, General Motors will put no more assembly plants into its GM10 mid-size car program than those already announced.

Robert J. Schultz, GM vice president in charge of the Chevrolet-Pontiac-Canada Group, said the four plants already designated will supply all of the GM10, or W-body, cars GM needs through 1990.

Those plants are Fairfax, Kans.; Doraville, Ga., and two in Oshawa, Ont. Originally, GM10 had aimed for seven plants.

"It is not seven plants for this timeframe," Schultz said. "We have alternatives we're looking at beyond 1989. We would expect that it could very well expand because of the expectations our marketing divisions have for these cars. But that would be beyond 1990."

Further, it appears that GM10, GM's largest new-car program ever, will not be a $7-billion project with each plant costing about $1 billion.

"It's not a $7-billion program today," Schultz said. "In every new program, we try to see if money is being spent wisely and appropriately, and we've been able to make some spending reductions in GM10."

Schultz acknowledged that some automation plans have been scrapped, but he called them modest cutbacks. GM has canceled some contracts for automation equipment, and suppliers expect there will be more cancellations.

"We feel that technology is essential to be competitive," Schultz said. "As to what is the right number of robots for 1986 and 1987, we're constantly reassessing that to look at the benefits and the rate at which we should introduce that technology."

Schultz said CPC likely will install only automation that has been proven in existing plants. New automation will go through trial runs before being phased in after the assembly line is running.

"What we're trying to avoid is bringing a lot of new technologies into a new assembly plant and compounding those risks all at one time," Schultz said.

The GM10 program has undergone a re-evaluation in recent months for a number of reasons. GM has been rethinking what divisions will sell what models and the timeframe for introduction of each model.

GM is trying to cut down the number of models it sells by not having every division sell every model of a specific line of cars.

Those plans have been finalized, Schultz said, though he refused to give details.

The first GM10 cars will be sold through Pontiac, Oldsmobile and Buick as 1988 models. They will replace the rear-wheel-drive G-bodies—Buick Regal, Chevrolet Monte Carlo, Oldsmobile Cutlass Supreme and Pontiac Grand Prix and Bonneville. Those models will be discontinued in 1988.

Eventually, the GM10 cars were to replace the A-body cars—the Chevrolet Celebrity, Buick Century, Oldsmobile Cutlass Ciera and Pontiac 6000.

However, those cars have sold well, another reason for GM to re-evaluate the GM10 program.

Schultz suggested the A-car will be around for some time and may receive a facelift.

"I think as long as we keep the A-car fresh it can last for some time," he said. "The A-car is an unbelievably strong car for us and a very important market."

Schultz said GM10 also has been re-evaluated because GM does not want several plants down for conversion at the same time.

"We've got to be careful that we don't wind up with dealers short of cars for some period of time," he said.

GM expects $100 billion in '86 sales

By Michelle Krebs
Financial Editor

General Motors Chairman Roger B. Smith said the auto maker will exceed "the magic" $100 billion mark for sales and revenues this year.

Smith made the prediction at the 78th annual shareholders meeting held in Detroit last Friday (May 23).

GM earned $4 billion in profits on $96 billion in sales and revenues in 1985.

Smith also predicted that the U.S. motor-vehicle industry will have sales of 15.5 million units this year.

He told shareholders that GM's major acquisitions and the majority of expense involved in GM's rebuilding are history. GM has spent more than $58 billion for new products and facilities in the last decade. GM's capital spending will amount to about $9 billion this year. Smith said capital spending will decrease in the future but will remain at substantial levels.

The subject of sales to the South African Government was raised in a shareholder's proposal. Smith said GM is discussing with the government the cessation of vehicle sales to the military and police.

GM opposed the shareholder proposal, but GM director Dr. Leon H. Sullivan, pastor of Zion Baptist Church of Philadelphia, favored it.

The shareholder proposal was defeated by a margin of 91 percent to 9 percent.

GM's request to lower taxes in local communities mainly in Michigan again was a hot issue at the meeting.

Smith responded to one shareholder by asking: "Did you add an extra $100 dollars to your income tax bill just because you like the federal government? We only want to pay our fair share and nothing more."

Smith defended GM's April price increase of 2.9 percent. He said that Honda has increased prices considerably more.

"That gives us a very big margin," he said, "We are not just in business for today; were in business for the long term."

In response to a shareholder's question about executive bonuses, Smith hinted that the formula may be revamped during the year to be based on more long-term goals, as Ford Motor Co. has done. The compensation system will be reviewed this year and may come up for shareholder approval at the next annual meeting.

Smith defended the hiring practices of its computer services subsidiary, Electronic Data Systems Corp. A shareholder accused EDS of discrimination in hiring based on a person's weight, age, medical history and past and present union affiliations.

Smith said, he would look into the accusations.

Smith said GM spent $978 million in advertising in 1985, up from $892 million a year earlier. Of the total, $672 million was in media spending, compared with $658 million in 1984.

Smith said air bags will be optional equipment on some 1988 Cadillacs. GM announced in February that air bags would be offered in 1988, but this was the first mention of a specific car.

Nissan's new Pulsar offers restyling, 4WD

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO—Nissan Motor Co. has introduced a new version of its Pulsar series that offers Japan's first viscous-coupling four-wheel-drive system as an option.

The car will be available in the U.S. this fall.

The optional 4WD system is said to offer "ease of operation and excellent traction even on low-friction surfaces."

This is the first full model changeover for Pulsar in four years. The cars feature a restyled exterior in three body styles, a redesigned and sporty interior and an engineering package that includes a new suspension and a 1.6-liter double overhead cam 16-valve engine.

Nissan has targeted 6,000 units a month for the domestic market, 11,400 for Europe and 4,500 knockdown kits for Australia, New Zealand and Greece.

The 4x4 system uses a viscous coupling to transfer torque to the rear wheels with a front-to-rear torque split designed to match operating and road surface conditions, to provide optimal traction, stability and ease of handling.

In explaining the advantages of the viscous-coupling automatic system, Nissan engineers said that, in operation, the rates of rotation of the front and rear wheels are constantly changing, in accordance with operating and road conditions.

Nissan Pulsar: Available with viscous coupling automatic 4WD

While turning—and even while traveling at a fixed speed on a dry road—a radial difference, or drive slip, occurs between the front and rear wheels and the rate of rotation of the front wheels is greater than that of the rear wheels, Nissan explained.

With the viscous coupling, torque is automatically transmitted to the rear wheels for a smooth and progressive split of the engine's output torque.

Nissan said that an advantage of the automatic, full-time system's simple construction is that the viscous coupling mechanism eliminates the braking phenomenon that occurs during tight cornering with part-time 4WD systems.

The viscous-coupling automatic full-time 4WD system was introduced last fall by Volkswagen at the Frankfurt Motor Show in West Germany.

The 4WD system is being supplied to Nissan by Viscodrive Japan, a subsidiary of Viscodrive of West Germany.

index

Advertising news	48
Auction reports	38-39
Classified advertising	40-47
Dealing with dealers	12
Editorial page	10
Obituaries	54
Production by maker	55
Registrations, car	16
Registrations, truck	12, 22
Truck highlights	20

60th year—No. 5129

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Month's registrations 2nd highest

By Jenny L. King
Detroit Reporter

New-car registrations in the U.S. in February were the second highest in history and climbed 5.33 percent above the year-ago level.

Imports, with continued strong sales, gained more than three percentage points, moving up to 28.76 percent from 25.60 percent in 1985.

February registrations compiled by R.L. Polk & Co. totaled 822,143, up more than 40,000 units from 780,509 a year earlier and second only to 842,857 recorded in 1973.

The February total consisted of 585,666 domestics and 236,477. Domestics were up 0.86 percent from last year, and imports were up 18.35 percent.

Chrysler was down to 9.38 percent of the total from 11.98 percent in February, 1985. Ford Motor Co. was down 1.51 percentage points, and American Motors dropped 0.65 percentage points while General Motors gained 1.61 percentage points.

Second to the imports' 28.76-percent share in February were U.S. intermediates at 28.26 percent, followed by compacts at 16.82 percent, subcompacts at 10.72 percent, luxury cars at 8.53 percent and standard-sized models at 6.91 percent.

Excluding imports, the February market class breakout included 39.66 percent intermediates, 23.61 percent compacts, 15.05 percent subcompacts, 11.98 percent luxury cars and 9.70 percent standard-sized models.

New-car registrations at the end of two months totaled 1,734,787, up 11.08 percent from 1,561,715 a year earlier, and up 13.42 percent from 1,529,558 in 1984. Domestics were up 5.59 percent this year to 1,220,905 from 1,156,277 after two months of 1985. Imports rose 26.74 percent to 513,882 from 405,438.

The imports and GM were the only segments to expand their shares of the market at the end of two months.

Imports gained 3.66 percentage points, growing to 29.62 percent from 25.96 percent of the total U.S. market. GM's increase was more modest, up 0.39 percentage points, while Ford dropped 1.45 percentage points, Chrysler fell 1.93 percentage points and AMC was down 0.67 percentage points.

NEW-CAR MARKET SHARES IN U.S.

	FEBRUARY					TWO MONTHS				
	Regis., February 1986	Percent Share of Market	Regis., February, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 2 Mos., 1986	Percent Share of Market	Regis., 2 Mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Chevrolet	119,930	14.59	112,789	14.45	+0.14	255,504	14.73	226,425	14.50	+0.23
Ford	98,778	12.01	96,726	12.65	−0.64	216,876	12.50	203,650	13.04	−0.54
Oldsmobile	87,166	10.60	75,714	9.71	+0.89	171,362	9.88	148,413	9.50	+0.38
Pontiac	65,186	7.93	51,556	6.60	+1.33	130,794	7.54	101,172	6.48	+1.06
Buick	59,741	7.27	63,583	8.15	−0.88	120,840	6.96	129,155	8.27	−1.31
Mercury	35,880	4.37	38,027	4.87	−0.50	74,578	4.30	76,210	4.88	−0.58
Dodge	28,839	3.51	37,650	4.82	−1.31	60,291	3.48	70,252	4.50	−1.02
Plymouth	24,686	3.00	30,434	3.90	−0.90	54,669	3.15	57,867	3.70	+0.55
Chrysler	23,554	2.87	25,425	3.26	−0.39	49,432	2.85	50,126	3.21	−0.36
Cadillac	23,297	2.83	21,125	2.70	+0.13	48,511	2.80	43,239	2.77	+0.03
Lincoln	11,583	1.41	13,676	1.76	−0.37	24,224	1.40	26,937	1.73	−0.33
AMC	7,018	0.85	11,761	1.51	−0.65	13,804	0.79	22,791	1.46	−0.67
GENERAL MOTORS	355,320	43.22	324,787	41.61	+1.61	727,011	41.91	648,404	41.52	+0.39
FORD MOTOR CO.	146,241	17.79	150,629	19.30	−1.51	315,678	18.20	306,797	19.65	−1.45
CHRYSLER CORP.	77,079	9.38	93,509	11.98	−2.60	164,392	9.48	178,245	11.41	−1.93
AMC	7,018	0.85	11,761	1.51	−0.65	13,804	0.79	22,791	1.46	−0.67
IMPORTS	236,477	28.76	199,817	25.60	+3.16	513,882	29.62	405,438	25.96	+3.66
MISC. DOMESTIC	8	0.00	26	0.00	−0.00	20	0.00	40	0.00	−0.00
TOTAL	822,143		780,509			1,734,787		1,561,715		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Oklahoma for 1986 and 1985 based on manufacturers' sales records.

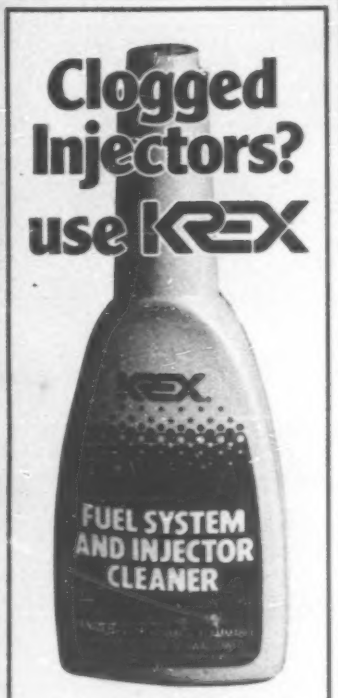
AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
FEBRUARY, 1986 VERSUS FEBRUARY, 1985

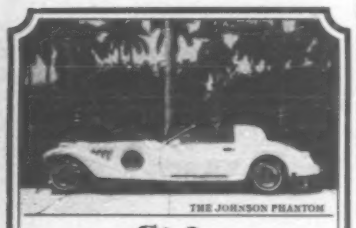
	1986 Month	1986 Year	1985 Month	1985 Year
AMC Alliance FWD	4,813	9,223	6,498	12,092
Encore FWD	1,404	2,819	4,215	7,891
Eagle 4WD	134	260	161	525
Eagle 4WD SW	667	1,482	887	2,283
TOTAL AMC	7,018	13,804	11,761	22,791
Chrysler Laser FWD	1,572	4,065	4,030	7,248
LeBaron GTS FWD	5,138	10,574	2,636	5,205
LeBaron FWD	7,257	14,101	6,211	12,167
LeBaron SW FWD	515	1,083	555	1,180
E Class-NY FWD	3,561	7,947	4,446	9,212
NY Fifth Ave-Newpt	5,511	11,662	7,547	15,114
Total	23,554	49,432	25,425	50,126
Plymouth Horizon FWD	6,443	13,368	10,217	17,452
Turismo FWD	3,285	6,755	5,965	9,583
Reliant FWD	8,683	21,471	7,976	17,621
Reliant SW FWD	2,574	5,359	2,390	5,025
Caravelle FWD	2,652	5,701	2,635	5,570
Gran Fury	1,049	2,015	1,251	2,616
Total	24,686	54,669	30,434	57,867
Dodge Omni FWD	5,363	11,142	8,281	14,000
Charger FWD	3,573	7,174	6,366	10,352
Daytona FWD	1,995	5,149	3,734	6,719
Aries FWD	5,931	13,414	7,584	15,587
Aries SW FWD	2,025	4,358	1,942	4,164
Lancer FWD	4,116	7,556	2,480	4,512
600/400 FWD	4,208	8,158	4,478	9,073
Diplomat	1,629	3,340	2,785	5,845
Total	28,830	60,291	37,650	70,252
TOTAL CHRYSLER CORP.	77,070	164,392	93,509	178,245
Ford Escort FWD	22,723	55,381	22,110	46,105
Escort SW FWD	6,392	14,887	5,621	11,882
EXP FWD	63	168	2,839	5,667
Mustang	11,253	23,832	11,954	24,871
Tempo FWD	23,586	50,544	21,225	42,424
Taurus FWD	6,200	11,733	0	0
Taurus SW FWD	2,296	3,836	0	0
LTD	4,167	9,298	10,129	21,989
LTD SW	1,028	2,410	2,959	6,252
LTD Crn. Victoria	7,188	15,611	9,733	19,131
LTD Crn. Victoria SW	1,339	3,003	1,920	3,914
Thunderbird	12,541	26,173	10,236	21,415
Total	98,778	216,876	98,726	203,650
Lincoln Town Car	8,786	18,175	8,392	16,860
Mark VII	1,331	2,870	2,217	4,088
Continental	1,466	3,179	3,267	5,989
Total	11,583	24,224	13,876	26,937
Mercury Lynx FWD	4,699	11,158	4,727	9,283
Lynx SW FWD	867	2,127	1,018	2,082
Capri	802	1,712	1,228	2,523
Topaz FWD	5,806	11,234	5,682	11,414
Sable FWD	3,130	5,725	0	0
Sable SW FWD	952	1,627	0	0
Marquis	1,886	4,334	6,517	13,021
Marquis SW	176	440	673	1,469
Grand Marquis	6,573	14,111	8,933	17,345
Grand Marquis SW	668	1,485	924	1,966
Cougar	10,243	20,625	8,325	17,107
Total	35,880	74,576	38,027	76,210
Lincoln-Mercury Division Total	47,463	98,802	51,903	103,147
TOTAL FORD MOTOR CO.	146,241	315,678	150,629	306,797
Buick Skylark FWD	0	0	7,899	16,234
Skyhawk FWD	3,529	6,255	5,432	10,827
Skyhawk SW FWD	295	686	517	1,047
Somerset Regal FWD	10,803	21,871	5,877	11,109

	1985 Month	1985 Year	1984 Month	1984 Year
Century FWD	18,274	38,094	12,865	26,608
Century SW FWD	1,613	3,370	2,005	4,171
Regal	8,622	14,851	8,670	16,696
LeSabre	0	0	10,099	21,125
LeSabre FWD	3,768	7,380	0	0
Electra FWD	10,613	21,365	4,847	10,175
Buick SW	913	1,988	1,160	2,459
Riviera FWD	1,311	2,990	4,212	8,504
Total	59,741	120,840	63,583	129,155
Cadillac DeVille	0	0	310	839
DeVille FWD	15,547	32,429	6,579	12,966
Cimarron	1,326	3,239	1,098	2,029
Fleetwood & Chassis	3,775	6,503	3,474	7,443
Fleetwood FWD	0	0	2,686	5,310
Eldorado FWD	1,636	3,848	4,730	9,824
Seville FWD	1,011	2,492	2,248	4,828
Total	23,297	48,511	21,125	43,239
Chevrolet Nova	13,454	26,625	0	0
Chevette	4,253	10,713	11,049	22,862
Camaro	10,428	21,531	15,058	30,039
Cavalier FWD	30,646	67,704	23,640	47,376
Cavalier SW FWD	5,271	11,922	5,246	10,524
Citation FWD	0	0	5,411	11,302
Celebrity FWD	25,357	52,965	17,728	34,706
Celebrity SW FWD	5,842	12,101	5,423	11,197
Monte Carlo	6,749	14,302	8,331	15,214
Impala	0	0	3,835	7,661
Caprice	12,841	26,564	10,400	21,602
Chevrolet SW	3,150	6,541	3,981	8,502
Corvette	1,939	4,536	2,687	5,440
Total	119,930	255,504	112,789	226,425
Oldsmobile Firenza FWD	1,887	4,680	3,288	6,764
Firenza SW FWD	353	837	767	1,582
Calais FWD	7,451	14,860	7,656	14,666
Cutlass Ciera FWD	26,078	53,839	18,953	34,906
Cutlass Ciera SW FWD	2,421	4,905	2,966	5,892
Cutlass Supreme-Calais	20,487	40,902	15,652	31,123
Delta 88	0	0	14,117	28,815
Delta 88 FWD	9,765	19,095	0	0
98 FWD	16,144	26,759	8,071	16,242
Oldsmobile SW	1,524	3,274	1,570	2,823
Toronado FWD	1,056	2,211	2,674	5,600
Total	87,166	171,362	75,714	148,413
Pontiac 1000	1,623	3,035	1,706	3,788
Firebird	5,871	11,920	6,972	13,375
Sunbird FWD	8,989	18,883	7,069	13,807
Sunbird SW FWD	468	1,019	602	1,246
Grand Am FWD	13,537	26,644	7,308	14,065
Bonneville	4,460	9,030	3,986	7,541
6000 FWD	13,456	27,511	8,669	17,077
6000 SW FWD	721	1,796	918	2,011
Grand Prix	4,139	8,483	4,238	8,067
Parisienne	5,275	9,432	3,613	7,710
Pontiac SW	1,041	1,974	936	2,085
Fiero	5,626	11,067	5,539	10,400
Total	65,186	130,794	51,556	101,172
TOTAL GM CORP.	355,320	727,011	324,787	648,404
Miscellaneous Domestic	8	20	26	40
Domestic Station Wagon Total	43,111	92,490	44,980	93,756
Domestic Grand Total	585,666	1,220,905	580,692	1,156,277
Import Total	236,477	513,882	199,817	405,438
Grand Total All Registrations	822,143	1,734,787	780,509	1,561,715

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma.



Krex, Inc., 89 Lincolnwood,
Highland Park, Illinois 60035
Tel. (312) 433-4450
(800) 323-9038


THE JOHNSON PHANTOM

Style.
Elegance.
Performance.

Johnson.

Luxuriously Appointed
Powered by a 5.0 liter V8
3 Stylish Models
Dealerships Available
High Profit for Dealers
Exclusive Territory
No Franchise Fees
No Parts Inventory

For complete information send this coupon to:
Johnson Motorcar Corp.
1708 Griffin Road, Dania, Florida 33004
(305) 925-9905
Next to Ft. Lauderdale Airport

NAME/TITLE
COMPANY
ADDRESS
CITY/STATE/ZIP PHONE

ALL NEW Toyota
"4Runner" Split Bench
by
FLEXSTEEL

- Toyota look-a-like
- Quality
- No risk with a national company

Exclusively for Select Vehicles
Brookfield, Wisconsin
414-781-7711

Newest truck models

New Iveco Z-450T

Iveco's new Class 6 Z-450T TurboDiesel has a 22,800-pound GVW. It comes in 126.0-inch, 149.6-inch and 173.2-inch wheelbases for maneuverability. Payload body allowance is 15,000 pounds. Its 6-cylinder engine has 150 brake HP at 2,700 RPM. Maximum torque is 339 pounds-feet at 1,600 RPM. It has 245/70x19.5 tires.

M.A.N. readying new truck line

German truck builder M.A.N.'s forthcoming new truck line for European and world markets features a flatter roof, narrower front grille and square window. The new models begin at the 12-ton range. Either an Eaton-designed semi-automatic manual transmission or a computerized automatic, based on a ZF Ecosplit 16-speed, may be offered.

Western's tower of power

Western Star's latest creation is this Premium Blue 444, named after its distinctive six-color paint job and Cummins' NTC 444-HP engine. Only 87 Premium Blues, aimed at owner-operators who favor its kind of power, will be built.

Isuzu, Grumman team up

Isuzu Truck and Grumman-Olson teamed up to produce a fuel-efficient, competitively priced multi-delivery truck. It features Isuzu's NPR chassis, is powered by a 3.9-liter turbocharged diesel and has Grumman's body design.

truck industry news

Heavy-truck downturn eases a bit

By Joseph Bohn
Truck Editor

Sales of Class 7 and 8 heavy trucks did a bit of a flip-flop in April, with Class 8 showing some improvement while Class 7 slowed from its earlier pace.

Table on Page 22

Generally, a shift in buying patterns has seen Class 8 customers moving down into 7. That has buoyed Class 7 and eroded the heaviest end of the market.

But in April, Class 8 retail deliveries of 10,424 were off 20.3 percent from 13,085 last year. That slowed the rate of loss that had been 21.3 percent in the first four months.

Manufacturers retailed 36,?53 Class 8s in the first four months against 46,044 in like 1985, according to the MVMA.

Meanwhile, Class 7 sales of 10,-202 in April were up 5.6 percent over 9,664 in like 1985.

That was a slowdown from the 7.2-percent increase for the first four months. Manufacturers retailed 33,531 Class 7s in the first four months, compared with 31,-284 a year ago.

Overall, Class 7 and Class 8 were off 9.3 percent in April, a bit less than the 9.8-percent decline recorded for the first four months of this year.

Among Class 7 manufacturers, GMC had 2,813 deliveries and Chevrolet, 1,078, giving General Motors a total of 3,891. That was up substantially from 2,302 last year.

The company began breaking out Chevrolet and GMC heavy-truck sales this year.

Mercedes-Benz had 147 sales, up from 94.

Ford declined to 2,837 from 3,-874 a year ago. Navistar retailed 3,055 Class 7s in April, off slightly from 3,083 last year.

Mack retailed 178, off from 198, and White, 94. off from 113 last year.

In Class 8, Volvo-White showed the only year-to-year gain in

Please turn to Page 21, Col. 1

Rockwell highlights new axles, computer

SAN FRANCISCO—Rockwell International has introduced a new line of single-speed and two-speed single-drive rear axles, a new Tripmaster Plus on-board computer system and an expanded line of remanufactured axle carriers.

In February, Rockwell introduced new RS-23-160 and RS-23-180 axles as its initial entries in the single-drive-axle world market for Class 8 on-highway trucks and tractors.

Four additional single-speed drive axles with gross-axle-weight ratings of 13,000 to 20,000 pounds and four two-speed axles with GAWRs of 15,000 to 23,000 pounds were introduced at the International Trucking Show here.

The previously announced RS-23-160 and RS-23-180 are slated to be available in North America in July.

The remaining single-speed and two-speed axles, introduced at ITS, become available Sept. 1 for 1987 models.

Incorporating worldwide engineering and design, the RS-23-160 and the RS-23-180 axles offer fleets a wide range of 14 gear ratios, superior pulling power and optional driver-controlled, full-locking main differential for maximum tractive capability.

The entire axle family originates from a unique modular design and manufacturing concept that integrates common housings, carriers and gear sets as much as possible.

Maximizing parts commonality produces economies of scale and subsequent cost-effectiveness for end-users, Rockwell officials said.

The RS-23-160 axle is targeted for inter-city pickup and delivery and line-haul applications, where GCWs typically remain at 80,000-100,000 pounds. Like the RS-23-180, this axle provides a wide range of 14 gear ratios.

The RS-23-180 is produced particularly for line-haul or on/off-highway vehicles with larger GCWs up to 120,000 pounds.

The RS-23-180, rigorously tested in Europe, also showed no disabling mechanical failure in 200 million miles of North American road testing.

Newly introduced axle models include the RS-13-120, RS-15-125, RS-17-140, RS-20-145 single speeds and the RS-15-210, RS-17-220, RS-20-230 and RS-23-240 two-speeds.

Ring-gear sizes range from 13.25 inches for the smallest model, the RS-13-120, to 19.62 inches for the largest model, the RS-23-180.

Truck applications for the new axles range from pickup and delivery and commercial service

Please turn to Page 21, Col. 1

Rockwell buys brake business

TROY, Mich.—Rockwell International has purchased Goodyear Aerospace's dry-disk-brake business.

Rockwell Automotive's Off-Highway Products and Driveline Division is transferring the technology and related production equipment to manufacture off-highway dry disk brakes from Goodyear's Berea (Ky.) plant to its York (S.C.) plant.

Rockwell will be able to produce dry disk brakes for construction, agricultural, mining, material handling, logging and other applications.

It also will be able to manufacture non-asbestos brake linings for highway and off-highway vehicles.

Three importers gain ground with big fleet orders

Isuzu Truck, Iveco Trucks and Saab-Scania of America have picked up sizeable fleet orders.

Scania delivered 24 transit buses, a $3.25-million order, to Madison, Wis.

Isuzu Truck will sell up to 200 NPR Class 3 diesel trucks to Budget Rent a Car Co., its first sizeable fleet order.

Budget will buy the trucks for its daily rental fleet.

Roadway Package System bought 101 Iveco rail chassis for the construction of multi-stop delivery vans to use in its growing package delivery business in Pittsburgh.

RPS also bought 34 Iveco rail chassis last year.

truck personnel

Isuzu Truck names Sannomiya president

Isuzu Truck of America, South El Monte, Calif., appointed **Shin Sannomiya** president and chief executive officer.

He succeeds **Shinichi Yamayoshi** who was promoted to assistant executive director of domestic sales operations for Isuzu Motors, Ltd., Tokyo, Isuzu Truck's parent company.

Sannomiya oversees all U.S. distribution, sales, marketing and financial activities for the company.

Most recently, he was manager of the North American department of Isuzu Motors, Ltd., North American Operations, primarily responsible for export sales. He has spent 27 years with the company.

Yukihiko Furukawa has been named vice president of engineering for Isuzu Truck. He directs and coordinates the company's engineering and product areas.

A 21-year veteran of Isuzu, Furukawa previously served Isuzu Motors, Ltd., as an experimental engineering manager and most recently as manager for product planning for heavy-duty trucks and buses.

Shin Sannomiya

Y. Furukawa

Robert Saastamoinen was named district sales manager for Isuzu's Western region.

He handles dealer sales in Washington, Oregon, Idaho and Montana.

He is a 20-year veteran of the trucking business.

Iveco names Hunter director of operations

Charles W. Hunter has been named director of operations for Iveco Trucks, Blue Bell, Pa.

He manages Iveco's operations department and its vehicle preparation center in Long Beach.

Hunter came to Iveco from Pocono Foundry, Inc., Stroudsburg, Pa.

New axles, computer for Rockwell

Continued from Page 20

trucks on straight truck chassis to short-haul, intracity Class 7 tractors.

All members of the new axle family are applicable to a variety of transmissions and gas or diesel engines and are designed in metric for worldwide applicability.

Product features and benefits of the new single-speed axle lineup include:

1. A wide range for gear ratios: The 120/125 offers 4.30 to 7.17 ratios; the 140/145 offers 3.91 to 7.17, and the 160/180 provides 3.07 to 7.17 ratios.

Those ratios meet evolving vehicle requirements resulting from the use of lower-RPM diesel engines and low-profile tires.

2. Hypoid-Generoid gearing that provides increased gear life at virtually all road speeds and loading conditions.

3. Precision-forged differential gearing for higher strength, longer life and greater resistance to shock loads.

4. Extended Life pinion seals that keep road contaminants out of critical axle components and virtually eliminate lubricant leakage.

5. An axle housing design that accommodates a wide range of wheel and suspension designs.

Nearly all brakes and hubs currently available fit the new axle housings.

A key option for all single-speed models is the new driver-controlled, full-locking main differential. It permits a driver to gain maximum tractive power under poor road conditions in which a wheel could slip.

The locking differential is controlled by a driver through a dash-mounted switch. A panel indicator light and/or audible signal alerts the driver when the locking differential engages.

The option can be engaged or disengaged when the vehicle is standing still or moving at speeds under 25 MPH.

Rockwell's remanufactured-carrier program has been expanded with five additional axle model series offered to OEM dealers and truck operators.

The program now provides customers with 10 axle carriers, supported nationwide with warranties from every major truck OE manufacturer in the U.S.

The five additional axle series are the R-155 single rear axle and the SLHD, SL-100, SL-100P and SQ-100P tandem rear axles.

The program continues to cover the R-170 single rear and the SQHD, SQ-100, SQHP and SSHD tandems.

In an upgrade of its remanufacturing standards, Rockwell is guaranteeing new ring-gear and pinion replacement in every carrier to assure smooth-fitting gearing and optimum performance.

Also, the inspection of the carrier core being exchanged by the dealer and truck operator has been simplified by using a faster, one-step surface evaluation for visible housing cracks or obvious abuses.

Rockwell's new on-board vehicle computer recording system, Tripmaster Plus, was designed to give truck operators and fleet management access to more detailed vehicle performance and operation for more cost-efficient management.

The Tripmaster Plus features event recording, which monitors critical vehicle data, and a hand-held driver keypad/display.

It also features expanded memory for up to 180 vehicle trips, seven-day data retention when disconnected from vehicle power, two switch-input channels that monitor the status of any on-off function a user defines and a compact size for out-of-the-way installation.

The entire system has a modular design to permit future driver input expansion without changing or upgrading the Trip Recorder. Its modular design also allows it to be installed with or without driver input options, which can be simply "plugged in" at a more convenient time.

Decline eases in deliveries of heavy trucks

Continued from Page 20

April with 1,128, up from 830. Navistar retailed 2,452 trucks in April, off from 2,761 a year earlier.

Freightliner, which edged Mack for second place in the first quarter, held its position with 1,649 retail sales in April, off from 1,711 last year. Mack had 1,638, off from 2,494; Ford, 1,052, against 1,714; Peterbilt, 864, against 1,207, and Kenworth, 870, off from 1,167.

GMC retailed 616 and Chevrolet 40, giving General Motors a 656 total. That was off from 1,105 last year when MVMA didn't have breakouts for the two divisions' sales.

A miscellaneous category of "other domestic" Class 8 trucks recorded 115 retail deliveries against 96 last year.

During the first four months, as compared with last year, Class 7 sales showed Navistar, 9,910, up from 9,403; General Motors, 12,373 (GMC, 8,948 and Chevrolet, 3,425), up from 8,902; Ford, 9,748, down from 11,306; Mack, 672, down from 680; Mercedes-Benz, 456, off from 536, and White, 372, down from 457.

Volvo White alone reported Class 8 gains in the first four months, rising to 3,561 from 3,194.

Class 8 losses for the period were: Navistar, 8,288, off from 9,807 last year; Freightliner, 5,609, down from 6,645; Mack, 5,485, off from 8,880; Ford, 4,225, down from 5,191; Kenworth, 3,051, off from 3,831, and Peterbilt, 2,939, off from 4,122.

GMC retailed 2,476 Class 8s and Chevrolet 234 for a corporate total of 2,710. That was off from 4,078 last year.

The total for other domestic trucks was 385, up from 296 for the first four months of 1985.

Yugo docks in Texas

HOUSTON—Yugo America, Inc., has opened its second Yugo port of entry here.

VW de Mexico plans to expand export output

MEXICO CITY—Volkswagen de Mexico has confirmed that it plans to invest 50 billion pesos (approximately $107.5 million) beginning this year for plant expansion. The program is aimed at increasing exports to the U.S., Brazil and Germany.

The company said its exports in 1985 came to 40 billion pesos, a 30-percent increase over 1984.

Before the expansion projects begin, Volkswagen must have authorization from the Mexican Ministry of Commerce and Industrial Development. No hitch is expected since the firm has indicated it will comply with official regulations.

The project will also create more jobs, a key factor in Mexico's drive to pull out of its long economic crisis.

You work hard to make a sale. We work hard to keep it sold.

No deal is complete until the financing is nailed down. That's why it makes sense to call The Associates first for the financing your customers need. And the expertise that makes more of your deals stick.

We've financed more trucks and trailers than any other independent finance company. Because we work harder, and smarter. We know how to use your customer's current trucks to buy new ones. When to recommend leasing. And how to handle any deal, from a single truck to a fleet of hundreds. Better still, we move fast. So you and your customer get the answer you need. In as little as 24 hours from the time you talk to our representative.

Call The Associates today. And let us help you close your next deal.

THE ASSOCIATES® A GULF + WESTERN COMPANY

We listen. We respond.

The Associates • Truck/Trailer Financing and Leasing • The Associates Center • 150 N. Michigan Ave. • Chicago, IL 60601 ©1986 Associates Commercial Corp.

Nissan, Mitsubishi deny import plans

TOKYO—Nissan Motor Co. emphatically denied a Japanese newspaper report that it has decided to import cars from its Taiwanese affiliate, Yue Loong Motor Co., starting in 1987.

A similar report that Mitsubishi Motors Corp. will re-import completed cars from its Australian subsidiary in large numbers also was denied—but not as emphatically as Nissan's denial—although MMC said it "brought in five or six cars . . . for trial purposes."

Nihon Keizai, a business publication, said Nissan would import 1,800-cc X101 models assembled in Taiwan with parts supplied by Nissan.

The report said Nissan initially would import several hundred units annually from Yue Loong, in which it acquired a 25 percent equity last July.

A Nissan spokesman said the company has "no plans, in any form, for exports from Yue Loong."

"When Nissan acquired its 25-percent equity in Yue Loong, the Taiwanese Government required that part of the future production be exported," he said.

"However, no plans for exports have been devised for Yue Loong," he emphasized. "That includes export destination, the car involved and the quantity."

Nihon Keizai said Mitsubishi will import 2,600-cc Galant Sigma models manufactured by Mitsubishi Motors Australia, Ltd. The publication said MMC plans to import "about 50 of the cars this month."

An MMC spokesman said the company has no plans to import the cars "because it's very expensive and time-consuming to install emission controls and bring the cars up to government standards."

"MMC has imported five or six of the cars, which were Magna models, for trial purposes," he said. "The Australian Embassy bought two of the cars."

The MMC spokesman said the Magnas are equipped with 2.6-liter engines and are wider than the Galant Sigma.

The newspaper said the plans of Nissan and MMC "to re-import cars assembled abroad with parts supplied by them have been necessitated by the yen's sharp appreciation against the dollar."

A factor that could lead to MMC importing cars from Australia is that its subsidiary there has not met that government's requirement that foreign manufacturers have a local-content ratio of 85 percent. However, if the foreign auto makers export vehicles, the local-content ratio decreases according to the export value.

Briggs-Stratton, Daihatsu team up

TOKYO—Daihatsu Motor Co. said it has signed an agreement to establish a joint venture with Briggs & Stratton Corp., Milwaukee, to produce general-use engines in Japan.

The new firm will be owned equally by the two companies.

The new plant will be built in Shiga, Western Japan, and will begin production in August, 1987. It will produce 480-cc, 14-HP air-cooled engines for use with lawn mowers, power generators and pumps. Initial production is targeted at 5,000 units a month.

The engines will be marketed overseas through Briggs & Stratton's dealer network.

BUZZ DOERING
Automobile Leasing Consultant
1-800-238-7888
(In Wisconsin 414-367-6700)
AUTOMOBILE LEASING SEMINARS

BEGINNING, INTERMEDIATE AND ADVANCED LEVELS OF LEASING

AGENDA INCLUDES THE FOLLOWING TOPICS

- SETTING UP YOUR LEASING COMPANY
- SEGMENTING THE LEASE MARKET
- WHY PEOPLE LEASE
- ADVANTAGE OF I.T.C.
- MERCHANDISING AND ADVERTISING
- SELLING LEASING
- RATE CONSTRUCTION AND LEASE DOCUMENTS
- ACCOUNTING AND LEGAL PROCEDURES
- CREDIT AND COLLECTIONS
- DISPOSITION OF OFF-LEASE VEHICLES
- CAR AND TRUCK RENTALS
- EXPLANATION OF 1984 TAX REFORM ACT

CHICAGO — June 12th & 13th, O'Hare Marriott
NEWARK — June 26th & 27th, Airport Marriott
PHILADELPHIA — July 10th & 11th, Airport Marriott
MEMPHIS — July 24th & 25th, The Peabody
DETROIT — August 5th & 6th, Airport Marriott
PITTSBURGH — August 21st & 22nd, Green Tree Marriott

Fee: $345.00 for the first person; $295.00 for each additional person. Fee includes all materials, a certificate of completion suitable for framing, and a luncheon both days.

NOW IS THE TIME TO LOOK INTO THE FAST GROWING LEASING BUSINESS AS AN ADDITIONAL PROFIT CENTER

For more information or to register, call or write:

BUZZ DOERING
Automobile Leasing Consultant
300 Cottonwood Ave., P.O. Box 194, Hartland, Wisconsin 53029-0194
1-800-238-7888

DON'T JUST SEND YOUR CPA TO OUR SCHOOL

Come with him to one of our CPE-accredited seminars.

You'll not only appreciate the complexities of Lifo, you'll appreciate your CPA and LIFO SYSTEMS.

You might even learn to love the I.R.S.!

LIFO SYSTEMS, INC.
1600 Airport Freeway
Bedford, Texas 76022

1-800-992-LIFO

MARCH TRUCK REGISTRATIONS

		6,000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	23,738	10,560							34,298	49,108
	YR	69,980	29,866							99,846	127,133
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	20,168	7,095							27,263	32,201
	YR	58,523	17,336							75,859	84,478
PLYMOUTH VOYAGER	MO	9,875								9,875	9,134
	YR	27,194								27,194	23,991
TOTAL CHRYSLER CORP.	MO	33,613	10,560							44,173	58,242
	YR	97,174	29,866							127,040	151,124
FORD	MO	61,247	36,135				807	2,447	937	101,573	113,821
	YR	180,893	109,024				2,222	7,303	2,615	302,057	298,272
*VAN, BRONCO, RANGER & AEROSTAR	MO	47,151	11,711							58,862	62,724
	YR	133,854	34,581							168,435	157,809
FREIGHTLINER	MO								1,334	1,334	1,549
	YR								3,765	3,765	4,157
MERCEDES-BENZ	MO						165	63		228	358
	YR						543	291		834	1,171
TOTAL DAIMLER-BENZ CORP.	MO						165	63	1,334	1,562	1,907
	YR						543	291	3,765	4,599	5,328
CHEVROLET	MO	55,636	38,077	2,214	26	29	506	893	35	97,416	104,587
	YR	169,399	112,371	5,379	97	87	1,691	2,764	112	291,900	276,327
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	44,744	14,280							59,024	61,485
	YR	130,579	38,210							168,789	156,505
GMC	MO	12,731	10,216	221	12	265	401	2,609	560	27,015	27,740
	YR	38,710	30,530	600	70	352	1,416	6,828	1,903	8,0409	7,5998
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	10,000	3,370							13,370	13,600
	YR	28,604	9,371							37,975	34,699
TOTAL GM CORP.	MO	68,367	48,293	2,435	38	294	907	3,502	595	124,431	132,327
	YR	208,109	142,901	5,979	167	439	3,107	9,592	2,015	372,309	352,325
INTERNATIONAL	MO						1,254	1,494	1,887	4,635	5,987
	YR						4,121	4,442	5,760	14,323	15,986
JEEP TRUCK	MO	12,664	1,295							13,959	12,378
	YR	40,376	4,488							44,864	38,378
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	10,123	1,180							11,303	12,211
	YR	32,392	4,080							36,472	37,832
MACK	MO						154	180	1,351	1,685	2,478
	YR						446	502	3,899	4,847	7,282
KENWORTH	MO								922	922	1,021
	YR								2,372	2,372	2,617
PETERBILT	MO								837	837	1,078
	YR								2,240	2,240	2,910
TOTAL PACCAR CORP.	MO								1,759	1,759	2,099
	YR								4,612	4,612	5,527
AUTOCAR	MO								139	139	117
	YR								345	345	338
VOLVO	MO							93	60	153	171
	YR							292	234	526	557
WHITE	MO								800	800	640
	YR								1,777	1,777	2,270
TOTAL VOLVO WHITE CORP.	MO							93	999	1,092	928
	YR							292	2,356	2,648	3,165
WESTERN STAR	MO								97	97	96
	YR								313	313	284
MISCELLANEOUS DOMESTIC	MO		280					14	234	528	620
	YR		745					28	510	1,283	1,272
OTHER IMPORTS	MO	73,117	928	439	64	27	12	73	4	74,664	71,646
	YR	205,810	2,978	1,471	174	92	54	153	6	210,738	203,427
GRAND TOTAL	MO	249,008	97,491	2,874	102	321	3,299	7,866	9,197	370,158	402,529
	YR	732,362	290,002	7,450	341	531	10,493	22,603	25,851	1,089,633	1,082,370
1985 YR. TO DATE		701,898	306,570	8,724	231	1,603	12,922	18,051	32,371		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.

Lancia Thema wagon by Pininfarina

The forthcoming Lancia Thema station wagon, designed by Pininfarina, will bow in July. Folding rear seats turn the car into a two-seater with a long bed; a third row of seats for children turns it into a seven-seater.

factories list auction dates

American Motors

May 27—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 28—Columbus Fair Auto Auction, Columbus, Ohio, and Mid States Auto Auction, South Bend

May 29—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

May 27—Hatfield Auto Auction, Hatfield, Pa.

May 28—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

May 29—Northway Exchange, Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago, and Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

May 29—Skyline Auto Exchange, Fairfield, N.J.

June 3—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

June 4—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northway Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Used Car Sales
Auction Averages

May to date	$5,139
Month ago	$5,076
Year ago	$5,224

Model Breakdown
Auction Averages

	MAY 1986	APR. 1986	MAR. 1986
1986	$11,271	$11,490	$10,173
1985	$8,669	$8,803	$8,774
1984	$6,382	$6,363	$6,248
1983	$5,515	$5,515	$5,370
1982	$4,362	$4,308	$4,213
1981	$3,444	$3,458	$3,382
1980	$2,559	$2,516	$2,477
1979	$2,201	$2,199	$2,246
Overall Average	$5,139	$5,093	$4,932

General Motors

June 3—Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Dallas

June 4—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Hatfield Auto Auction, Hatfield, Pa., and Omaha Auto Auction, Omaha

June 5—Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Domestic road called rocky

By Jenny L. King
Detroit Reporter

Market researcher J.D. Power III believes the domestic auto industry won't begin to make up ground lost to the growing import market until early in the next decade. And by then, imports may account for 44 percent of the U.S. new-car market.

Power heads J.D. Power & Associates, Westlake Village, Calif. Based on results of the surveys which are his stock in trade, he suggested that total imported-car sales could top 40 percent of the U.S. market by the early 1990s.

J.D. Power III

His automotive marketing studies are watched closely by auto makers and car buyers alike, and his conclusions always spark discussion.

"Ford Motor Co. is beginning to attract higher-income, better-educated customers," Power told a recent gathering of the Detroit Auto Writers Group. "The new Sable and Taurus are helping Ford make inroads into GM's share of the market."

The Asian piece of U.S. new-car sales will be about 36 percent by 1990, he said, with European products accounting for another 8 percent. Korean-built vehicles may reach 800,000 units a year by the next decade, which is their goal, he continued.

With his fingers directly on the pulses of some 26,000 new-car buyers, Power claims to know how they feel about their new cars and what they'd like to buy—"BMW, Mercedes, Audi 5000."

He also stressed what today's shoppers are looking for: "Quality and reliability are first, followed by the price, which means good value for the money spent."

He added, "Loyalty to cars built in the U.S. is not very strong.

"Our customer satisfaction survey indicates that it's the nitty-gritty nuisance-type problems that drive people crazy," he said. And Japanese cars have a reputation for running trouble-free for the first couple of years, he said.

"Squeaking brakes, radio static, fit and finish, a rattle in the dashboard are the kinds of things that are sometimes hard to find and fix, and they really bother customers," Power said.

Not only are Americans generally unpatriotic in their car-buying habits, they are not loyal to particular makes, Power said. Only one buyer in five returns to the same dealer he or she most recently patronized, he reported.

Power offered the opinion that Honda should not have started a new, separate division with its upscale Acura line. Toyota and Nissan will be bringing in greater numbers of luxury models in the future though probably not in the new-division fashion Honda chose, he said. That method can require the franchiseholder to invest up to $3.5 million in a new facility, he said.

"The Europeans aren't taking the Japanese seriously," said Power. He indicated that the unobtrusive entry of upscale Acura imports into the U.S. market will be taking sales away from the European makes.

Honda has a reputation of building a car "that doesn't need a mechanic to keep it running," he said.

European imports will be forced upmarket and their builders will have to be more innovative to continue to compete with the Japanese, Power said.

The conversation-prompting observations kept coming.

"Captive imports have always been treated as stepchildren by the domestics," Power continued, noting that, for one thing, they could be more price-competitive than they are. Staff assigned to captives all along the line tend to treat them like they are "second-class," he said.

Mitsubishi models sold by Chrysler dealers aren't perceived to be as satisfactory as the same cars delivered by Mitsubishi dealers, he said.

Quality will remain the primary interest of new-car buyers for the next few years, he predicted. And the increased sharing of technology and equalization of products will make segmented marketing efforts of utmost importance, Power concluded.

Arveco wins $1 billion pact for U.S. military trucks

ANN ARBOR, Mich.—Arveco, Inc., formerly a joint venture between the BMY division of Harsco Corp. and General Automotive Corp. here, won a multi-year $1 billion contract to produce M-939 5-ton trucks for the U.S. Armed Forces.

Arveco was originally set up to develop and produce 5-ton military trucks.

On Feb. 1, 1986, GAC sold its joint-venture interest in Arveco to BMY in return for royalty payments extending over the life the of the 5-ton-truck contract and other considerations.

GAC retained other development and manufacturing assets and rights held by its Government Products Division, including commercial chassis designs, U.S. Postal Service vehicle designs and specialty military truck development programs.

Having leased its Government Products Division facilities here to BMY, GAC is relocating its Government Products activities to a new facility in the Ann Arbor area.

Mark J. Obert, president of GAC, said his firm planned to work together with Arveco as it develops its manufacturing location and brings the new military truck into production.

He cited GAC's continuing interest in military and commercial vehicle development and product and its pursuit of those markets with new products.

Huizenga named president of warranty company

HARBOR CITY, Calif.—Walter E. Huizenga has been promoted to president of General Risk Management Corp., which works with national automotive accounts and OE manufacturers to create customized vehicle service agreement programs

Huizenga formerly was senior vice president and general counsel of the General Group of Cos., General Risk Management's parent company. Before that, he was NADA chief counsel and executive director of legal and regulatory affairs for 10 years.

used-car auction directory

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
May 28—MAA Giant "Sold" Sale. 200 absolute sold vehicles. No minimums, no protects. 10 AM sharp
Chrysler Factory Sale 250 vehicles 11 AM
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612 / 546-2403
The Auction with the Action!!

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M.sharp.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon faciities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

EVERY MONDAY 1:30 SHARP!
SERVING DEALERS AND FLEETS
Scranton-Wilkes-Barre Auto Dealer's Exchange Inc.
SCRANTON — WILKES-BARRE AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3800

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

For REALLY BIG RESULTS . . .
be sure and advertise in this section

Toyota Celica fares best in NHTSA tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON—The Toyota Celica coupe has come out best to date among the 1986 vehicles crashed for NHTSA in its 35-MPH assessment program.

In addition, NHTSA announced crash results for a Saab 9000 four-door hatchback, a Honda Accord DX four-door sedan, a Volkswagen Scirocco two-door hatchback and an American Motors Jeep Comanche pickup. The Comanche fared the poorest of the five models.

The 35-MPH crash into a barrier is 5 MPH or one-third more stringent than the test speed for any vehicle safety standard. The instrumented dummies are belted. The results are meant to provide the degree of relative safety within the same class of vehicle.

However, only one model is crashed and additional tests could show different results depending upon the way vehicles are manufactured and because of slight variances in test conditions.

The important numbers are the Head Injury Criterion and chest deceleration. An HIC of 1000 and chest deceleration of 60 Gs are considered thresholds of survival without very serious injury. NHTSA still considers the program experimental although it has been in operation since 1979.

The Toyota Celica had HIC levels of 627 and 430 and chest deceleration Gs of 42 and 40 for driver and passenger, respectively.

The Honda Accord DX four-door sedan also did very well with driver and passenger HICs—909 and 712—and with the chest deceleration for the passenger dummy—33 Gs—but no data was recorded during the crash for the driver chest Gs.

The Jeep Comanche pickup had HIC levels of 1147 and 1636 for driver and passenger and a chest G reading of 50 for the driver, but no data was available for the passenger.

An AMC spokesman said that all Jeeps, including the Comanche pickup, comply with all applicable safety standards.

The Saab 9000 four-door hatchback had an acceptable driver HIC of 773 but a very high G level for the chest—71 Gs. The passenger dummy HIC was 1443 and the chest deceleration reading was 46 Gs.

Asked about those extremely unusual head-and-chest mixed results, Saab-Scania of America dubbed them "unrepresentative and inappropriate" since post-crash inspection revealed the driver's seat was not securely latched.

The company said unexpected movement caused abnormal behavior in the driver dummy and directly or indirectly significantly affected the reaction of the passenger dummy. Saab-Scania added it expects its new model to exceed the excellent safety record of the Saab 900, which was rated best in its class on personal injury claims by the Highway Loss Data Institute.

The VW Scirocco recorded a driver HIC level of 887 and a chest G reading of 52, but the passenger dummy recorded a slightly high HIC of 1070 and failed to record any data for the chest Gs.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	1984	1985	1986	1987	1988	1989	1990	1991
NEW CAR REGISTRATIONS								
Total Western Europe*	10,161	10,612	10,990	10,975	10,927	11,142	11,535	11,651
Germany	2,394	2,379	2,630	2,590	2,530	2,617	2,712	2,741
France	1,758	1,766	1,850	1,920	1,923	1,985	2,012	2,046
United Kingdom	1,750	1,832	1,775	1,797	1,835	1,799	1,826	1,804
Italy	1,636	1,746	1,767	1,721	1,697	1,730	1,796	1,810
Total U.S.	10,330	11,026	10,903	11,273	11,346	11,547	11,723	11,870
Asia-Pacific**	1,137	1,189	1,257	1,271	1,299	1,371	1,428	1,502
Japan	3,096	3,104	3,168	3,175	3,269	3,311	3,378	3,326
Total Africa-MidEast	1,242	1,198	1,166	1,159	1,186	1,243	1,281	1,354
Total Latin America†	1,350	1,416	1,404	1,475	1,600	1,759	1,860	2,011
Total Eastern Bloc	2,124	2,176	2,206	2,242	2,332	2,427	2,511	2,609
CAR PRODUCTION								
Total Western Europe*	10,723	11,204	11,425	11,588	11,660	11,885	12,280	12,386
Germany	3,790	4,167	4,226	4,141	4,124	4,195	4,328	4,368
France	2,713	2,632	2,735	2,872	2,885	2,938	2,981	3,004
United Kingdom	909	1,048	999	1,059	1,069	1,058	1,141	1,142
Italy	1,439	1,389	1,428	1,416	1,422	1,481	1,531	1,536
Total North American	8,894	9,257	8,872	8,214	8,460	8,700	8,749	8,860
Asia-Pacific**	923	1,038	1,149	1,259	1,372	1,444	1,517	1,586
Japan	7,073	7,647	7,752	7,683	8,040	7,973	8,111	8,152
Total Latin America†	1,066	1,172	1,209	1,323	1,476	1,594	1,721	1,833
Mexico	245	297	259	309	377	409	427	453
NEW TRUCK REGISTRATIONS								
Western Europe***	1,119	1,217	1,249	1,245	1,272	1,301	1,315	1,340
U.S.	3,931	4,520	4,780	4,950	5,080	4,950	4,980	5,030
TRUCK PRODUCTION								
Western Europe***	1,224	1,390	1,406	1,415	1,451	1,489	1,508	1,521
North America	3,958	4,325	4,305	4,421	4,598	4,443	4,493	4,543

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal
**Includes Taiwan, South Korea Peninsular Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands, Belgium, Denmark, Switzerland and Austria
†Latin America includes Mexico, Brazil and Argentina

Outlook rosy for global car market

Continued from Page 1

based economist, John Hammond. "It's narrowed the competitive edge of the foreign competitors," he said.

"The competition will remain intense," he added, "but demand will be at least as strong as it has been."

Nevertheless, the rosier forecast doesn't change the story of the World Outlooks of the past year.

Competition will remain stiff throughout the decade with more companies entering the North American market. U.S. auto makers will continue to lose market share to the imports over the long haul. And North America is headed toward an overcapacity situation similar to that in Europe.

While U.S. car makers win a reprieve for the next 18 months, Hammond warned that clouds will begin forming on the horizon after 1987. The clouds include problems resulting from tax reform (which shifts incentives away from consumer spending on durable goods), deficit-reduction efforts, a possible tax increase and a general dip in the economy.

Also, the Japanese and South Korean auto makers will begin producing cars in North America in full force later in the decade. Those companies eventually will produce 1.5 million vehicles a year in North America.

Western Europe shines as a bright spot in the World Outlook as economic factors have an even greater impact on European nations than on North America.

The World Outlook shows Western European countries enjoying higher growth and lower inflation than they have seen since the start of the decade. Those factors and higher wages, have heightened consumer confidence.

In addition, Western Europe has received a boost from the decline in the U.S. dollar and lower oil prices, which are denominated in U.S. dollars.

"Economic gravity will prevail," said John Lawson, DRI's London-based economist.

The Western European car market will benefit from the good economic news. The World Outlook upgrades Western European car sales to close to 11 million units for this year, compared with 10.6 million in 1985, and to 11.5 million by 1990. Production will rise to 11.4 million cars this year. By 1990, Western Europe will reach production of 12 million cars per year (see accompanying table).

Lawson said there will be no letup in competition, which has been intense with a half-dozen car companies in a close race for the top sales spot. The impact will be seen in the bottom line of European vehicle manufacturers which, collectively, have lost money for the past five years.

The makers have reaped the harvests of their cost-cutting efforts. In the U.K., Ford doubled its year-ago profits in its most recent fiscal period. So did Fiat. Peugeot will report a profit, its first in six years.

"We will still see some black spots," said Lawson, "namely Renault."

The prestige manufacturers also will see a difference in their bottom lines, but for the worse, Lawson said. Those companies have made record profits through record sales in the U.S. market while the U.S. dollar peaked.

"For the short run," Lawson said, "it won't be too serious, but eventually it will dig into their profits."

He said the dollar would have to fall even farther to force them to re-think their U.S. strategy but marketing problems already have arisen. The prestige makers are faced with raising prices, and they may decide to ship cars with less equipment. During the days of the strong U.S. dollar, prestige makers shipped heavily equipped vehicles.

The Japanese makers present no major threat in the next two years or until they avoid trade restraints through local production, Lawson said. Nevertheless, some new faces may appear on the Western European scene, including U.S. makers that have been blocked out of Europe by the strong dollar.

Ford will ship U.S.-made engines to its European subsidiaries. American Motors said it will sell its new Jeep Wrangler in Europe.

There has been speculation that Chrysler Corp., on its own or through a joint venture with Fiat, will sell its minivan, its new Maserati-designed luxury coupe or its new U.S.-made Dakota pickup truck along with a four-wheel-drive in Europe. Chrysler refuses to confirm the speculation.

Cadillac has said it may sell its Pininfarina-designed luxury Allante in Europe, but Lawson views the move more as an image booster than added sales volume.

"If they sell well in Switzerland or West Germany, you can bet you will see that in their U.S. advertising," he said.

Hammond said U.S. makers will approach the European market cautiously and in low volume because their European subsidiaries already have more capacity than they need.

Other new faces on the European scene may be makers from South Korea and Taiwan. Currencies of those countries follow the direction of the U.S. dollar. A fall in their currencies means they can be more competitive than before against the Japanese and Europeans, said Lawson.

"It means the South Koreans can think of selling in Western Europe because of more favorable exchange rates," he said.

While the next 18 months will be spent sorting out their U.S. strategies, the South Koreans also will be "casing" Europe, Lawson said. "They may be more ready to divert vehicles to Western Europe if the U.S. market is not as attractive or as amenable to their products as they anticipate."

Japan will continue to churn out cars for foreign markets while sales at home will fall even farther. The latest World Outlook downgrades car sales in the Japanese market because of only modest growth projections for Japan during the next three years. Meanwhile, Japanese vehicle production plans continue to climb.

The rapid change in the yen-dollar exchange rate has put pressure on Japanese car pricing. Japanese makers to date have increased prices an average of 10 percent in the U.S. The invincibility of the Japanese also is in question because of the new South Korean, Taiwanese and Brazilian entries into North America.

In addition, some concern has been shown as to whether Japanese makers can fulfill their import plans for the U.S. and also sell out all of their U.S. production capacity in the future.

Despite the questions, Hammond noted that the price increases so far have not turned buyers away from Japanese vehicles. He does see the North American industry headed for a fierce price war later in the decade.

"The question is who will win that battle," Hammond said. "And I wouldn't bet against the Japanese."

$18,000 spiff

DENVER—Johnny Haas Lincoln-Mercury is advertising what may be the ultimate freebie: An $18,000 Merkur with the purchase of any Zimmer Classic, priced at $67,900.

But Noce Cadillac, Pittsburgh, is hot on its heels: During May, Noce will give away a Cadillac Cimarron with the purchase of a Zimmer Classic.

A spokesman at the Denver deal said he sold the Merkurs, but still has the Zimmers.

"They were '85 Merkurs. We had a factory incentive on them and figured this might be a good way to sell them."

The giveaway idea brought people into Johnny Haas, where Zimmer sales run 8-10 units a year. But buyers chose the Merkur over the much more expensive Zimmer.

Noce Cadillac reported a similar experience, with a twist: The one Zimmer customer opted for a discount worth the cost of the "free" Cimarron.

"We'll probably extend the offer past the end of the month," a dealership spokesman said. "We still have six Zimmers in stock."

BEST COPY AVAILABLE

Production

U.S. CAR	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1 to May 25, 1985	Jan. 1 to May 24, 1986
AMERICAN MOTORS	0	3,766	2,073	4,082	43,925	20,625
Renault Total	0	3,766	2,073	4,082	43,925	20,625
Alliance	0	2,336	1,857	3,639	26,978	18,084
Encore	0	1,430	216	443	16,947	2,541
CHRYSLER CORP.	22,965	29,065	26,021	83,817	573,872	574,148
Plymouth Total	8,000	8,408	9,065	29,000	167,775	167,445
Horizon	3,000	3,358	3,998	12,164	60,538	64,481
Reliant	3,900	3,460	3,870	12,710	75,937	73,453
Caravelle	800	1,160	788	2,703	23,388	22,684
Gran Fury	300	430	409	1,423	7,912	6,827
Chrysler Total	5,525	9,638	6,551	21,205	188,610	192,059
LeBaron	2,000	1,922	2,203	7,230	45,367	49,168
LeBaron GTS	25	2,557	0	25	40,254	26,955
Laser	600	1,319	780	2,504	22,999	21,506
New Yorker/E-Class	1,200	1,552	1,415	4,582	30,982	38,882
Fifth Avenue	1,700	2,288	2,153	6,863	49,008	55,548
Dodge Total	9,440	11,019	10,405	33,612	217,487	214,644
Omni	3,000	2,862	3,464	11,144	61,717	63,850
Aries	3,000	3,048	3,126	9,975	60,891	54,350
Daytona	900	1,280	1,202	3,776	20,541	21,878
Dodge 600	1,700	1,409	1,807	6,045	30,734	35,996
Lancer	40	1,772	0	40	29,688	24,677
Diplomat	800	648	806	2,631	13,916	13,893
FORD MOTOR	40,222	32,860	39,009	133,025	735,496	758,177
Ford Division	26,695	22,802	27,555	92,168	490,367	518,777
Escort	8,003	7,828	7,922	27,324	133,166	165,735
Mustang	3,579	4,245	4,530	14,337	76,273	82,956
LTD	0	3,423	0	0	102,744	0
Taurus	7,534	0	7,011	23,734	0	113,245
Thunderbird	3,169	3,380	3,687	11,916	87,585	71,432
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,410	3,926	4,405	14,857	79,639	85,409
L-M Division	13,527	10,058	11,454	40,857	245,129	239,400
Mercury Total	9,845	7,167	7,764	28,349	176,552	163,083
Lynx	1,447	1,362	1,455	4,820	30,825	27,148
Capri	653	22	0	775	7,232	6,792
Marquis	0	1,871	0	0	50,846	0
Sable	3,775	0	2,823	10,361	0	53,382
Cougar	2,962	2,701	2,455	8,793	58,351	49,891
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,008	1,211	1,031	3,599	24,565	25,870
Lincoln Total	3,682	2,891	3,690	12,509	68,577	76,317
Continental	410	404	407	1,387	12,194	8,632
Lincoln	2,762	2,168	2,767	9,382	48,806	57,245
Mark VII	510	319	516	1,739	7,577	10,440
GENERAL MOTORS	93,715	97,947	87,882	303,006	2,106,267	1,863,691
Buick Total	18,237	20,593	17,232	60,216	422,583	316,193
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,836	2,589	1,710	6,215	45,915	36,576
Somerset/Skylark	2,590	2,626	2,060	8,244	53,451	42,780
Century	5,366	6,731	5,317	18,451	106,057	104,481
Regal	2,047	2,475	2,053	6,879	49,714	23,789
Wagon/LeSabre (rwd)	350	2,703	347	1,163	58,977	5,866
LeSabre	3,590	0	3,495	11,567	0	48,405
Riviera	893	1,451	729	2,534	27,650	10,045
Electra	1,565	2,018	1,521	5,163	39,866	44,251
Cadillac Total	8,723	6,858	8,159	28,263	156,370	136,047
Cimarron	640	538	625	2,174	12,107	11,253
Seville	829	656	690	2,347	17,092	8,445
Eldorado	829	1,278	672	2,339	31,857	9,864
Cadillac (rwd)	2,400	1,139	2,412	8,070	23,654	37,132
DeVille (fwd)	4,025	3,247	3,760	13,334	71,660	69,353
Chevrolet Total	27,793	31,790	25,650	88,088	727,020	595,394
Chevette	2,000	3,201	2,233	5,119	67,105	47,334
Cavalier	8,617	9,809	8,433	29,062	206,386	177,572
Celebrity	5,645	5,067	5,530	19,039	121,127	124,142
Camaro	4,930	4,960	2,857	12,601	98,289	88,176
Citation	0	0	0	0	28,697	0
Monte Carlo	2,285	2,584	2,181	7,519	65,949	48,539
Chevrolet	3,676	5,008	3,776	12,576	121,359	98,234
Corvette	640	1,141	640	2,172	18,108	11,397
Oldsmobile Total	21,044	23,543	20,308	70,282	526,700	469,226
Firenza	567	786	650	1,966	30,374	20,437
Cutlass Supreme	1,973	5,292	1,930	6,699	93,557	73,412
Cutlass Ciera	4,874	6,721	4,883	16,585	157,932	113,356
88 (rwd)	519	3,908	516	1,693	98,987	9,524
88 (fwd)	8,472	0	8,328	28,510	0	140,438
Olds 98	1,780	2,876	1,745	5,928	60,251	50,127
Calais	2,210	3,322	1,733	7,064	67,696	54,688
Toronado	649	638	523	1,837	17,903	7,244
Pontiac Total	17,918	15,163	16,533	56,156	273,594	346,831
Acadian**	0	255	642	891	5,886	6,773
2000 Sunbird	3,120	2,747	2,909	10,287	57,405	59,521
1000	1,320	531	1,128	2,899	12,347	12,256
Firebird	2,690	2,583	1,521	6,776	51,646	47,217
6000	3,255	1,531	3,234	10,859	17,448	63,638
Parisienne	995	1,715	1,083	3,470	28,965	32,945
Fiero	1,738	2,422	1,415	4,861	47,171	32,522
Grand Am	4,800	3,379	4,601	16,113	53,026	91,959
HONDA	4,375	3,117	3,960	13,746	67,158	76,294
NISSAN	0	824	0	0	4,614	21,517
NUMMI*	3,600	1,000	3,600	12,240	5,860	75,108
VOLKSWAGEN	2,000	2,323	2,001	6,835	41,681	36,667
Total Cars, U.S.	166,877	170,902	164,546	556,751	3,578,873	3,424,227
Total Cars, Canada	20,325	20,361	23,184	78,546	421,221	468,904
N. American Cars	187,202	191,263	187,730	635,297	4,000,094	3,893,131
N. American Trucks	90,617	88,787	95,016	314,815	1,791,163	1,859,727
North American Cars and Trucks	277,819	280,050	282,746	950,112	5,791,257	5,752,858

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto output pegged at 166,877

By Kathy Boyer
Detroit Reporter

U.S. auto makers scheduled 166,877 cars for production last week, 1.42 percent more than the previous week's 164,546 but 2.36 percent below the year-ago week's 170,902.

So far this year, 3,424,227 cars have been assembled, 4.32 percent fewer than the 3,578,873 completed last year at this point.

Last week's targeted production was split this way: General Motors, 56.16 percent; Ford Motor Co., 24.10 percent; Chrysler Corp., 13.76 percent; Honda of America Mfg. Co., 2.62 percent; New United Motor Mfg., Inc., 2.16 percent, and Volkswagen of America, 1.20 percent.

American Motors' Kenosha plant was down last week for inventory adjustment.

The plant is expected to resume production tomorrow (May 27).

Nissan's car line in Smyrna, Tenn., remains down for model changeover and is not expected to resume output until August.

Ford's Capri line resumed production last week (May 19) after being idle for two weeks due to a parts shortage.

Ford slated overtime this Saturday (May 31) at its Wayne, Mich. plant.

Daily overtime was scheduled at Chrysler plants in Belvidere, Ill.; St. Louis (No. 2), and Newark, Del.

No overtime was scheduled Saturday (May 24) because of the holiday weekend. All plants are closed today (May 26) in observance of Memorial Day.

Truck output slips from 1986 peak

With no overtime scheduled Saturday (May 24) because of the holiday weekend, domestic truck production was 74,201 last week, 4.89 percent below the previous week's 78,013.

The prior week's output was the highest of any week this year.

Last week's scheduled build was 3.45 percent more than the year-ago week's 71,725.

Year-to-date, 1,475,652 trucks have been assembled, 3.77 percent more than the 1,422,069 completed last year at this point.

All plants are closed today.

Canadian production cut by holiday

Last week's car and truck production in Canada dipped slightly due to plant closings on Victoria Day (May 19).

The short work week reduced scheduled auto production to 20,325. It was 12.33 percent below the previous week's 23,184 and was about even with (0.18 percent below) the year-ago week's 20,361.

So far this year, 468,904 cars have been built, 11.32 percent more than the 421,221 completed at this time last year.

Canadian truck makers targeted production of 16,416 units last week, 3.45 percent below the previous week's 17,003 and 3.79 percent below the year-ago week's 17,062.

Year-to-date, 384,075 trucks have been assembled, 4.06 percent more than the 369,094 built last year at this point.

'Radical' GM plan stunned supplier

By A.S. Plotkin
Staff Correspondent

FRAMINGHAM, Mass.—General Motors' proposal to build a plant to produce plastic body parts next door to its assembly plant here was "so radical" that management officials of DiversiTech General at first resisted the idea.

DiversiTech will lease the plant, which will make body panels for GM's minivan.

Al Schmeiser, president of DiversiTech's Reinforced Plastics Division, said the company "did a lot of thinking about whether we wanted to make that kind of investment" (about $90 million for equipment).

The firm had "a consulting study done to see whether it was the best and cheapest way of meeting the challenge.

Schmeiser told a town meeting that DiversiTech, which originally thought it would supply only half the panels for the projected 200,000 front-wheel-drive minivans for the 1990 model year, finally agreed to GM's proposal.

Schmeiser and James Westby, manager of GM's minivan program—codenamed GM200—both stressed the urgency of securing Framingham's OK, since the schedule contemplates groundbreaking in July and completion of the $50-million plant in two years.

Westby recounted some of the reasons for selecting Framingham. The unemployment rate is less than 3 percent. The assembly plant, which turns out the Chevrolet Celebrity and Oldsmobile Cutlass Ciera, now employs 4,000 on two shifts.

"We decided Framingham would be a good location based on its A-car platform production and a minimum investment to retool," he said. He also mentioned the quality of the product and "union cooperation."

Another factor, he said, is the construction, now under way, of a $250-million automated paint plant adjacent to the assembly facility.

"Without that paint shop, we would not be able to assemble the GM200 in Framingham," Westby added. "It will offer a state-of-the-art process for base-coat and clear-coat painting."

While there were questions and calls for clarification from some citizens at the hastily called town meeting, there did not appear to be much of the anger and resentment that has boiled up at previous presentations involving GM.

The most recent one came when GM announced its plan to build the paint plant. It required more land but town officials were reluctant to give in. Gov. Michael Dukakis, who had long held a reputation as a liberal frequently jousting with big business, stepped in.

With the help of the legislature, 35 acres of state-owned land which the town had assumed it was promised, was turned over to GM.

The plastics parts proposal—it would mean 1,000 new jobs on three shifts—has the blessing of the UAW. UAW Regional Director E.W. Barrett said it would "secure the future of the Framingham plant."

Schmeiser said one advantage of locating the plastics facility next to the GM unit would be reducing the number of incoming trailer trucks to 15 daily. If located elsewhere, 40 trucks would be required.

Should the town reject the new plant, Schmeiser said, his company would seek a site 30 to 40 miles away. DiversiTech has a research facility in Salem, N.H., and a source indicated that a New Hampshire site would be possible.

CANADIAN CAR	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1 to May 25, 1985	Jan. 1 to May 24, 1986
AMERICAN MOTORS	52	0	116	331	4,276	2,405
FORD MOTOR	9,149	8,853	11,397	36,437	206,463	227,585
GENERAL MOTORS	10,944	11,328	11,446	41,058	205,989	234,488
VOLVO	180	180	225	720	4,493	4,426
Total Cars, Canada	20,325	20,361	23,184	78,546	421,221	468,904

U.S. TRUCK☆	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1 to May 25, 1985	Jan. 1 to May 24, 1986
CHEVROLET	21,525	23,747	23,830	77,533	484,890	502,403
DODGE	2,900	4,698	2,603	8,017	87,065	14,292
FORD	31,484	25,519	32,567	106,364	504,544	605,713
GMC	7,242	9,139	7,697	24,973	149,030	150,619
NAVISTAR	1,630	1,668	1,623	5,364	33,765	31,051
JEEP	3,000	4,460	3,389	11,147	82,797	79,012
NISSAN	4,070	1,705	3,954	13,185	41,286	45,340
AM GENERAL*	50	50	50	170	1,020	1,022
MISCELLANEOUS*	2,300	1,739	2,300	7,820	37,672	46,200
Total Trucks, U.S.	74,201	71,725	78,013	254,573	1,422,069	1,475,652

CANADIAN TRUCK	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1 to May 25, 1985	Jan. 1 to May 24, 1986
AMERICAN MOTORS	560	0	710	2,462	0	8,774
CHRYSLER	8,192	8,871	7,784	28,135	171,981	178,085
FORD	2,880	2,903	3,652	11,603	72,253	71,939
GENERAL MOTORS	4,608	5,072	4,636	17,337	119,875	121,181
NAVISTAR	176	216	221	705	4,985	4,096
Total Trucks, Canada	16,416	17,062	17,003	60,242	369,094	384,075
N. American Trucks	90,617	88,787	95,016	314,815	1,791,163	1,859,727

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

New axles, computer for Rockwell

Continued from Page 20

trucks on straight truck chassis to short-haul, intracity Class 7 tractors.

All members of the new axle family are applicable to a variety of transmissions and gas or diesel engines and are designed in metric for worldwide applicability.

Product features and benefits of the new single-speed axle lineup include:

1. A wide range for gear ratios: The 120/125 offers 4.30 to 7.17 ratios; the 140/145 offers 3.91 to 7.17, and the 160/180 provides 3.07 to 7.17 ratios.

Those ratios meet evolving vehicle requirements resulting from the use of lower-RPM diesel engines and low-profile tires.

2. Hypoid-Generoid gearing that provides increased gear life at virtually all road speeds and loading conditions.

3. Precision-forged differential gearing for higher strength, longer life and greater resistance to shock loads.

4. Extended Life pinion seals that keep road contaminants out of critical axle components and virtually eliminate lubricant leakage.

5. An axle housing design that accommodates a wide range of wheel and suspension designs.

Nearly all brakes and hubs currently available fit the new axle housings.

A key option for all single-speed models is the new driver-controlled, full-locking main differential. It permits a driver to gain maximum tractive power under poor road conditions in which a wheel could slip.

The locking differential is controlled by a driver through a dash-mounted switch. A panel indicator light and/or audible signal alerts the driver when the locking differential engages.

The option can be engaged or disengaged when the vehicle is standing still or moving at speeds under 25 MPH.

Rockwell's remanufactured-carrier program has been expanded with five additional axle model series offered to OEM dealers and truck operators.

The program now provides customers with 10 axle carriers, supported nationwide with warranties from every major truck OE manufacturer in the U.S.

The five additional axle series are the R-155 single rear axle and the SLHD, SL-100, SL-100P and SQ-100P tandem rear axles.

The program continues to cover the R-170 single rear and the SQHD, SQ-100, SQHP and SSHD tandems.

In an upgrade of its remanufacturing standards, Rockwell is guaranteeing new ring-gear and pinion replacement in every carrier to assure smooth-fitting gearing and optimum performance.

Also, the inspection of the carrier core being exchanged by the dealer and truck operator has been simplified by using a faster, one-step surface evaluation for visible housing cracks or obvious abuses.

Rockwell's new on-board vehicle computer recording system, Tripmaster Plus, was designed to give truck operators and fleet management access to more detailed vehicle performance and operation for more cost-efficient management.

The Tripmaster Plus features event recording, which monitors critical vehicle data, and a hand-held driver keypad/display.

It also features expanded memory for up to 180 vehicle trips, seven-day data retention when disconnected from vehicle power, two switch-input channels that monitor the status of any on-off function a user defines and a compact size for out-of-the-way installation.

The entire system has a modular design to permit future driver input expansion without changing or upgrading the Trip Recorder. Its modular design also allows it to be installed with or without driver input options, which can be simply "plugged in" at a more convenient time.

VW de Mexico plans to expand export output

MEXICO CITY—Volkswagen de Mexico has confirmed that it plans to invest 50 billion pesos (approximately $107.5 million) beginning this year for plant expansion. The program is aimed at increasing exports to the U.S., Brazil and Germany.

The company said its exports in 1985 came to 40 billion pesos, a 30-percent increase over 1984.

Before the expansion projects begin, Volkswagen must have authorization from the Mexican Ministry of Commerce and Industrial Development. No hitch is expected since the firm has indicated it will comply with official regulations.

The project will also create more jobs, a key factor in Mexico's drive to pull out of its long economic crisis.

Decline eases in deliveries of heavy trucks

Continued from Page 20

April with 1,128, up from 830. Navistar retailed 2,452 trucks in April, off from 2,761 a year earlier.

Freightliner, which edged Mack for second place in the first quarter, held its position with 1,649 retail sales in April, off from 1,711 last year. Mack had 1,638, off from 2,494; Ford, 1,052, against 1,714; Peterbilt, 864, against 1,207, and Kenworth, 870, off from 1,167.

GMC retailed 616 and Chevrolet 40, giving General Motors a 656 total. That was off from 1,105 last year when MVMA didn't have breakouts for the two divisions' sales.

A miscellaneous category of "other domestic" Class 8 trucks recorded 115 retail deliveries against 96 last year.

During the first four months, as compared with last year, Class 7 sales showed Navistar, 9,910, up from 9,403; General Motors, 12,373 (GMC, 8,948 and Chevrolet, 3,425), up from 8,902; Ford, 9,748, down from 11,306; Mack, 672, down from 680; Mercedes-Benz, 456, off from 536, and White, 372, down from 457.

Volvo White alone reported Class 8 gains in the first four months, rising to 3,561 from 3,194.

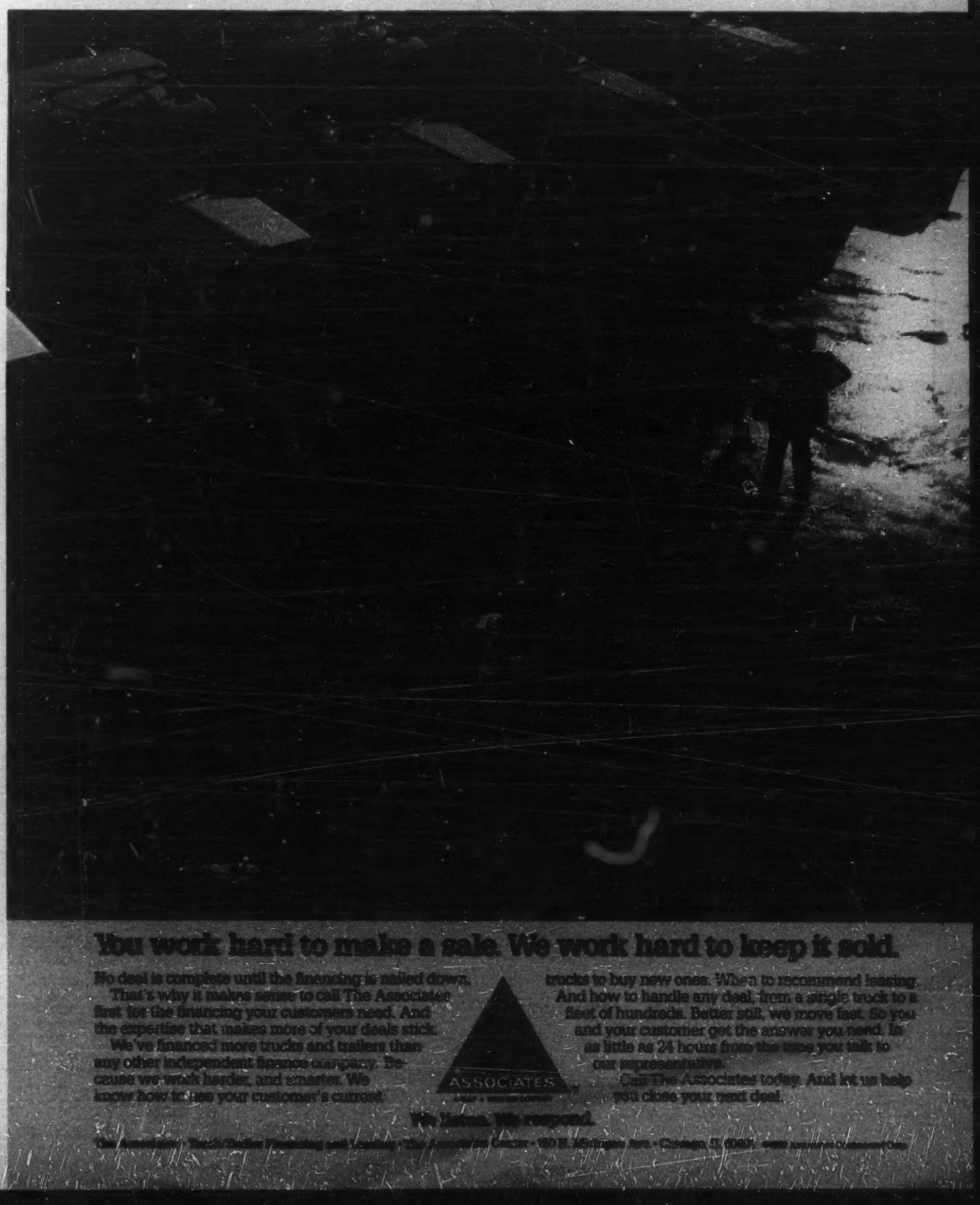
Class 8 losses for the period were: Navistar, 8,288, off from 9,807 last year; Freightliner, 5,609, down from 6,645; Mack, 5,485, off from 8,880; Ford, 4,225, down from 5,191; Kenworth, 3,051, off from 3,831, and Peterbilt, 2,939, off from 4,122.

GMC retailed 2,476 Class 8s and Chevrolet 234 for a corporate total of 2,710. That was off from 4,078 last year.

The total for other domestic trucks was 385, up from 296 for the first four months of 1985.

Yugo docks in Texas

HOUSTON—Yugo America, Inc., has opened its second Yugo port of entry here.


You work hard to make a sale. We work hard to keep it sold.
No deal is complete until the financing is nailed down.
That's why it makes sense to call The Associates first for the financing your customers need. And the expertise that makes more of your deals stick.
We've financed more trucks and trailers than any other independent finance company. Because we work harder, and smarter. We know how to use your customer's current trucks to buy new ones. When to recommend leasing. And how to handle any deal, from a single truck to a fleet of hundreds. Better still, we move fast. So you and your customer get the answer you need. In as little as 24 hours from the time you talk to our representative.
Call The Associates today. And let us help you close your next deal.
ASSOCIATES
We listen. We respond.

Nissan, Mitsubishi deny import plans

TOKYO—Nissan Motor Co. emphatically denied a Japanese newspaper report that it has decided to import cars from its Taiwanese affiliate, Yue Loong Motor Co., starting in 1987.

A similar report that Mitsubishi Motors Corp. will re-import completed cars from its Australian subsidiary in large numbers also was denied—but not as emphatically as Nissan's denial—although MMC said it "brought in five or six cars . . . for trial purposes."

Nihon Keizai, a business publication, said Nissan would import 1,800-cc X101 models assembled in Taiwan with parts supplied by Nissan.

The report said Nissan initially would import several hundred units annually from Yue Loong, in which it acquired a 25 percent equity last July.

A Nissan spokesman said the company has "no plans, in any form, for exports from Yue Loong."

"When Nissan acquired its 25-percent equity in Yue Loong, the Taiwanese Government required that part of the future production be exported," he said.

"However, no plans for exports have been devised for Yue Loong," he emphasized. "That includes export destination, the car involved and the quantity."

Nihon Keizai said Mitsubishi will import 2,600-cc Galant Sigma models manufactured by Mitsubishi Motors Australia, Ltd. The publication said MMC plans to import "about 50 of the cars this month."

An MMC spokesman said the company has no plans to import the cars "because it's very expensive and time-consuming to install emission controls and bring the cars up to government standards."

"MMC has imported five or six of the cars, which were Magna models, for trial purposes," he said. "The Australian Embassy bought two of the cars."

The MMC spokesman said the Magnas are equipped with 2.6-liter engines and are wider than the Galant Sigma.

The newspaper said the plans of Nissan and MMC "to re-import cars assembled abroad with parts supplied by them have been necessitated by the yen's sharp appreciation against the dollar."

A factor that could lead to MMC importing cars from Australia is that its subsidiary there has not met that government's requirement that foreign manufacturers have a local-content ratio of 85 percent. However, if the foreign auto makers export vehicles, the local-content ratio decreases according to the export value.

Briggs-Stratton, Daihatsu team up

TOKYO—Daihatsu Motor Co. said it has signed an agreement to establish a joint venture with Briggs & Stratton Corp., Milwaukee, to produce general-use engines in Japan.

The new firm will be owned equally by the two companies.

The new plant will be built in Shiga, Western Japan, and will begin production in August, 1987. It will produce 480-cc, 14-HP air-cooled engines for use with lawn mowers, power generators and pumps. Initial production is targeted at 5,000 units a month.

The engines will be marketed overseas through Briggs & Stratton's dealer network.

BUZZ DOERING
Automobile Leasing Consultant
1-800-238-7888
(In Wisconsin 414-367-6700)
AUTOMOBILE LEASING SEMINARS

BEGINNING, INTERMEDIATE AND ADVANCED LEVELS OF LEASING

AGENDA INCLUDES THE FOLLOWING TOPICS

- SETTING UP YOUR LEASING COMPANY
- SEGMENTING THE LEASE MARKET
- WHY PEOPLE LEASE
- ADVANTAGE OF I.T.C.
- MERCHANDISING AND ADVERTISING
- SELLING LEASING
- RATE CONSTRUCTION AND LEASE DOCUMENTS
- ACCOUNTING AND LEGAL PROCEDURES
- CREDIT AND COLLECTIONS
- DISPOSITION OF OFF-LEASE VEHICLES
- CAR AND TRUCK RENTALS
- EXPLANATION OF 1984 TAX REFORM ACT

CHICAGO
June 12th & 13th
O'Hare Marriott

NEWARK
June 26th & 27th
Airport Marriott

PHILADELPHIA
July 10th & 11th
Airport Marriott

MEMPHIS
July 24th & 25th
The Peabody

DETROIT
August 5th & 6th
Airport Marriott

PITTSBURGH
August 21st & 22nd
Green Tree Marriott

Fee: $345.00 for the first person; $295.00 for each additional person. Fee includes all materials, a certificate of completion suitable for framing, and a luncheon both days.

NOW IS THE TIME TO LOOK INTO THE FAST GROWING LEASING BUSINESS AS AN ADDITIONAL PROFIT CENTER

For more information or to register, call or write:

BUZZ DOERING
Automobile Leasing Consultant
300 Cottonwood Ave., P.O. Box 194, Hartland, Wisconsin 53029-0194
1-800-238-7888

DON'T JUST SEND YOUR CPA TO OUR SCHOOL

Come with him to one of our CPE-accredited seminars.

You'll not only appreciate the complexities of Lifo, you'll appreciate your CPA and LIFO SYSTEMS.

You might even learn to love the I.R.S.!

LIFO SYSTEMS, INC.
1600 Airport Freeway
Redford, Texas 76022

1-800-992-LIFO

MARCH TRUCK REGISTRATIONS

		8,000 & LESS GVW GRP 1	8,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	23,738	10,560							34,298	49,108
	YR	69,960	29,866							99,846	127,133
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	20,168	7,095							27,263	32,201
	YR	58,523	17,336							75,859	84,478
PLYMOUTH VOYAGER	MO	9,875								9,875	9,134
	YR	27,194								27,194	23,991
TOTAL CHRYSLER CORP.	MO	33,613	10,560							44,173	58,242
	YR	97,174	29,866							127,040	151,124
FORD	MO	61,247	36,135				807	2,447	937	101,573	113,821
	YR	180,893	109,024				2,222	7,303	2,615	302,057	298,272
*VAN, BRONCO, RANGER & AEROSTAR	MO	47,151	11,711							58,862	62,724
	YR	133,854	34,581							168,435	157,809
FREIGHTLINER	MO								1,334	1,334	1,549
	YR								3,765	3,765	4,157
MERCEDES-BENZ	MO						165	63		228	358
	YR						543	291		834	1,171
TOTAL DAIMLER-BENZ CORP.	MO						165	63	1,334	1,562	1,907
	YR						543	291	3,765	4,599	5,328
CHEVROLET	MO	55,636	38,077	2,214	26	29	506	893	35	97,416	104,587
	YR	169,399	112,371	5,379	97	87	1,691	2,764	112	291,900	276,327
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	44,744	14,280							59,024	61,485
	YR	130,579	38,210							168,789	156,505
GMC	MO	12,731	10,216	221	12	265	401	2,609	560	27,015	27,740
	YR	38,710	30,530	600	70	352	1,416	6,828	1,903	8,0409	7,5998
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	10,000	3,370							13,370	13,600
	YR	28,604	9,371							37,975	34,699
TOTAL GM CORP.	MO	68,367	48,293	2,435	38	294	907	3,502	595	124,431	132,327
	YR	208,109	142,901	5,979	167	439	3,107	9,592	2,015	372,309	352,325
INTERNATIONAL	MO						1,254	1,494	1,887	4,635	5,987
	YR						4,121	4,442	5,760	14,323	15,986
JEEP TRUCK	MO	12,664	1,295							13,959	12,378
	YR	40,376	4,488							44,864	38,378
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	10,123	1,180							11,303	12,211
	YR	32,392	4,080							36,472	37,832
MACK	MO						154	180	1,351	1,685	2,478
	YR						446	502	3,899	4,847	7,282
KENWORTH	MO								922	922	1,021
	YR								2,372	2,372	2,617
PETERBILT	MO								837	837	1,078
	YR								2,240	2,240	2,910
TOTAL PACCAR CORP.	MO								1,759	1,759	2,099
	YR								4,612	4,612	5,527
AUTOCAR	MO								139	139	117
	YR								345	345	338
VOLVO	MO							93	60	153	171
	YR							292	234	526	557
WHITE	MO								800	800	640
	YR								1,777	1,777	2,270
TOTAL VOLVO WHITE CORP.	MO							93	999	1,092	928
	YR							292	2,356	2,648	3,165
WESTERN STAR	MO								97	97	96
	YR								313	313	284
MISCELLANEOUS DOMESTIC	MO		280					14	234	528	620
	YR		745					28	510	1,283	1,272
OTHER IMPORTS	MO	73,117	926	439	64	27	12	73	4	74,664	71,646
	YR	205,810	2,978	1,471	174	92	54	153	6	210,738	203,427
GRAND TOTAL	MO	249,008	97,491	2,874	102	321	3,299	7,866	9,197	370,158	402,529
	YR	732,362	290,002	7,450	341	531	10,493	22,603	25,851	1,089,633	1,082,370
1985 YR. TO DATE		701,898	306,570	8,724	231	1,603	12,922	18,051	32,371		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from official State Records by R.L. Polk & Co. Manufacturers' issue records are used in compiling Oklahoma for 1985 and 1986.

Lancia Thema wagon by Pininfarina

The forthcoming Lancia Thema station wagon, designed by Pininfarina, will bow in July. Folding rear seats turn the car into a two-seater with a long bed; a third row of seats for children turns it into a seven-seater.

factories list auction dates

American Motors

May 27—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 28—Columbus Fair Auto Auction, Columbus, Ohio, and Mid States Auto Auction, South Bend

May 29—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

May 27—Hatfield Auto Auction, Hatfield, Pa.

May 28—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

May 29—Northway Exchange, Inc., Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago, and Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

May 29—Skyline Auto Exchange, Fairfield, N.J.

June 3—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

June 4—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northway Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

General Motors

June 3—Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Dallas

June 4—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Hatfield Auto Auction, Hatfield, Pa., and Omaha Auto Auction, Omaha

June 5—Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

May to date	$5,139
Month ago	$5,076
Year ago	$5,224

Model Breakdown
Auction Averages

	MAY 1986	APR. 1986	MAR. 1986
1986	$11,271	$11,490	$10,173
1985	$8,669	$8,803	$8,774
1984	$6,382	$6,363	$6,248
1983	$5,515	$5,515	$5,370
1982	$4,362	$4,308	$4,213
1981	$3,444	$3,458	$3,382
1980	$2,559	$2,516	$2,477
1979	$2,201	$2,199	$2,246
Overall Average	$5,139	$5,093	$4,932

Domestic road called rocky

By Jenny L. King
Detroit Reporter

Market researcher J.D. Power III believes the domestic auto industry won't begin to make up ground lost to the growing import market until early in the next decade. And by then, imports may account for 44 percent of the U.S. new-car market.

Power heads J.D. Power & Associates, Westlake Village, Calif. Based on results of the surveys which are his stock in trade, he suggested that total imported-car sales could top 40 percent of the U.S. market by the early 1990s.

J.D. Power III

His automotive marketing studies are watched closely by auto makers and car buyers alike, and his conclusions always spark discussion.

"Ford Motor Co. is beginning to attract higher-income, better-educated customers," Power told a recent gathering of the Detroit Auto Writers Group. "The new Sable and Taurus are helping Ford make inroads into GM's share of the market."

The Asian piece of U.S. new-car sales will be about 36 percent by 1990, he said, with European products accounting for another 8 percent. Korean-built vehicles may reach 800,000 units a year by the next decade, which is their goal, he continued.

With his fingers directly on the pulses of some 26,000 new-car buyers, Power claims to know how they feel about their new cars and what they'd like to buy—"BMW, Mercedes, Audi 5000."

He also stressed what today's shoppers are looking for: "Quality and reliability are first, followed by the price, which means good value for the money spent."

He added, "Loyalty to cars built in the U.S. is not very strong.

"Our customer satisfaction survey indicates that it's the nitty-gritty nuisance-type problems that drive people crazy," he said. And Japanese cars have a reputation for running trouble-free for the first couple of years, he said.

"Squeaking brakes, radio static, fit and finish, a rattle in the dashboard are the kinds of things that are sometimes hard to find and fix, and they really bother customers," Power said.

Not only are Americans generally unpatriotic in their car-buying habits, they are not loyal to particular makes, Power said. Only one buyer in five returns to the same dealer he or she most recently patronized, he reported.

Power offered the opinion that Honda should not have started a new, separate division with its upscale Acura line. Toyota and Nissan will be bringing in greater numbers of luxury models in the future though probably not in the new-division fashion Honda chose, he said. That method can require the franchiseholder to invest up to $3.5 million in a new facility, he said.

"The Europeans aren't taking the Japanese seriously," said Power. He indicated that the unobtrusive entry of upscale Acura imports into the U.S. market will be taking sales away from the European makes.

Honda has a reputation of building a car "that doesn't need a mechanic to keep it running," he said.

European imports will be forced upmarket and their builders will have to be more innovative to continue to compete with the Japanese, Power said.

The conversation-prompting observations kept coming.

"Captive imports have always been treated as stepchildren by the domestics," Power continued, noting that, for one thing, they could be more price-competitive than they are. Staff assigned to captives all along the line tend to treat them like they are "second-class," he said.

Mitsubishi models sold by Chrysler dealers aren't perceived to be as satisfactory as the same cars delivered by Mitsubishi dealers, he said.

Quality will remain the primary interest of new-car buyers for the next few years, he predicted. And the increased sharing of technology and equalization of products will make segmented marketing efforts of utmost importance, Power concluded.

Arveco wins $1 billion pact for U.S. military trucks

ANN ARBOR, Mich.—Arveco, Inc., formerly a joint venture between the BMY division of Harsco Corp. and General Automotive Corp. here, won a multi-year $1 billion contract to produce M-939 5-ton trucks for the U.S. Armed Forces.

Arveco was originally set up to develop and produce 5-ton military trucks.

On Feb. 1, 1986, GAC sold its joint-venture interest in Arveco to BMY in return for royalty payments extending over the life the of the 5-ton-truck contract and other considerations.

GAC retained other development and manufacturing assets and rights held by its Government Products Division, including commercial chassis designs, U.S. Postal Service vehicle designs and specialty military truck development programs.

Having leased its Government Products Division facilities here to BMY, GAC is relocating its Government Products activities to a new facility in the Ann Arbor area.

Mark J. Obert, president of GAC, said his firm planned to work together with Arveco as it develops its manufacturing location and brings the new military truck into production.

He cited GAC's continuing interest in military and commercial vehicle development and product and its pursuit of those markets with new products.

Huizenga named president of warranty company

HARBOR CITY, Calif.—Walter E. Huizenga has been promoted to president of General Risk Management Corp., which works with national automotive accounts and OE manufacturers to create customized vehicle service agreement programs

Huizenga formerly was senior vice president and general counsel of the General Group of Cos., General Risk Management's parent company. Before that, he was NADA chief counsel and executive director of legal and regulatory affairs for 10 years.

used-car auction directory

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
May 28—MAA Giant "Sold" Sale. 200 absolute sold vehicles. No minimums, no protects. 10 AM sharp.
Chrysler Factory Sale. 250 vehicles. 11 AM.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612 / 546-2403
The Auction with the Action!!

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. R.g. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

PADE Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

EVERY MONDAY 1:30 SHARP!
SERVING DEALERS AND FLEETS
Scranton-Wilkes-Barre Auto Dealer's Exchange Inc.
SCRANTON — WILKES-BARRE AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3800

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

For REALLY BIG RESULTS . . .
be sure and advertise in this section

Toyota Celica fares best in NHTSA tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON—The Toyota Celica coupe has come out best to date among the 1986 vehicles crashed for NHTSA in its 35-MPH assessment program.

In addition, NHTSA announced crash results for a Saab 9000 four-door hatchback, a Honda Accord DX four-door sedan, a Volkswagen Scirocco two-door hatchback and an American Motors Jeep Comanche pickup. The Comanche fared the poorest of the five models.

The 35-MPH crash into a barrier is 5 MPH or one-third more stringent than the test speed for any vehicle safety standard. The instrumented dummies are belted. The results are meant to provide the degree of relative safety within the same class of vehicle.

However, only one model is crashed and additional tests could show different results depending upon the way vehicles are manufactured and because of slight variances in test conditions.

The important numbers are the Head Injury Criterion and chest deceleration. An HIC of 1000 and chest deceleration of 60 Gs are considered thresholds of survival without very serious injury. NHTSA still considers the program experimental although it has been in operation since 1979.

The Toyota Celica had HIC levels of 627 and 430 and chest deceleration Gs of 42 and 40 for driver and passenger, respectively.

The Honda Accord DX four-door sedan also did very well with driver and passenger HICs—909 and 712—and with the chest deceleration for the passenger dummy—33 Gs—but no data was recorded during the crash for the driver chest Gs.

The Jeep Comanche pickup had HIC levels of 1147 and 1636 for driver and passenger and a chest G reading of 50 for the driver, but no data was available for the passenger.

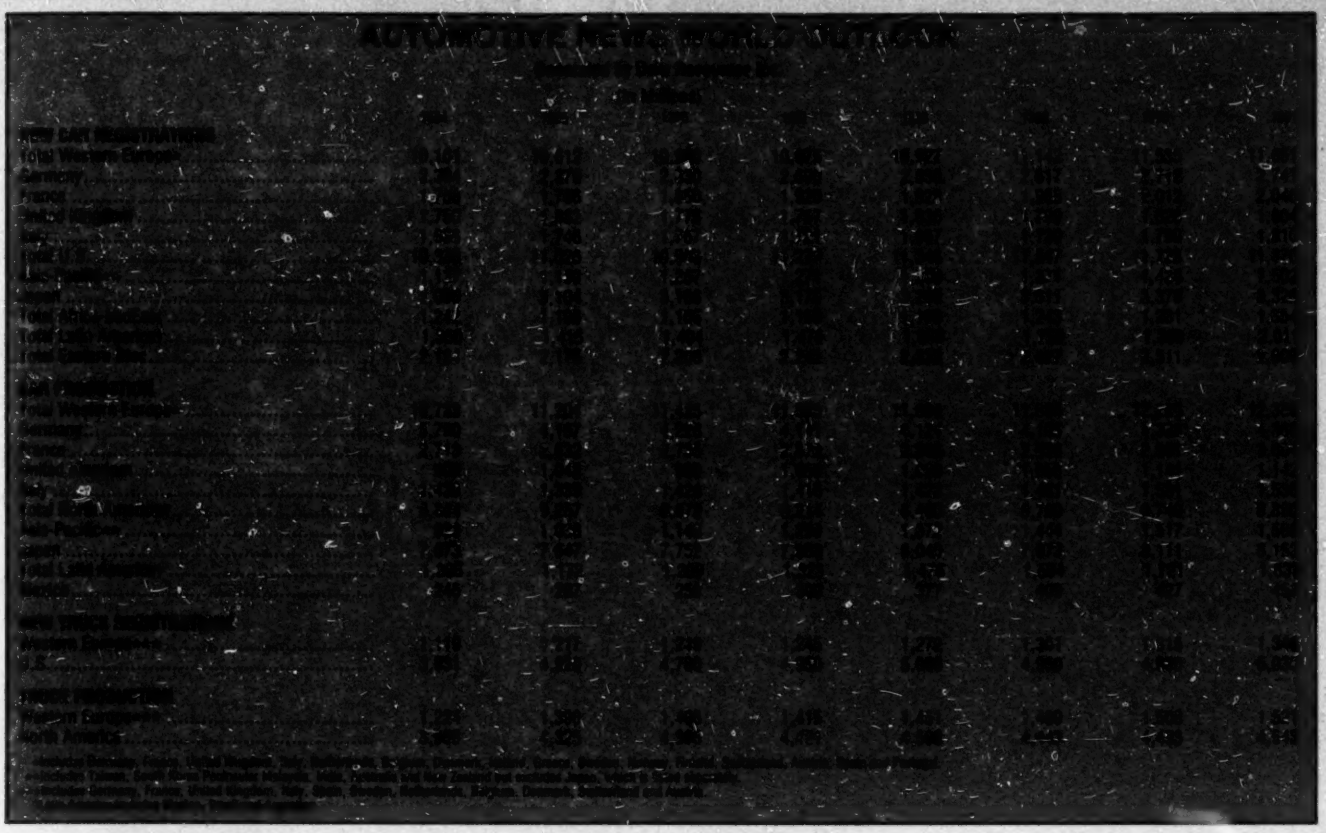
An AMC spokesman said that all Jeeps, including the Comanche pickup, comply with all applicable safety standards.

The Saab 9000 four-door hatchback had an acceptable driver HIC of 773 but a very high G level for the chest—71 Gs. The passenger dummy HIC was 1443 and the chest deceleration reading was 46 Gs.

Asked about those extremely unusual head-and-chest mixed results, Saab-Scania of America dubbed them "unrepresentative and inappropriate" since post-crash inspection revealed the driver's seat was not securely latched.

The company said unexpected movement caused abnormal behavior in the driver dummy and directly or indirectly significantly affected the reaction of the passenger dummy. Saab-Scania added it expects its new model to exceed the excellent safety record of the Saab 900, which was rated best in its class on personal injury claims by the Highway Loss Data Institute.

The VW Scirocco recorded a driver HIC level of 887 and a chest G reading of 52, but the passenger dummy recorded a slightly high HIC of 1070 and failed to record any data for the chest Gs.



Outlook rosy for global car market

Continued from Page 1

based economist, John Hammond. "It's narrowed the competitive edge of the foreign competitors," he said.

"The competition will remain intense," he added, "but demand will be at least as strong as it has been."

Nevertheless, the rosier forecast doesn't change the story of the World Outlooks of the past year.

Competition will remain stiff throughout the decade with more companies entering the North American market. U.S. auto makers will continue to lose market share to the imports over the long haul. And North America is headed toward an overcapacity situation similar to that in Europe.

While U.S. car makers win a reprieve for the next 18 months, Hammond warned that clouds will begin forming on the horizon after 1987. The clouds include problems resulting from tax reform (which shifts incentives away from consumer spending on durable goods), deficit-reduction efforts, a possible tax increase and a general dip in the economy.

Also, the Japanese and South Korean auto makers will begin producing cars in North America in full force later in the decade. Those companies eventually will produce 1.5 million vehicles a year in North America.

Western Europe shines as a bright spot in the World Outlook as economic factors have an even greater impact on European nations than on North America.

The World Outlook shows Western European countries enjoying higher growth and lower inflation than they have seen since the start of the decade. Those factors and higher wages, have heightened consumer confidence.

In addition, Western Europe has received a boost from the decline in the U.S. dollar and lower oil prices, which are denominated in U.S. dollars.

"Economic gravity will prevail," said John Lawson, DRI's London-based economist.

The Western European car market will benefit from the good economic news. The World Outlook upgrades Western European car sales to close to 11 million units for this year, compared with 10.6 million in 1985, and to 11.5 million by 1990. Production will rise to 11.4 million cars this year. By 1990, Western Europe will reach production of 12 million cars per year (see accompanying table).

Lawson said there will be no letup in competition, which has been intense with a half-dozen car companies in a close race for the top sales spot. The impact will be seen in the bottom line of European vehicle manufacturers which, collectively, have lost money for the past five years.

The makers have reaped the harvests of their cost-cutting efforts. In the U.K., Ford doubled its year-ago profits in its most recent fiscal period. So did Fiat. Peugeot will report a profit, its first in six years.

"We will still see some black spots," said Lawson, "namely Renault."

The prestige manufacturers also will see a difference in their bottom lines, but for the worse, Lawson said. Those companies have made record profits through record sales in the U.S. market while the U.S. dollar peaked.

"For the short run," Lawson said, "it won't be too serious, but eventually it will dig into their profits."

He said the dollar would have to fall even farther to force them to re-think their U.S. strategy but marketing problems already have arisen. The prestige makers are faced with raising prices, and they may decide to ship cars with less equipment. During the days of the strong U.S. dollar, prestige makers shipped heavily equipped vehicles.

The Japanese makers present no major threat in the next two years or until they avoid trade restraints through local production, Lawson said. Nevertheless, some new faces may appear on the Western European scene, including U.S. makers that have been blocked out of Europe by the strong dollar.

Ford will ship U.S.-made engines to its European subsidiaries. American Motors said it will sell its new Jeep Wrangler in Europe.

There has been speculation that Chrysler Corp., on its own or through a joint venture with Fiat, will sell its minivan, its new Maserati-designed luxury coupe or its new U.S.-made Dakota pickup truck along with a four-wheel-drive in Europe. Chrysler refuses to confirm the speculation.

Cadillac has said it may sell its Pininfarina-designed luxury Allante in Europe, but Lawson views the move more as an image booster than added sales volume.

"If they sell well in Switzerland or West Germany, you can bet you will see that in their U.S. advertising," he said.

Hammond said U.S. makers will approach the European market cautiously and in low volume because their European subsidiaries already have more capacity than they need.

Other new faces on the European scene may be makers from South Korea and Taiwan. Currencies of those countries follow the direction of the U.S. dollar. A fall in their currencies means they can be more competitive than before against the Japanese and Europeans, said Lawson.

"It means the South Koreans can think of selling in Western Europe because of more favorable exchange rates," he said.

While the next 18 months will be spent sorting out their U.S. strategies, the South Koreans also will be "casing" Europe, Lawson said. "They may be more ready to divert vehicles to Western Europe if the U.S. market is not as attractive or as amenable to their products as they anticipate."

Japan will continue to churn out cars for foreign markets while sales at home will fall even farther. The latest World Outlook downgrades car sales in the Japanese market because of only modest growth projections for Japan during the next three years. Meanwhile, Japanese vehicle production plans continue to climb.

The rapid change in the yen-dollar exchange rate has put pressure on Japanese car pricing. Japanese makers to date have increased prices an average of 10 percent in the U.S. The invincibility of the Japanese also is in question because of the new South Korean, Taiwanese and Brazilian entries into North America.

In addition, some concern has been shown as to whether Japanese makers can fulfill their import plans for the U.S. and also sell out all of their U.S. production capacity in the future.

Despite the questions, Hammond noted that the price increases so far have not turned buyers away from Japanese vehicles. He does see the North American industry headed for a fierce price war later in the decade.

"The question is who will win that battle," Hammond said. "And I wouldn't bet against the Japanese."

$18,000 spiff

DENVER—Johnny Haas Lincoln-Mercury is advertising what may be the ultimate freebie: An $18,000 Merkur with the purchase of any Zimmer Classic, priced at $67,900.

But Noce Cadillac, Pittsburgh, is hot on its heels: During May, Noce will give away a Cadillac Cimarron with the purchase of a Zimmer Classic.

A spokesman at the Denver deal said he sold the Merkurs, but still has the Zimmers.

"They were '85 Merkurs. We had a factory incentive on them and figured this might be a good way to sell them."

The giveaway idea brought people into Johnny Haas, where Zimmer sales run 8-10 units a year. But buyers chose the Merkur over the much more expensive Zimmer.

Noce Cadillac reported a similar experience, with a twist: The one Zimmer customer opted for a discount worth the cost of the "free" Cimarron.

"We'll probably extend the offer past the end of the month," a dealership spokesman said. "We still have six Zimmers in stock."

Production

U.S. CAR	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1, to May 25, 1986	Jan. 1, to May 24, 1986
AMERICAN MOTORS	0	3,766	2,073	4,082	43,925	20,625
Renault Total	0	3,766	2,073	4,082	43,925	20,625
Alliance	0	2,336	1,857	3,639	26,978	18,064
Encore	0	1,430	216	443	16,947	2,541
CHRYSLER CORP.	22,965	29,065	26,021	83,817	573,872	574,148
Plymouth Total	8,000	8,408	9,065	29,000	167,775	167,445
Horizon	3,000	3,358	3,998	12,164	60,538	64,481
Reliant	3,900	3,460	3,870	12,710	75,937	73,453
Caravelle	800	1,160	788	2,703	23,388	22,684
Gran Fury	300	430	409	1,423	7,912	6,827
Chrysler Total	5,525	9,638	6,551	21,205	188,610	192,059
LeBaron	2,000	1,922	2,203	7,230	45,367	49,168
LeBaron GTS	25	2,557	0	25	40,254	26,955
Laser	600	1,319	780	2,504	22,999	21,506
New Yorker/E-Class	1,200	1,552	1,415	4,582	30,982	38,882
Fifth Avenue	1,700	2,288	2,153	6,863	49,008	55,548
Dodge Total	9,440	11,019	10,405	33,612	217,487	214,644
Omni	3,000	2,862	3,464	11,144	61,717	63,850
Aries	3,000	3,048	3,126	9,975	60,891	54,350
Daytona	900	1,280	1,202	3,776	20,541	21,878
Dodge 600	1,700	1,409	1,807	6,045	30,734	35,996
Lancer	40	1,772	0	40	29,688	24,677
Diplomat	800	648	806	2,631	13,916	13,893
FORD MOTOR	40,222	32,860	39,009	133,025	735,496	756,177
Ford Division	26,695	22,802	27,555	92,168	490,367	518,777
Escort	8,003	7,828	7,922	27,324	133,166	165,735
Mustang	3,579	4,245	4,530	14,337	76,273	82,956
LTD	0	3,423	0	0	102,744	0
Taurus	7,534	0	7,011	23,734	0	113,245
Thunderbird	3,169	3,380	3,687	11,916	87,585	71,432
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,410	3,926	4,405	14,857	79,639	85,409
L-M Division	13,527	10,058	11,454	40,857	245,129	239,400
Mercury Total	9,845	7,167	7,764	28,349	176,552	163,083
Lynx	1,447	1,362	1,455	4,820	30,825	27,148
Capri	653	22	0	775	7,232	6,792
Marquis	0	1,871	0	0	50,846	0
Sable	3,775	0	2,823	10,361	0	53,382
Cougar	2,962	2,701	2,455	8,793	58,351	49,891
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,008	1,211	1,031	3,599	24,565	25,870
Lincoln Total	3,682	2,891	3,690	12,509	68,577	76,317
Continental	410	404	407	1,387	12,194	8,632
Lincoln	2,762	2,168	2,767	9,382	48,806	57,245
Mark VII	510	319	516	1,739	7,577	10,440
GENERAL MOTORS	93,715	97,947	87,882	303,006	2,106,267	1,863,691
Buick Total	18,237	20,593	17,232	60,216	422,583	316,193
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,836	2,589	1,710	6,215	45,915	36,576
Somerset/Skylark	2,590	2,626	2,060	8,244	53,451	42,780
Century	5,366	6,731	5,317	18,451	106,057	104,481
Regal	2,047	2,475	2,053	6,879	49,714	23,789
Wagon/LeSabre (rwd)	350	2,703	347	1,163	58,977	5,866
LeSabre	3,590	0	3,495	11,567	0	48,405
Riviera	893	1,451	729	2,534	27,650	10,045
Electra	1,565	2,018	1,521	5,163	39,866	44,251
Cadillac Total	8,723	6,858	8,159	28,263	156,370	136,047
Cimarron	640	538	625	2,174	12,107	11,253
Seville	829	656	690	2,347	17,092	8,445
Eldorado	829	1,278	672	2,339	31,857	9,864
Cadillac (rwd)	2,400	1,139	2,412	8,070	23,654	37,132
DeVille (fwd)	4,025	3,247	3,760	13,334	71,660	69,353
Chevrolet Total	27,793	31,790	25,650	88,088	727,020	595,394
Chevette	2,000	3,201	2,233	5,119	67,105	47,334
Cavalier	8,617	9,809	8,433	29,[illegible]2	206,386	177,572
Celebrity	5,645	5,067	5,530	19,039	121,127	124,142
Camaro	4,930	4,980	2,857	12,601	98,289	88,176
Citation	0	0	0	0	28,697	0
Monte Carlo	2,285	2,584	2,181	7,519	65,949	48,539
Chevrolet	3,676	5,008	3,776	12,576	121,359	96,234
Corvette	640	1,141	640	2,172	18,108	11,397
Oldsmobile Total	21,044	23,543	20,308	70,282	526,700	469,226
Firenza	567	786	650	1,966	30,374	20,437
Cutlass Supreme	1,973	5,292	1,930	6,699	93,557	73,412
Cutlass Ciera	4,874	6,721	4,883	16,585	157,932	113,356
88 (rwd)	519	3,908	516	1,693	98,967	9,524
88 (fwd)	8,472	0	8,328	28,510	0	140,438
Olds 98	1,780	2,876	1,745	5,928	60,251	50,127
Calais	2,210	3,322	1,733	7,064	67,696	54,688
Toronado	649	638	523	1,837	17,903	7,244
Pontiac Total	17,918	15,163	16,533	56,156	273,594	346,831
Acadian**	0	255	642	891	5,886	6,773
2000 Sunbird	3,120	2,747	2,909	10,287	57,405	59,521
1000	1,320	531	1,128	2,899	12,347	12,256
Firebird	2,690	2,583	1,521	6,776	51,646	47,217
6000	3,255	1,531	3,234	10,859	17,448	63,638
Parisienne	995	1,715	1,083	3,470	28,665	32,945
Fiero	1,738	2,422	1,415	4,861	47,171	32,522
Grand Am	4,800	3,379	4,601	16,113	53,026	91,959
HONDA	4,375	3,117	3,960	13,746	67,158	76,294
NISSAN	0	824	0	0	4,614	21,517
NUMMI*	3,600	1,000	3,600	12,240	5,860	73,108
VOLKSWAGEN	2,000	2,323	2,001	6,835	41,681	36,667
Total Cars, U.S.	166,877	170,902	164,546	556,751	3,578,873	3,424,227
Total Cars, Canada	20,325	20,361	23,184	78,546	421,221	468,904
N. American Cars	187,202	191,263	187,730	635,297	4,000,094	3,893,131
N. American Trucks	90,617	88,787	95,016	314,815	1,791,163	1,859,727
North American Cars and Trucks	277,819	280,050	282,746	950,112	5,791,257	5,752,858

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Auto output pegged at 166,877

By Kathy Boyer
Detroit Reporter

U.S. auto makers scheduled 166,877 cars for production last week, 1.42 percent more than the previous week's 164,546 but 2.36 percent below the year-ago week's 170,902.

So far this year, 3,424,227 cars have been assembled, 4.32 percent fewer than the 3,578,873 completed last year at this point.

Last week's targeted production was split this way: General Motors, 56.16 percent; Ford Motor Co., 24.10 percent; Chrysler Corp., 13.76 percent; Honda of America Mfg. Co., 2.62 percent; New United Motor Mfg., Inc., 2.16 percent, and Volkswagen of America, 1.20 percent.

American Motors' Kenosha plant was down last week for inventory adjustment.

The plant is expected to resume production tomorrow (May 27).

Nissan's car line in Smyrna, Tenn., remains down for model changeover and is not expected to resume output until August.

Ford's Capri line resumed production last week (May 19) after being idle for two weeks due to a parts shortage.

Ford slated overtime this Saturday (May 31) at its Wayne, Mich. plant.

Daily overtime was scheduled at Chrysler plants in Belvidere, Ill.; St. Louis (No. 2), and Newark, Del.

No overtime was scheduled Saturday (May 24) because of the holiday weekend. All plants are closed today (May 26) in observance of Memorial Day.

Truck output slips from 1986 peak

With no overtime scheduled Saturday (May 24) because of the holiday weekend, domestic truck production was 74,201 last week, 4.89 percent below the previous week's 78,013.

The prior week's output was the highest of any week this year.

Last week's scheduled build was 3.45 percent more than the year-ago week's 71,725.

Year-to-date, 1,475,652 trucks have been assembled, 3.77 percent more than the 1,422,069 completed last year at this point.

All plants are closed today.

Canadian production cut by holiday

Last week's car and truck production in Canada dipped slightly due to plant closings on Victoria Day (May 19).

The short work week reduced scheduled auto production to 20,325. It was 12.33 percent below the previous week's 23,184 and was about even with (0.18 percent below) the year-ago week's 20,361.

So far this year, 468,904 cars have been built, 11.32 percent more than the 421,221 completed at this time last year.

Canadian truck makers targeted production of 16,416 units last week, 3.45 percent below the previous week's 17,003 and 3.79 percent below the year-ago week's 17,062.

Year-to-date, 384,075 trucks have been assembled, 4.06 percent more than the 369,094 built last year at this point.

'Radical' GM plan stunned supplier

By A.S. Plotkin
Staff Correspondent

FRAMINGHAM, Mass.—General Motors' proposal to build a plant to produce plastic body parts next door to its assembly plant here was "so radical" that management officials of DiversiTech General at first resisted the idea.

DiversiTech will lease the plant, which will make body panels for GM's minivan.

Al Schmeiser, president of DiversiTech's Reinforced Plastics Division, said the company "did a lot of thinking about whether we wanted to make that kind of investment" (about $90 million for equipment).

The firm had "a consulting study done to see whether it was the best and cheapest" way of meeting the challenge.

Schmeiser told a town meeting that DiversiTech, which originally thought it would supply only half the panels for the projected 200,000 front-wheel-drive minivans for the 1990 model year, finally agreed to GM's proposal.

Schmeiser and James Westby, manager of GM's minivan program—codenamed GM200—both stressed the urgency of securing Framingham's OK, since the schedule contemplates groundbreaking in July and completion of the $50-million plant in two years.

Westby recounted some of the reasons for selecting Framingham. The unemployment rate is less than 3 percent. The assembly plant, which turns out the Chevrolet Celebrity and Oldsmobile Cutlass Ciera, now employs 4,000 on two shifts.

"We decided Framingham would be a good location based on its A-car platform production and a minimum investment to retool," he said. He also mentioned the quality of the product and "union cooperation."

Another factor, he said, is the construction, now under way, of a $250-million automated paint plant adjacent to the assembly facility.

"Without that paint shop, we would not be able to assemble the GM200 in Framingham," Westby added. "It will offer a state-of-the-art process for base-coat and clear-coat painting."

While there were questions and calls for clarification from some citizens at the hastily called town meeting, there did not appear to be much of the anger and resentment that has boiled up at previous presentations involving GM.

The most recent one came when GM announced its plan to build the paint plant. It required more land but town officials were reluctant to give in. Gov. Michael Dukakis, who had long held a reputation as a liberal frequently jousting with big business, stepped in.

With the help of the legislature, 35 acres of state-owned land which the town had assumed it was promised, was turned over to GM.

The plastics parts proposal—it would mean 1,000 new jobs on three shifts—has the blessing of the UAW. UAW Regional Director E.W. Barrett said it would "secure the future of the Framingham plant."

Schmeiser said one advantage of locating the plastics facility next to the GM unit would be reducing the number of incoming trailer trucks to 15 daily. If located elsewhere, 40 trucks would be required.

Should the town reject the new plant, Schmeiser said, his company would seek a site 30 to 40 miles away. DiversiTech has a research facility in Salem, N.H., and a source indicated that a New Hampshire site would be possible.

CANADIAN CAR	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1, to May 25, 1986	Jan. 1, to May 24, 1986
AMERICAN MOTORS	52	0	116	331	4,276	2,405
FORD MOTOR	9,149	8,853	11,397	36,437	206,463	227,585
GENERAL MOTORS	10,944	11,328	11,446	41,058	205,989	234,488
VOLVO	180	180	225	720	4,493	4,426
Total Cars, Canada	20,325	20,361	23,184	78,546	421,221	468,904

U.S. TRUCK☆	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1, to May 25, 1986	Jan. 1, to May 24, 1986
CHEVROLET	21,525	23,747	23,830	77,533	484,890	502,403
DODGE	2,900	4,698	2,603	8,017	87,065	14,292
FORD	31,484	25,519	32,567	106,364	504,544	605,713
GMC	7,242	8,139	7,697	24,973	149,030	150,619
NAVISTAR	1,630	1,668	1,623	5,364	33,765	31,051
JEEP	3,000	4,460	3,389	11,147	82,797	79,012
NISSAN	4,070	1,705	3,954	13,185	41,286	45,340
AM GENERAL*	50	50	50	170	1,020	1,022
MISCELLANEOUS*	2,300	1,739	2,300	7,820	37,672	46,200
Total Trucks, U.S.	74,201	71,725	78,013	254,573	1,422,069	1,475,652

CANADIAN TRUCK	Week Ended May 24, 1986	Week Ended May 25, 1985	Week Ended May 17, 1986	May to Date	Jan. 1, to May 25, 1986	Jan. 1, to May 24, 1986
AMERICAN MOTORS	560	0	710	2,462	0	8,774
CHRYSLER	8,192	8,871	7,784	28,135	171,981	178,085
FORD	2,880	2,903	3,652	11,603	72,253	71,939
GENERAL MOTORS	4,608	5,072	4,636	17,337	119,875	121,181
NAVISTAR	176	216	221	705	4,985	4,096
Total Trucks, Canada	16,416	17,062	17,003	60,242	369,094	384,075
N. American Trucks	90,617	88,787	95,016	314,815	1,791,163	1,859,727

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

June 2, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

Sunny future for cars seen in Thailand

By Andrew Tank
Staff Correspondent

BANGKOK, Thailand.—The motor-vehicle industry in Thailand is facing a painful period of transition.

By the 1990s, it could be the most self-reliant automotive manufacturing center in South Asia, exporting components to the U.S., Japan and Europe. But a combination of economic setbacks have prompted a severe recession.

The Thai Government is anxious to use this period of adversity to restructure the industry and promote more efficient scales of production. It seems likely that this effort will be only partially successful.

Industry executives and government officials agree that Thailand might achieve considerable success as an exporter of automotive components. But no one expects it to emulate Japan or South Korea as an exporter of finished vehicles.

Said Chackchai Panichapat, assistant secretary general of the Board of Investment, the state promotional agency, "I'm not very proud of the auto industry in Thailand. We are too free, with so many makes and models and a very small market. But there is an opportunity to export parts."

The Thai motor industry grew strongly in the early 1980s, buoyed by Thailand's fast economic growth which averaged 7 percent per year in real terms between 1970 and 1984.

That was reflected in annual production in both 1983 and 1984 of about 35,000 cars, 75,000 commercial vehicles and 320,000 motorcycles.

Demand collapsed in 1985. Falling international commodity and food prices cut purchasing power and trimmed economic growth to 4 percent—the lowest for decades. As a result, production of cars and commercial vehicles fell 26 percent from 111,037 in 1984 to 82,106 in 1985. Motorcycles production dipped from 317,485 to little over 200,000.

Further sharp declines are expected during 1986. The appreciation of the Japanese currency has already pushed up vehicle prices by 10 percent. The economic outlook has darkened due to a U.S. law that could cut sales of rice, Thailand's biggest export.

Vehicle sales in the first four months of 1986 were 26,037, down 10.6 percent from the 1985 period.

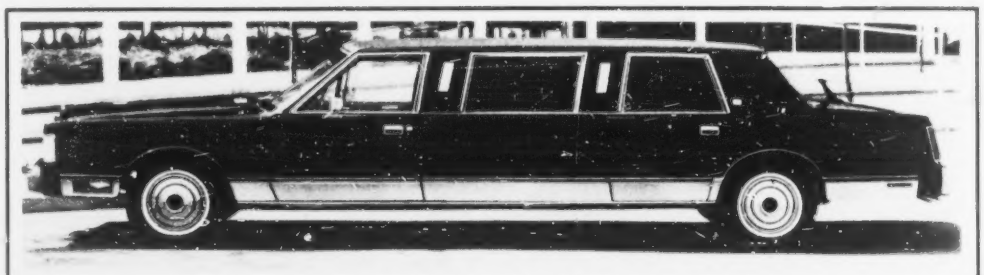
Employment at the major assembly firms has been cut about 10 percent, and further job losses are likely if demand stays depressed.

The result is intense competition to maintain market share.

Said Simon E. Bonython, acting

Please turn to Page 36, Col. 1

VW may build Jetta in U.S. plant



Limousine Werks stretches Lincoln Town Car 54 inches

Limousine market softens

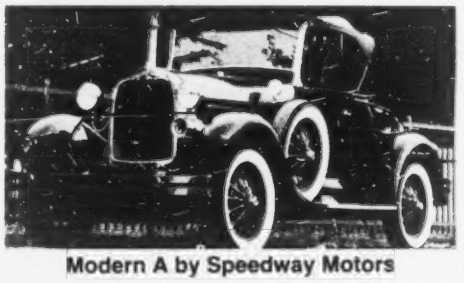
By Al Fleming
Industry Editor

Following two years of rising production and sales, limousine producers are scaling down their market expectations for 1986.

Among the reasons: A supply-demand imbalance resulting from a rapid rise in the number of limo customizers that entered the business during the recent boom times.

As customizers do battle, so do their vehicle sources. Indications are Lincoln has wrested limo leadership from Cadillac, and will take close to 70

Please turn to Page 30, Col. 4



Modern A by Speedway Motors

Production could begin early in '87

By Dave Zoia
Detroit Reporter

Volkswagen of America is studying a plan that would add production of 26,000 Jetta models annually to its U.S. operations beginning early next year.

VWoA officials wouldn't confirm details of the study, but a source close to the Westmoreland (Pa.) assembly operation said a report was expected to be completed late last week.

"We've studied many things over the years," a VWoA spokesman said. "It's an ongoing procedure to see how we can best utilize the existing capacity at Westmoreland."

The proposal calls for VWoA to begin producing Jettas at Westmoreland as early as February at a rate of 100 units per day (about 26,000 per year), according to one source.

The amount of the investment required to add Jetta to Westmoreland and the percentage of the plant's 1,800 laid-off hourly and salaried workers that would be affected by the move have yet to be determined.

When VWoA retooled the Westmoreland plant in late 1984 to produce the Golf model, the company designed in the flexibility to add Jetta assembly quickly.

However, if the project is approved, tooling for the Jetta would take 12 to 18 months, according to a VWoA spokesman, making the proposed February,

Please turn to Page 51, Col. 1

1987 intros begin Sept. 18

By Jenny L. King
Detroit Reporter

Chrysler Motors kicks off the 1987 model year shortly after Labor Day with the Sept. 18 introduction of its Plymouth Sundance and Dodge Shadow.

General Motors said Sept. 25 is the date currently on the calendar for introduction of most of its 1987 models, followed in November by the Cadillac Allante convertible.

Ford Motor Co. said introductions of Ford Division's cars and light trucks begin Oct. 2. A Lincoln-Mercury spokesman said Oct. 3 is the probable date of its 1987 lineup debut. The Ford intros continue through November, with the new Bronco and F Series models bringing up the rear on or about Nov. 28.

Chrysler carryover models will bow Oct. 2 in conjunction with their official advertising campaign, according to a spokesman, followed by a Christmastime or first-of-the-year introduction for Chrysler's new J-body LeBaron coupe.

A convertible version of the LeBaron joins the Chrysler product line in the spring, the spokesman said, and the long-wheelbase minivans are expected to be available by mid-model-year.

American Motors said its 1987 line will probably debut during the week of Oct. 5.

Chevrolet will bring out Beretta and Corsica, its X-car replacements, around Jan. 1. Pontiac said its all-new front-wheel-drive family sedan, Bonneville, and the "ultimate" Trans Am go onstream at the end of September.

Ford carryover light trucks, including Bronco II, Ranger and Aerostar, are expected to be available by Oct 2.

Innocenti keys Chrysler deal

By Mary Connelly
Detroit Reporter

The key to Chrysler Corp.'s anticipated financial takeover of Maserati S.p.A. appears to be the Italian manufacturer's Innocenti manufacturing plant.

The plant will permit Maserati to meet Chrysler's production demands in addition to lending its name to the vehicles and engines developed by the two companies.

"That was the key—mating the Maserati name with a production facility with the capacity Chrysler wanted to buy," said Howard E. Chase, secretary of DeTomaso Industries which has a 66 percent indirect equity interest in Maserati.

"That's what made it possible. If we had owned only Maserati and not Innocenti, it would not be possible."

Maserati and the Milan-based Innocenti were merged at the end of 1984.

Production capacity for the jointly developed Chrysler-Maserati cars will be 24,000 units an-

Please turn to Page 55, Col. 1

Alejandro DeTomaso, right, at L.A. show

Congress taps top leaders

This year's Automotive News World Congress features top leaders from the auto industry, related fields and government.

Among the auto company chiefs addressing the July 27-30 international gathering will be keynoter Roger B. Smith, General Motors chairman; G. Glenn Gardner, chairman, Diamond-Star Motors, and Max Jamiesson, executive vice president, Hyundai Motor America. In addition, executive vice presidents Lloyd Reuss of GM and Allan Gilmour of Ford are on the program.

Other top auto executives at the Congress will be Peter E. Rupp, president, Freightliner Corp.; Peter Schutz, chairman and CEO, Porsche AG; M.J. Closs, president and CEO, Chrysler Canada, Ltd.,

Please turn to Page 38, Col. 3

suppliers plants Page 2
Indy rain delay costs ABC millions Page 3
Car-buying attitudes reach record high Page 4

EETHESDA
MD 20814
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACC EDITOR SPI
ACC EDITOR
0310229O8 0300 8622 COMP C12
**********MIXED STATES

Ad revenues were washed out with Indy race

By Dave Zoia
Detroit Reporter

The rain that delayed by a week the running of the 70th Indianapolis 500 also may have dampened profits for the ABC television network.

Because of the rainout, advertisers whose commercials ran on May 25—the scheduled race day—were not charged for the time, an ABC source said. Commentators filled the time with interviews and film.

Not all the commercials scheduled for the original race date were broadcast during the expanded coverage of nearly six hours, but a significant number were, a spokesman said.

ABC was charging an average of $100,000 per 30-second spot, according to one source. The loss in revenues could total several million dollars. The network was scheduled to run 100 30-second commercials during its five-hour broadcast of the rescheduled race on May 31.

Add to that the estimated $5 million cost to broadcast—including purchasing television rights and the projected $160,000-per-day tab to keep crew and equipment at the track—and the Indy 500 payoff for ABC in 1986 appears to diminish.

"It's going to be expensive," said one industry observer. "There's no way they can recoup everything they lost during the first broadcast."

ABC wouldn't comment officially on its handling of commercial time for the race or whether the network lost money on the telecast.

But a spokesman for Goodyear Tire & Rubber Co. confirmed that the company was not charged for its seven 30-second spots shown by ABC May 25.

Despite the rain—it marked the first time an Indy 500 was postponed without even a start—the May 25 ABC broadcast enjoyed good ratings.

The overnights gave ABC's Indy coverage a 6.6 rating and a 22 share. The rating figure means 5.7 million of the 85.9 million U.S. households with television sets were viewing ABC. The share total is the percentage of all households which had televisions turned on and tuned into ABC.

Manheim bid for AAAA is $75 million

By Richard Feast
European Editor

LONDON—The Manheim/Cox offer to buy the 12 U.S. sites operated by Anglo American Auto Auctions was one that British Car Auctions, the parent firm of AAAA, found impossible to ignore.

The Manheim/Cox bid is about $75 million.

It is thought that BCA is preparing for an important takeover bid later this year. The London-based company has a cash hoard from recent sales of a number of holdings. Combined with its potential for borrowing, BCA is in a position to offer at least $150 million if it were to take over another concern.

The recent BCA disposals have prompted plenty of rumors in London over just which organization BCA has its eye on. One of the most consistent is that the target is Christie's, the world-famous art auction house.

An Anglo American spokesman in Nashville said BCA itself is an excellent takeover target.

"Because they don't pay their sellers until the buyers' checks have cleared, they are in a positive cash-flow situation," he said.

"I don't see any of this as a danger to the current (Manheim/Cox) activities," he said. "We're still under the impression the sale is proceeding."

"Let's put it like this: They made us an offer we couldn't refuse," said BCA Finance Director Peter G. Warman.

Detailed negotiations on the Manheim/Cox offer are still taking place, in anticipation of a formal agreement Aug. 4. As noted, BCA expects to realize around $75 million from the sale.

The proposals must be acceptable to all shareholders and must not violate U.S. antitrust regulations. The proposed merger would bring the number of Manheim-operated auctions in North America to 29.

The pending sale of AAAA is part of a more general disposal of BCA assets and investments in recent months. It has sold its holdings in Attwoods, Group Lotus and Midepsa and has realized more cash through the sale of the valuable Frimley auction site southwest of London.

Frimley brought a reported $12 million; it cost BCA almost nothing 25 years ago.

The $75 million BCA expects to realize from the Manheim/Cox deal compares with a total U.S. investment of just over $40 million since BCA opened its first U.S. auction in Nashville in May 1982.

Joe Wilsseris

CPC's David Campbell: No cutbacks in technology for GM10

GM's highest tech for GM10

By Dave Zoia
Detroit Reporter

General Motors is committed to using all its new manufacturing technology in its multibillion-dollar GM10 car program.

But the application of such state-of-the-art equipment might take longer and have a more limited scope than originally thought, the company admits.

"There really haven't been any cutbacks in technology," said David D. Campbell, GM vice president and director of operations for the Chevrolet-Pontiac-Canada Group.

"We've had some stretching out of the program, but there's not one single piece of technology where we've decided we're not going to do that.

"With some of it, we've said maybe we'd be smarter to put it in only one plant, but we have not backed off the technology. We are still being very aggressive."

But because certain technology no longer will be applied at all GM10 plants at startup, GM has asked suppliers what it would take to pull back on some of its tooling orders, Campbell conceded.

"Sure, we've looked into what it would cost to cancel certain things," he said. "But we always do that. If the price isn't right, we'll buy the equipment and store it until we're ready to phase it in."

Several factors are forcing GM to reexamine the extent to which it will introduce untried technology through the GM10 program, Campbell said.

"Part of it is just generating enough capital to buy the equipment," he said. "Even though we still have a $35 billion spending program over the next four years, this stuff is expensive. You just can't choke it down all at one time."

Other factors include the shortage of people available to program the new machinery and the burden new assembly techniques create in training workers, Campbell said.

"So there's a balancing act between how much money you can spend and how fast you can get the equipment into the plant and assimilate it," he said.

In some cases, suppliers have been unable to meet demand for certain equipment, Campbell added. A shortage of presses is one of the reasons full operation of the metal stamping plant at the GM10 facility in Fairfax, Kans., will be delayed some 18

Please turn to Page 51, Col. 3

GM may shift full-size rwd output

DETROIT—General Motors reportedly is considering shifting production of its full-size, rear-wheel-drive models from its Clark Avenue plant here to its plant in Arlington, Tex., as early as next December.

The Detroit plant currently produces the Chevrolet Caprice sedans and wagons, the Oldsmobile Custom Cruiser wagon and the Cadillac Fleetwood Brougham sedan.

The Arlington plant now assembles the mid-sized, rear-wheel-drive Chevrolet Monte Carlo and Oldsmobile Cutlass Supreme, which will be discontinued beginning in the 1988 model year when the GM10 cars arrive.

It had been thought that Arlington would produce the GM10 models. However, GM announced earlier this year that the plant would not be included in the GM10 program.

The whole situation may depend on obtaining agreements with the local unions. GM would probably guarantee production at either of the plants if the local unions would agree to concessions.

A GM spokesman said the company plans to begin producing 1987 models at Clark Avenue following a month-long model changeover ending July 29, but no product plans have been announced for the 65-year-old plant beyond the 1987 model year.

GM had announced last summer that it would keep the Clark Avenue plant and the neighboring Fleetwood plant running through the late 1980s because of continued demand for the larger, rear-drive models. Earlier, GM had planned to close the Clark Avenue plant after the 1986 model year.

Budd seeks duties against Brazil wheels

By Geoff Sundstrom
Washington Reporter

WASHINGTON—Brazilian makers of medium- and heavy-truck wheels are dumping their products on the U.S. market, Budd Co.'s Wheel and Brake Division told the U.S. International Trade Commission.

In a petition filed with the ITC last month, Budd asked the commission to impose anti-dumping duties on Brazilian tubeless steel disk wheels.

If the duties are imposed, the amount would equal the difference between the selling price in Brazil and the selling price in this country. The money would be paid to the U.S. Treasury.

Budd said it filed its petition on behalf of all steel disk wheel makers in the U.S. Firestone Steel Products Division and Goodyear Tire and Rubber Co.'s subsidiary, Motor Wheel Corp., are the only other U.S. manufacturers of tubeless steel disk wheels.

The wheels are used on Class 6, 7 and 8 trucks, including tractors and semi-trailers.

Brazilian manufacturers named in the Budd Co. petition are Borlem S.A. Empreedimentos Industriais and FNV-Veiculos E Equipamentos S.A. A third exporter expected to join the list is Fumagalli, a division of Rockwell International. Budd said the Brazilian wheels are distributed in the U.S. by Prudential Supply Corp., New York; Gamma Enterprises, Woodland Hills, Calif., and Reliable Transportation Components, Dallas.

Budd estimated dumping margins of up to 160 percent on the wheels, based on price comparisons between Brazilian-made wheels sold in Brazil and Brazilian-made wheels sold in the U.S.

The ITC has 45 days to act on the petition.

index

Auction reports	41
Classified advertising	42-48
Dealing with dealers	20
Editorial page	10
Extra section	E1
Obituaries	54
Personnel	51
Production by makes	56
RV highlights	12

60th year—No. 5130

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI. 48207.

factories list auction dates

American Motors

June 3—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

June 4—Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caldonia, Wis.

June 5—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Inc., Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

June 3—NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 4—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

June 5—Fredericksburg Auto Auction, Fredericksburg, Va.

June 6—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

June 3—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

June 4—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northway Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

June 5—Nashville Auto Auction, Nashville

June 11—Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City, Utah

General Motors

June 3—Southern Auto Auction, E. Windsor, Conn., and Dallas Auto Auction, Dallas

June 4—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Hatfield Auto Auction, Hatfield, Pa., and Omaha Auto Auction, Omaha, Neb.

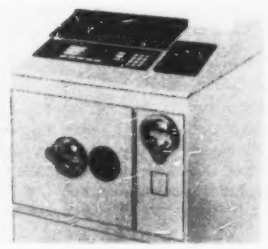
June 5—Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Model Breakdown
Auction Averages

	MAY 1986	APR 1986	MAR 1986
1986	$11,292	$11,490	$10,173
1985	$8,650	$8,803	$8,774
1984	$6,384	$6,363	$6,248
1983	$5,516	$5,515	$5,370
1982	$4,361	$4,308	$4,213
1981	$3,423	$3,458	$3,382
1980	$2,560	$2,516	$2,477
1979	$2,195	$2,199	$2,246
Overall Average	$5,143	$5,093	$4,932

Used Car Sales
Auction Averages

May, 1986	$5,143
Month ago	$5,093
Year ago	$5,224



Steel vault stores cash

Cash register deters theft

ANAHEIM, Calif.—A cash-handling system controlled by a microprocessor and designed to eliminate opportunity for employe theft is in production.

Called the Cash-Guardian 100, the system, in effect, eliminates the open cash register drawer and denies employes and robbers easy access to cash on hand.

The heart of the new system is a cash-handling unit that retains "working" cash in a 450-pound steel vault and automatically produces exact change by recycling stored cash.

An audit tape inside the locked vault provides management with a printout record of all transactions by sales amount, currency received, change dispensed, employe, date and time. The system also accepts and records transactions involving checks, credit cards and coupons.

Cash-Guardian 100 was developed by Commercial Guardian and its parent company, Baskin Robbins Ice Cream Co., a subsidiary of Allied-Lyons, England.

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602 894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
June 4—Truck & RV Sale. Expecting over 300 units.
June 5—Thurs., 5 PM Sharp — Fleet Sale. Complimentary buffet, 4 PM.
June 11— Chrysler Factory Sale, 11 A.M.
Plus 150 late model Imports
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612 / 546-2403
The Auction with the Action!!

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

EVERY MONDAY
1:30 SHARP!
SERVING DEALERS AND FLEETS
Scranton-Wilkes-Barre Auto Dealer's Exchange Inc.
SCRANTON — WILKES-BARRE AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3800

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

AUTOMOBILE AUCTION
For Sale
3-Yr.-Old Facility — 12 Acres
Located West Texas
Asking $2 million, make offer
214-642-3900 — Day
214-641-1110 — after 7
915-698-4391

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

GEORGIA

Atlanta Auto Auction
4900 Buffington Rd., Red Oak, Ga. 30272 • (404) 762-9211
Ford — MERCURY LINCOLN
FRANCHISED DEALERS ONLY
FACTORY AUCTION
THURSDAY — JUNE 12, 1986
10:00 A.M.
MAKE PLANS TO ATTEND NOW
CROSSLINE BUYING ON ALL 1985 MODELS
APPROXIMATELY 200 FORD, LINCOLN-MERCURY PRODUCTS. LINCOLN TOWN CARS, T-BIRDS, LTD, COUGARS, TOPEZ, TEMPO, PLUS 100 FORD MOTOR COMPANY CARS AND TRUCKS.
COMPLIMENTARY BREAKFAST - 8 AM - 10 AM
$1000 IN CASH PRIZES
FOR INFORMATION, HOTEL ACCOMMODATIONS, FREE AIRPORT PICKUP — CALL 404-762-9211

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

Production

Memorial Day cuts auto output

By Kathy Boyer
Detroit Reporter

Scheduled domestic auto production dropped to 137,996 units last week because of plant closings on Memorial Day.

Last week's output was the lowest since the week before Easter, when 132,138 cars were assembled.

Targeted production last week was 18.02 percent below the previous week's 168,337 and 3.01 percent below the year-ago week's 142,273.

So far this year, 3,563,683 cars have been assembled, 4.37 percent fewer than the 3,726,384 completed last year at this point.

Companies split last week's estimated output as follows: General Motors, 54.48 percent; Ford Motor Co., 23.41 percent; Chrysler Corp., 14.64 percent; New United Motor Mfg., Inc., 2.61 percent; Honda of America Mfg. Co., 2.54 percent; Volkswagen of America, 1.16 percent, and American Motors, 1.16 percent.

As previously reported, Nissan Motor Mfg. Co.'s car line in Smyrna, Tenn., remains idle for model changeover.

American Motors' Kenosha plant resumed output last week after being down for one week for inventory adjustment.

GM scheduled no overtime at its car plants Saturday (May 31). Ford slated Saturday overtime at its Wayne (Mich.) plant.

All Ford plants are scheduled for daily overtime this week (June 2).

Chrysler slated Saturday overtime at its plants in Newark, Del.; Belvidere, Ill., and St. Louis (No. 2).

Belvidere and St. Louis (No. 2) are scheduled for daily overtime this week.

Holiday trims truck output in U.S.

With plants closed last Monday (May 26) for Memorial Day, targeted production of domestic trucks was cut to 64,700.

Last week's scheduled output was 14.34 percent below the previous week's 75,528 but 5.11 percent more than the year-ago week's 61,555.

Year-to-date, 1,541,679 trucks have been built, 3.84 percent more than the 1,484,613 completed last year at this time.

General Motors slated Saturday (May 31) overtime at its Detroit plant.

Ford's Norfolk, Twin Cities and St. Louis plants were scheduled for Saturday overtime.

All Ford plants are slated for daily overtime this week (June 2).

Canadian trucks outrun '85 pace

Canadian truck production passed the 400,000 mark last Friday (May 30), five days earlier than in 1985.

Year-to-date, 400,865 units have been built, 2.83 percent more than the 389,823 assembled last year at this point.

Last week's truck output of 16,752 was up 1.81 percent from the prior week's 16,454 but was 3.69 percent below the year-ago week's 17,393.

Production of 25,550 cars in Canada last week was 28.62 percent more than the previous week's 19,865—a holiday week—but was 0.50 percent below the year-ago week's 25,678.

So far this year, 493,994 cars have been assembled, 10.58 percent more than the 446,728 completed last year at this time.

Chrysler Corp.'s Windsor (Ont.) plant was down last week for inventory adjustment.

The plant is expected to resume production today (June 2).

Production of the 1986 Eagle at American Motors' Brampton (Ont.) plant has ended for the model year.

Nissan schedules Mexican hiatus

MEXICO CITY—Plagued by a steep decline in sales in the first four months of this year, Nissan Mexicana has decided to halt production for two months later this year.

Plants will be shut down nine days in September and 14 in December, said Arturo Patino Munoz, the firm's industrial relations manager.

Patino Munoz said automotive sector sales have slumped 40 percent in the first four months of 1986, according to his personal estimate.

Nissan has 5,000 vehicles stored because dealers have been unable to clear out stocks. Patino Munoz said the firm has not resorted to layoffs as yet, but that management has had talks with union officials.

Layoffs and dismissals will not be confined to Nissan, Patino Munoz said, with this drastic measure inevitable throughout the industry if conditions do not improve.

Patino Munoz added that if the sales slump continues, Nissan might cease operations altogether in Mexico. He said he hoped this step would not be necessary.

At General Motors, Mario Campo, director of public relations, pointed out that the current "paralyzation of sales" is not confined to Mexico, but is worldwide to a greater or lesser degree.

Despite current setbacks, the industry as a whole in Mexico foresees "a promising future," Campo said. GM has had capital losses due to the abnormal market, but the firm has other resources, he said. The Parts Division, for example, is registering growing demand as car owners recondition vehicles instead of buying new models.

Campo said that GM has 2,000 cars stored in Mexico because of sluggish sales. But he said the firm will go ahead with approved expansion plans and additions to the work force will be made next year.

Japanese output for April falls 1.7 pct. from '85

TOKYO—Japanese vehicle production in April declined from the same month a year ago for the first year-to-year dip in 19 months, according to the Japan Automobile Manufacturers Assn.

JAMA listed production for the month at 1,967,572 units, down 1.7 percent from a year ago, due to sluggish domestic sales and a slowdown in export growth. April's dip followed a 1.3-percent year-to-year increase in March.

JAMA said in its preliminary report that exports were expected to grow 4 percent in April, compared with 7.8 percent in January, 13.8 percent in February and 2.2 percent in March.

The report said April's production included 677,846 cars, up 2.9 percent; 386,176 trucks, down 7.7 percent, and 3,550 buses, off 57.8 percent.

The combined January-April production increased 3.2 percent at 4,171,203 units, including 2,630,389 cars, up 5.3 percent; 1,525,452 trucks, an increase of 0.8 percent, and 15,362 buses, down 52.1 percent.

CANADIAN CAR	Week Ended May 31, 1986	Week Ended June 1, 1985	Week Ended May 24, 1986	May Est.	Jan. 1, to June 1, 1985	Jan. 1, to May 31, 1986
AMERICAN MOTORS	0	406	52	331	4,686	2,405
FORD MOTOR	11,645	11,251	8,961	47,894	217,676	239,042
GENERAL MOTORS	13,680	13,796	10,672	54,466	219,648	247,896
VOLVO	225	225	180	945	4,718	4,651
Total Cars, Canada	25,550	25,678	19,865	103,636	446,728	493,994

U.S. TRUCK☆	Week Ended May 31, 1986	Week Ended June 1, 1985	Week Ended May 24, 1986	May Est.	Jan. 1, to June 1, 1985	Jan. 1, to May 31, 1986
CHEVROLET	20,286	21,022	22,320	98,614	505,935	523,484
DODGE	2,600	3,598	3,413	11,130	91,063	17,405
FORD	26,555	23,270	31,201	132,636	527,150	631,985
GMC	5,733	6,617	7,499	30,963	155,733	156,609
NAVISTAR	1,320	1,325	1,584	6,638	35,428	32,325
JEEP	2,800	2,862	3,223	14,170	86,107	82,035
NISSAN	3,056	1,429	3,938	16,109	43,073	48,264
AM GENERAL*	50	40	50	220	1,060	1,072
MISCELLANEOUS*	2,300	1,392	2,300	10,120	39,064	48,500
Total Trucks, U.S.	64,700	61,555	75,528	320,600	1,484,613	1,541,679

CANADIAN TRUCK	Week Ended May 31, 1986	Week Ended June 1, 1985	Week Ended May 24, 1986	May Est.	Jan. 1, to June 1, 1985	Jan. 1, to May 31, 1986
AMERICAN MOTORS	980	0	569	3,451	0	9,763
CHRYSLER	6,144	7,171	8,251	34,338	182,558	184,288
FORD	3,648	3,650	2,837	15,208	75,916	75,544
GENERAL MOTORS	5,760	6,301	4,618	23,107	126,095	126,951
NAVISTAR	220	271	179	928	5,254	4,319
Total Trucks, Canada	16,752	17,393	16,454	77,032	389,823	400,865
N. American Trucks	81,452	78,948	91,982	397,632	1,874,436	1,942,544

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended May 31, 1986	Week Ended June 1, 1985	Week Ended May 24, 1986	May Est.	Jan. 1, to June 1, 1985	Jan. 1, to May 31, 1986
AMERICAN MOTORS	1,600	3,012	0	5,682	46,941	22,225
Renault Total	1,600	3,012	0	5,682	46,941	22,225
Alliance	1,400	1,899	0	5,039	28,864	19,484
Encore	200	1,113	0	643	18,077	2,741
CHRYSLER CORP.	20,200	23,308	24,970	106,022	597,937	596,353
Plymouth Total	6,600	6,615	8,355	35,955	174,783	174,400
Horizon	2,900	2,590	3,236	15,300	63,396	67,617
Reliant	2,900	2,765	3,859	15,569	78,597	76,312
Caravelle	600	857	865	3,368	24,348	23,349
Gran Fury	200	403	395	1,718	8,442	7,122
Chrysler Total	5,500	7,896	6,649	27,829	196,948	198,683
LeBaron	1,900	1,651	2,126	9,256	47,589	51,194
LeBaron GTS	200	2,176	47	247	42,311	27,177
Laser	500	973	777	3,181	23,918	22,183
New Yorker/E-Class	1,000	1,199	1,429	5,811	32,134	40,111
Fifth Avenue	1,900	1,897	2,270	9,333	50,996	58,018
Dodge Total	8,100	8,797	9,966	42,738	226,206	223,270
Omni	2,500	2,386	3,007	13,651	63,979	66,357
Aries	2,900	2,501	3,126	13,001	63,339	57,376
Daytona	700	926	1,148	4,724	21,421	22,826
Dodge 600	1,000	1,101	1,702	7,047	31,543	36,998
Lancer	200	1,355	55	255	31,060	24,892
Diplomat	800	528	928	3,559	14,864	14,821
FORD MOTOR	32,307	28,171	39,286	164,396	764,729	789,548
Ford Division	21,332	19,317	26,541	113,346	509,841	539,955
Escort	6,379	6,188	8,000	33,700	139,438	172,111
Mustang	3,027	3,450	3,601	17,386	79,696	86,005
LTD	0	3,346	0	0	106,057	0
Taurus	5,969	0	7,358	29,527	0	119,038
Thunderbird	2,432	3,145	3,157	14,336	90,819	73,852
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	3,525	3,188	4,425	18,397	82,871	88,949
L-M Division	10,975	8,854	12,745	51,050	254,888	249,593
Mercury Total	8,024	6,387	9,073	35,601	183,428	170,335
Lynx	1,181	1,160	1,450	6,004	31,933	28,332
Capri	603	47	109	834	7,259	6,851
Marquis	0	1,728	0	0	52,649	0
Sable	2,951	0	3,555	13,092	0	56,113
Cougar	2,466	2,526	2,954	11,251	60,964	52,349
Grand Marquis	0	0	0	0	4,733	0
Topaz	823	926	1,005	4,419	25,890	26,690
Lincoln Total	2,951	2,467	3,672	15,450	71,460	79,258
Continental	329	343	407	1,713	12,595	8,958
Lincoln	2,215	1,850	2,753	11,588	50,968	59,451
Mark VII	407	274	512	2,148	7,897	10,849
GENERAL MOTORS	75,189	83,136	94,406	378,886	2,191,466	1,939,571
Buick Total	14,801	17,906	18,220	75,000	440,588	330,977
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,472	2,039	1,900	7,751	48,500	38,112
Somerset/Skylark	2,072	2,648	2,553	10,279	55,529	44,815
Century	4,296	5,385	5,374	22,755	111,464	108,785
Regal	1,717	2,385	1,960	8,509	52,236	25,419
Wagon/LeSabre (rwd)	280	2,668	373	1,466	61,591	6,169
LeSabre	2,984	0	3,811	14,772	0	51,610
Riviera	732	1,152	609	2,982	28,812	10,493
Electra	1,248	1,629	1,640	6,486	41,503	45,574
Cadillac Total	7,304	5,861	8,452	35,296	162,207	143,080
Cimarron	512	521	649	2,695	12,644	11,774
Seville	682	514	532	2,732	17,615	8,830
Eldorado	682	1,013	564	2,756	32,884	10,281
Cadillac (rwd)	2,208	1,105	2,413	10,291	24,793	39,353
DeVille (fwd)	3,220	2,708	4,294	16,823	74,271	72,842
Chevrolet Total	22,235	26,927	27,768	110,298	754,970	617,604
Chevette	1,596	3,197	1,819	6,534	70,288	48,749
Cavalier	6,892	8,362	8,728	36,065	216,076	184,575
Celebrity	4,516	4,112	5,791	23,701	125,090	128,804
Camaro	3,943	4,146	4,890	16,504	102,275	92,079
Citation	0	0	0	0	28,697	0
Monte Carlo	1,900	2,080	2,186	9,320	67,933	50,340
Chevrolet	2,876	4,226	3,714	15,490	125,562	101,148
Corvette	512	804	640	2,684	19,049	11,909
Oldsmobile Total	16,514	20,306	21,060	86,812	546,659	485,756
Firenza	452	939	549	2,400	31,170	20,871
Cutlass Supreme	1,482	4,196	2,000	8,208	98,202	74,921
Cutlass Ciera	3,896	5,413	4,888	20,495	163,237	117,266
88 (rwd)	192	3,748	534	1,900	102,741	9,731
88 (fwd)	6,769	0	8,631	35,438	0	147,366
Olds 98	1,423	2,235	1,866	7,437	62,577	51,636
Calais	1,768	3,268	2,166	8,788	70,318	56,412
Toronado	532	507	426	2,146	18,414	7,553
Pontiac Total	14,335	12,136	18,906	71,479	287,042	362,154
Acadian**	0	221	916	1,807	6,141	7,689
2000 Sunbird	2,496	1,990	3,102	12,765	60,152	61,999
1000	1,060	630	1,542	4,181	13,121	13,538
Firebird	2,153	2,154	2,624	8,863	53,699	49,304
6000	2,604	1,237	3,258	13,466	18,673	66,245
Parisienne	796	1,154	904	4,175	30,416	33,650
Fiero	1,386	1,950	1,550	6,059	49,107	33,720
Grand Am	3,840	2,800	5,010	20,163	55,733	96,009
HONDA	3,500	2,453	4,139	17,010	69,596	79,558
NISSAN	0	51	0	0	5,481	21,517
NUMMI*	3,600	840	3,600	15,840	6,700	76,708
VOLKSWAGEN	1,600	1,302	1,936	8,371	43,534	38,703
Total Cars, U.S.	137,996	142,273	168,337	696,207	3,726,384	3,563,683
Total Cars, Canada	25,550	25,678	19,865	103,636	446,728	493,994
N. American Cars	163,546	167,951	188,202	799,843	4,173,112	4,057,677
N. American Trucks	81,452	78,948	91,982	397,632	1,874,436	1,942,544
North American Cars and Trucks	244,998	246,899	280,184	1,197,475	6,047,548	6,000,221

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

June 9, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

60th year—$50.00 per year, $1.25 per copy

1965 GAZ-13 Chiaka

GLEN A. LUNDQVIST

Luxury cars born in '36 in U.S.S.R.

By Glen A. Lundqvist
SPECIAL CORRESPONDENT

The Soviet carmakers are promising a real challenge to the West this month as a brand new little Lada, called Samara, bows in Europe.

Designed with considerable input from Porsche, the car not only meets Western emission and safety standards, but carries a price tag matched only by the Yugo. Since the 1970s, various Lada models have outsold every other Russian car by far.

But the Russians also build large luxury models seldom seen on roads outside Eastern Europe.

The manufacture of prestige cars has quite a long tradition in the U.S.S.R.

The first limousines were built by ZIS (*Moskovsky avtozavod imeni Stalina* — The Automobile Factory of Moscow, named after Stalin) in 1936. Since 1950, exclusive seven-seaters have also been built by GAZ (*Gorkovsky automobilnyi zavod* — The Automobile Factory of Gorky).

Westerners got their first glimpse of a Russian luxury car at the 1937 World's Fair in Paris, where a ZIS-101 limousine was exhibited. And some found their way to Eastern Europe, notably to consulates. By the time war broke out between Germany and the So-

see U.S.S.R., page 16

GM to settle transmission lawsuits

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — A national settlement of all remaining federal class-action suits against General Motors involving allegedly faulty transmissions is expected soon.

A document marked "Settlement," obtained by Automotive News, shows some 4 million 1976-80 GM vehicles are involved.

All the cases involve alleged problems with the THM-200 automatic transmission in vehicles larger than the Chevette. It was claimed that the transmission was poorly adapted for such vehicles and that mechanical and hydraulic problems led to premature failure.

The national settlement would require GM to deposit $17 million in escrow to cover repair costs. It would also make another $2.5 million available if more claimants than expected come forth.

The anticipated national settlement in Chicago upstages last week's settlement of a New York state class action against GM involving the THM-200 and THM-325 transmissions.

The THM-325 transmission, for front-wheel-drive vehicles, is also alleged to have problems that cause premature failure.

The New York agreement allows owners with complaints an opportunity for Better Business Bureau arbitration, thus paralleling a 1983 settlement GM made with the Federal Trade Commission on engine and transmission repairs.

In all the cases, GM denies the existence of any defect and says it is settling to avoid further costs of litigation.

The settlement in Chicago would wrap up three class actions filed in U.S. District Court for the Northern District of Illinois, Eastern Division: Skelton vs. GM; Newton vs. GM; and Fritz vs. GM.

The Chicago settlement would also resolve other cases pending in various courts: Attard vs. GM; Morgan vs. GM; and Haskins vs. GM, which had been consolidated with Groupe vs. GM.

Those cases involve some 5,000 named plaintiffs — far more than the 100 required for each

see GM, page 57

Hyundai Sonata goes on sales in Korea next month and is slated for eventual export

KNUT MOBERG

Hyundai to hike output for N. America

By Knut Moberg
SPECIAL CORRESPONDENT

SEOUL, South Korea — Hyundai Motor Co. is once again making a major production increase: from 450,000 this year to 600,000 next year. Most of the increase will go to the United States and Canada.

This year, Hyundai will build 300,000 Excels and 150,000 Stellars.

Until now, Hyundai's European exports have been limited mainly to England, Italy and the Benelux nations. But it plans to expand aggressively into Europe — when it adds even more capacity. Company officials said they have received numerous proposals from European firms seeking to import the cars.

Next month, Hyundai will introduce a new large car, Sonata, in its home market. It is slated for eventual export, although timing is undecided, according to Hyundai.

Sonata will have a 2.0-liter engine producing 110 horsepower; in addition, a 1.8-liter, 89-hp domestic version will be offered.

The new Sonata is 180 inches long, compared to the 161-inch Excel already marketed in the United States. Hyundai sells Excel and the slightly larger Stellar in Canada.

Supplier falters; NUMMI steps in

By Michelle Krebs
FINANCIAL EDITOR

General Motors has intervened in the bankruptcy proceedings of one of the vital suppliers to its joint venture with Toyota Motor Corp.

The court has given GM permission to take over the supplier's equipment and make essential parts if the bankruptcy proceedings threaten to halt production at the New United Motor Manufacturing Inc. plant in Fremont, Calif.

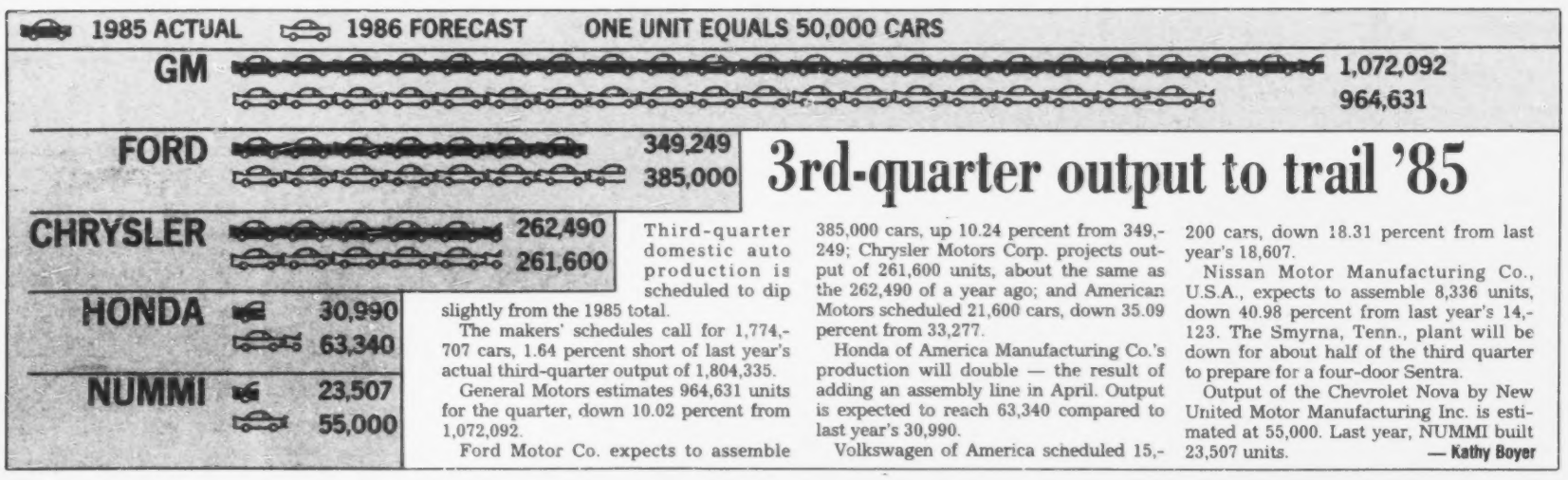
Bilcor Plastics Inc., a Hillsdale, Mich., company that manufactures and assembles plastic injection molds mainly for GM, supplies plastic interior moldings for the Chevrolet Nova.

Bilcor Plastics is embroiled in a battle between its two major shareholders and has entered into Chapter 11 protection from its creditors while it reorganizes under federal bankruptcy laws.

In court records filed in Detroit, NUMMI said if Bilcor Plastics fails to meet its daily obligation of components under the just-in-time inventory system, the NUMMI assembly line will halt within one to five days, costing NUMMI $6 million a day.

Since NUMMI's contract with the UAW contains "one of the strongest job security clauses in the American automobile industry," NUMMI would have to pay its unionized workers $360,000 a day.

The bankruptcy judge ruled in NUMMI's favor, allowing NUMMI to confiscate Bilcor Plastics' tooling used for production of the NUMMI components should the company fail to meet its daily delivery obligation.



3rd-quarter output to trail '85

Third-quarter domestic auto production is scheduled to dip slightly from the 1985 total.

The makers' schedules call for 1,774,707 cars, 1.64 percent short of last year's actual third-quarter output of 1,804,335.

General Motors estimates 964,631 units for the quarter, down 10.02 percent from 1,072,092.

Ford Motor Co. expects to assemble 385,000 cars, up 10.24 percent from 349,249; Chrysler Motors Corp. projects output of 261,600 units, about the same as the 262,490 of a year ago; and American Motors scheduled 21,600 cars, down 35.09 percent from 33,277.

Honda of America Manufacturing Co.'s production will double — the result of adding an assembly line in April. Output is expected to reach 63,340 compared to last year's 30,990.

Volkswagen of America scheduled 15,200 cars, down 18.31 percent from last year's 18,607.

Nissan Motor Manufacturing Co., U.S.A., expects to assemble 8,336 units, down 40.98 percent from last year's 14,123. The Smyrna, Tenn., plant will be down for about half of the third quarter to prepare for a four-door Sentra.

Output of the Chevrolet Nova by New United Motor Manufacturing Inc. is estimated at 55,000. Last year, NUMMI built 23,507 units.

— Kathy Boyer

MIXED STATES ********** 0300 8623 COMP FYZ
0303229O8
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SIEB
BETHESDA MD 20814

ac expects sell out Page 3
Complete coverage of UAW forum Page 6
Ford in review; Iacocca on the tube Page 58

Pontiac's LeMans model for 1988 is based on the Opel Kadett, here as an 18i

AUTOMOTIVE NEWS/JENNY L. KING

Pontiac expects LeMans to sell out

By Michelle Krebs
FINANCIAL EDITOR

Pontiac Motor Division believes it can sell more LeMans models than it will receive from General Motors' Korean partner, Daewoo Motor Co.

The subcompact debuts as a 1988 model in about a year. It was designed and engineered by Adam Opel AG, GM's operation in West Germany.

"We've always felt that we're probably going to be capacity constrained," said Pontiac General Manager J. Michael Losh. Pontiac will receive 85,000 units annually from the Daewoo plant's 150,000-unit capacity.

Losh predicted that the LeMans will be a roaring success. He said the car will not be an econobox and will fit in well with Pontiac's youthful, sporty image.

"It's not a me-too car," he said. "It's different from the Japanese offerings and any other GM offering."

It will be Pontiac's only subcompact entry so buyers won't have several subcompact lines to choose from at Pontiac dealerships. Losh also said the economics will be right. If the car were introduced today, it would be priced midway between Pontiac 1000, which the LeMans will replace, and the more upscale Sunbird.

In addition, Losh said, it will be sold as a Pontiac and will wear a Pontiac nameplate.

Pontiac's Grand Am is another chapter of Pontiac's success story, Losh noted. As of April, Pontiac share of GM's N-body production was increased from 28 percent to 50 percent. Grand Am production now takes up one entire plant in Lansing while Buick Somerset Regal and Oldsmobile Calais share another plant.

Losh said Pontiac doesn't expect to dip into production at the second plant but will be able to fulfill its needs in the future by adding overtime.

"But the Grand Am continues to be a little stronger than we expected," he said. Inventory levels for the Grand Am have been as low as a 13-day supply despite the production increase.

Losh said Pontiac has revised its sales forecast for the 1986 model year. The division had been shooting for 900,000 sales, which would have been a record, but has lowered its prediction to 850,000, which would not be a record. The division is still aiming for a record 900,000 for the calendar year.

J. Michael Losh

AUTOMOTIVE NEWS/JOE WILSSENS

Losh also said his division has increased its Customer Satisfaction Index. Two years ago, Pontiac ranked last among the GM divisions, but today it is running about even with the other divisions.

The Pontiac buyer, whose demographics tend to more closely resemble the demographics of the import buyer, tends to be more demanding than buyers of other GM cars, Losh said.

He said Pontiac receives lower CSI grades on its older-design models, with the 1000 receiving the lowest CSI rating. The Firebird also has a weak CSI rating because a Firebird buyer is a young, aggressive driver with high expectations for the car. The Pontiac STE has the highest CSI rating in GM.

The rating is lower for Pontiac dealerships that also handle competing GM makes, Losh noted. The CSI rating on a Pontiac 6000 usually is lower than the CSI rating on its sister cars, the Buick Century and Oldsmobile Cutlass Ciera, if the Pontiac is sold from the same dealership as the other GM models.

Move to Chrysler puts Lutz in line for chairman's job

By Mary Connelly
DETROIT REPORTER

The move by Robert A. Lutz from Ford Motor Co. to Chrysler Corp. puts another man in the running to succeed Chairman Lee A. Iacocca.

Lutz last week resigned from Ford, where he had been a director since 1982 and executive vice president — Truck Operations since March.

Lutz becomes an executive vice president of Chrysler Motors, the corporation's vehicle-making subsidiary, where he will oversee international, truck and component business operations.

Iacocca has called those areas Chrysler's top three growth priorities. Lutz is likely to oversee a widening international operation, which was slashed during Chrysler's hard times in the late 1970s.

Iacocca said Lutz will be nominated for a seat on the Chrysler Corp. board of directors.

In the interim, top duties at Ford Truck will be divided between Daniel L. Rivard, executive director — light truck product development, and Kenneth F. Smith, heavy-duty truck operations manager.

Lutz, 54, who at one time was considered a candidate for the Ford presidency, may now be be a contender for the Chrysler chairmanship when Iacocca, 61, retires.

Lutz will report to Chrysler Motors Chairman Gerald Greenwald, 50, also considered a potential successor to Iacocca. Lutz's chances for promotion are enhanced by the fact that he will be reporting directly to Greenwald instead of to Chrysler Motors President Harold K. Sperlich, 56, the unit's president.

Lutz's move also means that all of Chrysler Corp.'s chief operations are now run by former Ford executives. Chrysler's raid of Ford personnel began after Henry Ford II fired Iacocca as president of Ford Motor Co. in 1978.

Robert S. Miller, 44, Chrysler Corp. vice chairman, is chairman of the growing Chrysler Financial Corp. and, like Greenwald and Sperlich, is among those mentioned to succeed Iacocca.

Bennett E. Bidwell, 58, also a vice chairman, is responsible for Washington affairs; personnel and organization; public affairs; and corporate planning and marketing strategies.

All had previous careers at Ford and, with Iacocca, compose the five-member Corporate Executive Committee that has responsibility for Chrysler's overall activities.

With Lutz on board, Richard E. Dauch, 43, is the only member of Chrysler's top echelon who has not drawn a paycheck at the Glass House. Dauch, executive vice president — manufacturing at Chrysler Motors, is considered a rising star within the corporation.

Lutz will head a newly revamped truck operation at Chrysler. The new structure and personnel assignments are expected to be announced later this month. It is likely Chrysler will name a vice president for trucks, a position not now on the organizational chart.

Reporting to Lutz will be Michael Hammes, vice president of International Operations, who joined Chrysler last month. Hammes, too, is a former Ford executive and most recently was vice president — truck operations at Ford of Europe.

Lutz's recently formed international operation at Chrysler will include the Diamond-Star Motors Corp. task force; Japan operations; the Maserati liaison; worldwide procurement planning; international business development and strategy; export sales; and export parts and service sales.

Component business operations consist of 21 electronics, machining and diversified plants with combined sales of $2.7 billion in 1985 and 21,500 employees. Leroy H. Runk, vice president — component business operations, will report to Lutz.

Lutz said his move from Ford, which he joined in 1974, was sparked by the opportunity at Chrysler; it was not because he was disgruntled with Ford, he said.

In March, Ford shuffled its top international and North American Truck Operations management and changed Lutz's job from Ford of Europe chairman to executive vice president — truck operations, recalling him to Dearborn.

At the time, there was speculation that the new assignment could be read as a demotion. Lutz no longer reported to President Harold A. Poling. Lutz had held the job of executive vice president — Ford International Automotive Operations before returning to Europe in June, 1984, as Ford of Europe chairman.

The dual moves fueled speculation that Lutz was paying a price for a messy shakeup in top European management in 1984 and a personal style which, some said, clashed with Ford's new emphasis on familial corporate culture.

The publicity arising from the March reassignment apparently led to Chrysler's overtures to Lutz.

Robert Lutz

INDEX

Advertising news	20
Auction reports	46-48
Classified advertising	49-57
Dealing with dealers	18
Editorial page	10
Personnel	43
Production by makes	63
Registrations, car	26, 30
Sales, car	62
Service highlights	14
Truck highlights	12

Automotive News

60th year—No. 5131

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Automotive News names Feast, Johnson

Two major Automotive News promotions — affecting both sides of the Atlantic — were announced by Editor Andrew R. McGill.

European Editor Richard Feast, 41, was named International Editor; he will move from London to Automotive News headquarters in Detroit.

Feast will be succeeded as European Editor by Detroit Reporter Richard Johnson, 32, who will establish an Automotive News office in Frankfurt, West Germany.

"These well-earned promotions will strengthen our coverage of the increasingly important international industry," McGill said. "Richard Feast's extensive knowledge of and experience in the international arena will be an important addition to our Detroit operations.

"Rick Johnson, one of our finest reporters, will continue the outstanding reporting traditions established for Automotive News in Europe by Feast. And by moving Johnson to Frankfurt instead of London, we'll be that much closer to where most of the European auto industry action is today."

The transfers will take effect this September, McGill said.

As International Editor, Feast will direct news gathering operations overseas, as well as oversee Automotive News bureaus in Washington, New York and Los Angeles. Feast joined Automotive News on a full-time basis in 1980, after two years as a correspondent for the newspaper.

As European Editor, Johnson will cover European manufacturers in Germany, France, Italy, Great Britain and Sweden, as well as coordinate the efforts of a half-dozen Automotive News correspondents in Europe. Johnson joined Automotive News in February 1984 and has primarily covered Ford Motor Co. and American Motors.

Asian firms seen growing in American plastics sales

MARBLEHEAD, Mass. — The two million passenger cars and light trucks which could be manufactured annually in North America by Japanese and Korean companies by the early 1990s will have major impact on the plastics and auto-parts industries.

This means that the purchasing power for almost 400 million pounds of plastic resin and 140 million pounds of elastomer will be held by a new group of participants, said Phillip Townsend Associates Inc.

A study by the company profiles the Japanese parts suppliers establishing operations in North America and documents their locations, types of parts being fabricated and plastics and elastomers likely to be used. Structures of joint ventures and parent company affiliations are also diagrammed.

Townsend noted that Japanese auto manufacturers and suppliers have increased their commitment to North American manufacturing facilities concentrated around new manufacturing hubs in Kentucky, Ohio, Tennessee, Illinois and Southern Canada.

Robert Eller, of Townsend, said, "A high degree of loyalty characterizes the auto original-equipment-manufacturer/supplier relationship in Japan. It is probable that Japanese auto OEMs will prefer working with suppliers with the same cultural tradition with whom they have done business for decades.

"This preference creates a circle of events which results in investment by Japanese auto-parts suppliers and resin companies in North America."

The Townsend firm said that the pressure exerted by Japanese auto companies on their parts and materials suppliers strongly encourages investment in North American facilities. In effect, Townsend said, the auto OEM says that if you wish to supply in Japan and Taiwan, you must supply in North America as well.

Japanese suppliers are likely to introduce new materials technologies, especially for polypropylene compounds, Townsend said.

Japanese elastomeric parts fabricators are also establishing manufacturing operations in North America. The pattern is somewhat different, the study said, since major Japanese elastomer fabricators have had sales and distribution offices in North America for years and tend to be more independent than auto plastics fabricators.

The Best

USED CAR ADS

The most effective used car ads in the nation.

Mailed every month

Send check $129.00, for entire year, (12 months). To:

CARS

Consolidated Auto Reporting Service
P.O. Box 1150 (Dept. A)
Saco, Maine 04072-1150

Money Back Guarantee in 30 days.

IMPORT REGISTRATION SHARES IN U.S.

	FEBRUARY					TWO MONTHS				
	Regis., February 1986	Percent Share of Market	Regis., February 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 2 mos., 1986	Percent Share of Market	Regis., 2 mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Honda	44,436	18.79	40,045	20.04	−1.25	93,629	18.22	80,859	19.94	−1.72
Toyota	39,336	16.63	37,771	18.90	−2.27	89,687	17.45	79,307	19.56	−2.11
Nissan	39,308	16.62	36,421	18.23	−1.61	85,959	16.73	73,448	18.12	−1.39
Mazda	18,600	7.87	12,816	6.42	+1.45	42,550	8.28	25,170	6.21	+2.07
VW	14,903	6.30	12,277	6.14	+0.16	31,966	6.22	23,573	5.82	+0.40
Subaru	14,903	6.30	12,277	6.14	+0.16	31,475	6.12	24,411	6.02	+0.10
Volvo	7,797	3.30	7,821	3.91	−0.61	16,349	3.18	15,566	3.84	−0.66
Mercedes	7,656	3.24	6,181	3.10	+0.14	16,033	3.12	13,466	3.32	−0.20
BMW	5,965	2.52	6,223	3.11	−0.59	13,130	2.56	12,173	3.00	−0.44
Colt/Vista	5,639	2.38	--	--	−0.00	12,175	2.37	--	--	−0.00
Audi	--	--	5,192	2.60	−0.00	--	--	10,584	2.61	−0.00
Others	38,351	16.22	23,483	11.75	+4.47	80,929	15.75	46,881	11.56	+4.19
TOTAL	236,477		199,817			513,882		405,438		
Share of U.S. Total		28.76		25.60	+3.16		29.62		25.96	+3.66

Numbers for Oklahoma from manufacturers' sales records.

February import registrations climb; market share tops 1985

By Jenny L. King
DETROIT REPORTER

Registrations of new imported cars in February were up 18.35 percent over last year's total.

Their penetration of the U.S. market was 28.76 percent, down from January's 30.39 percent, but more than three percentage points above the 25.60 percent in February 1985.

Import registrations compiled by R.L. Polk & Co. showed a total of 236,477 in February compared with 199,817 for the same month a year earlier.

Honda, whose numbers include imported and U.S.-built passenger cars, remained the top importer in new-vehicle registrations, both for February and for the year to date. Dodge Colt/Vista replaced Audi as the 10-place import in February and for the two months.

Import penetration at the end of two months was 29.62 percent, up dramatically from 25.96 percent for the same period of 1985. Registrations totaled 513,883, up 26.75 percent from 405,438 last year.

Japanese cars represented 70.09 percent of February's registrations, down from 71.46 percent in 1985. West German products cornered 13.07 percent, off from 13.32 percent and U.S.-assembled imports (Nissan Sentra, Honda Accord and Volkswagen Golf) climbed to 9.94 percent from 8.12 percent.

Totals by countries of origin were:

	Feb. 1986	Feb. 1985
Japan	165,741	142,784
West Germany	30,905	26,623
United States	23,501	16,235
Sweden	11,007	10,416
Yugoslavia	2,029	0
Great Britain	1,379	1,320
France	1,268	1,937
Italy	513	502
Korea	134	0
TOTAL	236,477	199,817

At the end of two months, 71.37 percent of the total import registrations came from Japan. West Germany sourced 12.88 percent and 9.06 percent were U.S.-assembled. Two-month numbers are as follows:

	2 Mos., 1986	2 Mos., 1985
Japan	366,752	290,912
West Germany	66,179	54,384
United States	46,569	31,211
Sweden	22,976	21,120
Yugoslavia	4,304	0
Great Britain	3,300	2,882
France	2,706	3,999
Italy	962	930
Korea	134	0
TOTAL	513,882	405,438

Imported-truck registrations dropped 3.00 percent in February, to 72,251 from 74,487. It was the first decline for trucks in several years. For example, Nissan, which includes U.S. and imported trucks, plunged 35.50 percent year to year. The top importers and their numbers were:

	Feb. 1986	Feb. 1985
Toyota	28,158	26,470
Nissan	15,302	23,725
Mazda	8,748	8,496
Isuzu	6,721	—
Dodge Ram 50	—	6,116
Others	13,322	9,680
TOTAL	72,251	74,487

Year-to-date truck registrations of 150,677 were up 3.66 percent from 145,360 in 1985. Numbers for the major makers were as follows:

	2 Mos., 1986	2 Mos., 1985
Toyota	61,644	53,471
Nissan	30,086	44,245
Mazda	18,793	16,948
Isuzu	13,693	—
Dodge Ram 50	—	11,237
Others	26,461	19,459
TOTAL	150,677	145,360

MARKET SHARES

FEBRUARY
1986 VS. 1985

Make	1986 Market Share	1985 Market Share	Pct. Pt. Change '86 vs. '85
Chevrolet	14.73	14.50	+0.23
Ford	12.50	13.04	−0.54
Oldsmobile	9.88	9.50	+0.38
Pontiac	7.54	6.48	+1.06
Buick	6.96	8.27	−1.31
Honda	5.40	5.18	+0.22
Toyota	5.17	5.08	+0.09
Nissan	4.96	4.70	+0.26
Mercury	4.30	4.88	−0.58
Dodge	3.48	4.50	−1.02
Plymouth	3.15	3.70	−0.55
Chrysler	2.85	3.21	−0.36
Cadillac	2.80	2.77	+0.03
Mazda	2.45	1.61	+0.84
Subaru	1.84	1.51	+0.33
VW	1.81	1.56	+0.25
Lincoln	1.40	1.73	−0.33
Volvo	0.94	1.00	−0.06
Mercedes	0.92	0.86	+0.06
AMC	0.79	1.46	−0.67
BMW	0.76	0.78	−0.02
Colt/Vista	0.70	--	--
Audi	--	0.68	--
Other Imports	4.67	3.00	+1.67
Misc. Dom.	0.00	0.00	−0.00
TOTAL	1,734,787	1,561,715	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

TOP CARS

U.S. registrations for two months of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1—	255,504	Chevrolet	226,425 — 1
2—	216,876	Ford	203,650 — 2
3—	171,362	Oldsmobile	148,413 — 3
4—	130,794	Pontiac	101,172 — 5
5—	120,840	Buick	129,155 — 4
6—	93,629	Honda	80,859 — 6
7—	89,687	Toyota	79,307 — 7
8—	85,959	Nissan	73,448 — 9
9—	74,578	Mercury	76,210 — 8
10—	60,291	Dodge	70,252 —10
11—	54,669	Plymouth	57,867 —11
12—	49,432	Chrysler	50,126 —12
13—	48,511	Cadillac	43,239 —13
14—	42,550	Mazda	25,170 —15
15—	31,966	Subaru	23,573 —17
16—	31,475	VW	24,411 —16
17—	24,224	Lincoln	26,937 —14
18—	16,349	Volvo	15,566 —19
19—	16,033	Mercedes	13,466 —20
20—	13,804	AMC	22,791 —18
21—	13,130	BMW	12,173 —21
22—	12,175	Colt/Vista	— —
——	—	Audi	10,584 —22
	80,929	Other Imports	46,881
	20	Misc. Dom.	40
	1,734,787	TOTAL	1,561,715

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1986, Automotive News.

TAX REFORM

The shot heard 'round the world.

You know who gets shot.

LIFO SYSTEMS, INC.
1600 Airport Freeway
Bedford, Texas 76022

1-800-992-LIFO

Pistilli 1st woman dealer for Ford in New Jersey

PARAMUS, N.J. — A Bergen County woman is the first female Ford dealer in New Jersey.

Carol Pistilli, Pistilli Ford, succeeded her late husband in managing the dealership that has been family-owned for 24 years.

"At first, I was pressured to sell the business because 'no one ever heard of a lady car dealer,'" Pistilli said. "But anyone who knows me realizes that if someone says, 'You can't do it,' then I'll do it."

"Carol Pistilli has surpassed the performance expected of all new-car dealers," said Robert Lusko, Ford's New York district sales manager. "Pistilli's sales of both new cars and trucks have increased due to the outstanding leadership in sales and service."

Pistilli Ford has been awarded the Ford Distinguished Service Award for the past eight years.

Pistilli realizes she faces challenges as a woman car dealer.

"Some people find it hard to deal with a woman when shopping for a car, but today women are becoming more involved in the car-buying process," Pistilli said. "Women also have a different way of treating both customers and employes.

"I think we can be more compassionate and sometimes we're even nicer to get along with."

Pistilli plans major renovations for the 3½-acre dealership, including a remodeled showroom, increased office space and a computerized telephone system.

"We're very pleased with Pistilli Ford and its new dealer," said Lusko. "Carol brings to the dealership a greater sensitivity to the buying public as well as her employees."

Volvo Netherlands reports '85 profit

HELMOND, The Netherlands — Volvo Car BV showed a profit for 1985 — but just barely. Its after-tax income was $714,000 on sales of $786 million.

The company said, "Whereas sales, manpower levels, production volume and sales volume showed a steady upward trend, there was, on the other hand, a strong increase in investments and development costs."

The company — 30 percent owned by Volvo Car Corp. — has just launched the 480-ES coupe, the first of a new generation of products from the Dutch company.

Retail sales rose 4 percent to 110,302 units last year. The company is increasing its production capacity to 150,000. Employment at the end of 1985 year was 6,842, up 8 percent.

24' tall, colorful, durable High Rider Balloons get attention. On top of your showroom, at sponsored sport events, or at charity fundraisers, they give your dealership the recognition and high visibility it needs.

High Riders are easy to use and come complete with everything you need, including internal lighting. They are built to last, for high returns on your advertising dollar.

HIGH-RIDER!
BALLOONS

PRODUCTS OF
BOULDER BLIMP COMPANY
2840 Wilderness Place
Boulder, Colorado 80301
(303) 449-2190

Clogged Injectors?
use KREX

Krex, Inc., 89 Lincolnwood,
Highland Park, Illinois 60035
Tel. (312) 433-4450
(800) 323-9038

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R.L. Polk & Co. Statistical Report
MARCH, 1986 VERSUS MARCH, 1985

	1986 Month	1986 Year	1985 Month	1985 Year
AMC Alliance FWD	4,315	13,538	6,836	18,928
Encore FWD	1,158	3,977	4,754	12,645
Eagle 4WD	98	378	363	888
Eagle 4WD SW	555	2,037	839	3,122
TOTAL AMC	6,126	19,930	12,792	35,583
Chrysler Laser FWD	2,265	6,330	6,632	13,880
LeBaron GTS FWD	6,553	17,127	3,630	8,835
LeBaron FWD	7,456	21,557	7,503	19,670
LeBaron SW FWD	551	1,634	618	1,798
E Class-NY FWD	4,496	12,443	5,113	14,325
NY Fifth Ave-Newpt	8,028	19,690	7,803	22,917
Total	29,349	78,781	31,299	81,425
Plymouth Horizon FWD	6,538	19,906	11,219	28,671
Turismo FWD	3,620	10,375	7,053	16,636
Reliant FWD	7,050	28,521	10,699	28,320
Reliant SW FWD	2,458	7,817	2,580	7,605
Caravelle FWD	3,196	8,897	3,569	9,139
Gran Fury	1,141	3,156	1,867	4,483
Total	24,003	78,672	36,987	94,854
Dodge Omni FWD	6,064	17,206	9,411	23,411
Charger FWD	3,801	10,975	7,218	17,570
Daytona FWD	3,016	8,165	6,067	12,786
Aries FWD	5,944	19,358	7,437	23,024
Aries SW FWD	1,795	6,153	2,439	6,603
Lancer FWD	4,837	12,393	2,690	7,202
600/400 FWD	4,763	12,921	5,431	14,504
Diplomat	2,313	5,653	3,430	9,275
Total	32,533	92,824	44,123	114,375
TOTAL CHRYSLER CORP.	85,885	250,277	112,409	290,654
Ford Escort FWD	23,005	78,386	23,047	69,152
Escort SW FWD	6,763	21,650	5,911	17,793
EXP FWD	57	225	2,879	8,546
Mustang	14,255	38,087	13,910	38,781
Tempo FWD	20,021	70,565	41,216	83,640
Taurus FWD	10,989	22,722	0	0
Taurus SW FWD	4,049	7,885	0	0
LTD	3,239	12,537	14,215	36,204
LTD SW	870	3,280	4,287	10,539
LTD Crn. Victoria	9,557	25,168	12,234	31,365
LTD Crn. Victoria SW	1,791	4,794	2,382	6,296
Thunderbird	11,584	37,757	13,493	34,908
Total	106,180	323,056	133,574	337,224
Lincoln Town Car	8,994	27,169	10,071	26,931
Mark VII	1,717	4,587	1,730	5,818
Continental	1,668	4,847	3,031	9,020
Total	12,379	36,603	14,832	41,769
Mercury Lynx FWD	4,255	15,413	4,918	14,201
Lynx SW FWD	792	2,919	1,138	3,220
Capri	1,026	2,738	1,412	3,935
Topaz FWD	4,758	15,992	10,793	22,207
Sable FWD	5,291	11,016	0	0
Sable SW FWD	1,469	3,096	0	0
Marquis	1,618	5,952	8,338	21,359
Marquis SW	171	611	840	2,309
Grand Marquis	8,509	22,620	11,401	28,746
Grand Marquis SW	789	2,274	1,114	3,080
Cougar	8,128	28,753	10,442	27,549
Total	36,806	111,384	50,396	126,606
Lincoln-Mercury Division Total	49,185	147,987	65,228	168,375
TOTAL FORD MOTOR CO.	155,365	471,043	198,802	505,599
Buick Skylark FWD	0	0	9,578	25,812
Skyhawk FWD	5,324	13,579	7,232	18,059
Skyhawk SW FWD	372	1,038	548	1,595
Somerset Regal FWD	7,328	29,199	7,632	18,741

	1985 Month	1985 Year	1984 Month	1984 Year
Century FWD	14,855	52,949	14,926	41,534
Century SW FWD	1,537	4,907	2,050	6,221
Regal	6,545	21,406	8,107	25,003
LeSabre	0	0	10,817	31,942
LeSabre FWD	5,842	13,222	0	0
Electra FWD	9,296	30,661	5,871	16,046
Buick SW	1,142	3,130	1,124	3,583
Riviera FWD	1,321	4,311	3,905	12,409
Total	53,562	174,402	71,790	200,945
Cadillac DeVille	0	0	301	1,140
DeVille FWD	12,718	45,147	7,519	20,485
Cimarron	1,624	4,863	1,686	3,715
Fleetwood & Chassis	5,067	11,570	3,560	11,003
Fleetwood FWD	0	0	2,905	8,215
Eldorado FWD	1,706	5,554	5,252	15,076
Seville FWD	1,173	3,665	2,461	7,289
Total	22,288	70,799	23,684	66,923
Chevrolet Nova	8,558	35,183	0	0
Chevette	7,415	18,128	10,180	33,042
Camaro	14,749	36,280	17,188	47,227
Cavalier FWD	23,119	90,823	27,847	75,223
Cavalier SW FWD	4,050	15,972	6,279	16,803
Citation FWD	0	0	6,614	17,916
Celebrity FWD	24,038	77,003	21,415	56,121
Celebrity SW FWD	6,234	18,335	6,319	17,516
Monte Carlo	8,855	23,157	9,814	25,028
Impala	0	0	4,547	12,208
Caprice	15,699	42,263	12,088	33,690
Chevrolet SW	3,976	10,517	4,521	13,023
Corvette	2,971	7,507	3,425	8,865
Total	119,664	375,168	130,237	356,662
Oldsmobile Firenza FWD	2,586	7,266	4,021	10,785
Firenza SW FWD	394	1,231	960	2,542
Calais FWD	9,943	24,803	9,442	24,108
Cutlass Ciera FWD	20,416	74,255	24,615	59,521
Cutlass Ciera SW FWD	2,379	7,284	3,476	9,368
Cutlass Supreme-Calais	15,455	56,357	18,326	49,449
Delta 88	0	0	16,042	44,857
Delta 88 FWD	13,540	32,635	0	0
98 FWD	11,676	38,435	9,276	25,518
Oldsmobile SW	1,763	5,037	2,055	4,878
Toronado FWD	1,073	3,284	3,050	8,550
Total	79,225	250,587	91,263	239,676
Pontiac 1000	2,125	5,160	1,783	5,571
Firebird	7,788	19,708	8,468	21,863
Sunbird FWD	6,574	25,457	9,074	22,881
Sunbird SW FWD	402	1,421	661	1,907
Grand Am FWD	17,671	44,315	8,766	22,831
Bonneville	3,055	12,085	4,846	12,387
6000 FWD	11,730	39,241	10,949	28,026
6000 SW FWD	1,078	2,874	1,191	3,202
Grand Prix	3,104	11,587	5,097	13,164
Parisienne	6,656	16,088	4,017	11,727
Pontiac SW	1,287	3,261	1,222	3,307
Fiero	5,010	16,077	8,117	18,517
Total	66,480	197,274	64,211	165,383
TOTAL GM CORP.	341,219	1,068,230	381,185	1,029,589
Miscellaneous Domestic	6	26	15	55
Domestic Station Wagon Total	46,667	139,157	52,554	146,310
Domestic Grand Total	588,601	1,809,506	705,203	1,861,480
Import Total	259,487	773,369	221,699	627,137
Grand Total All Registrations	848,088	2,582,875	926,902	2,488,617

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma.

March registrations trail '85 by 8 pct.

By Jenny L. King
DETROIT REPORTER

New-car registrations in March were up more than 20,000 units from February but were almost 80,000 below the total for March, 1985, total. Imports gained 6.68 percentage points in market penetration.

March registrations of 848,088 were off 8.50 percent from 926,902 the preceding year, according to figures compiled by R.L. Polk & Co. They were up 3.16 percent from February's total of 822,143.

Record high for the month was 998,369 in 1973.

Domestics plunged to 588,601 in March, down 16.53 percent from 705,203 in 1986, when sales of U.S.-built cars were still on an upward trend.

March import registrations were 259,487, up 17.04 percent from 221,699 last year. Their share of the total market exploded to 30.60 percent from 23.92 percent a year earlier.

Imports also claimed the largest single portion of the market-class divisions. U.S. intermediates were second at 26.59 percent, followed at some distance by compacts at 15.67 percent, subcompacts at 10.46 percent, standards at 8.73 percent and luxury models at 7.95 percent.

The domestics-only market included 38.31 percent intermediates, 22.59 percent compacts, 15.08 percent subcompacts, 12.57 percent standards and 11.45 percent luxury models.

Total first-quarter of 2,582,875 were up 3.79 percent from 2,488,617 in 1985. Domestics were off 2.79 percent, to 1,809,506 from 1,861,480.

Imports were up 23.32 percent, to 773,369 from 627,137. Their share of the three-month market moved up to 29.94 percent from 25.20 percent.

Imports were the only segment to gain market share. The four major domestic makers all lost ground: General Motors dipped 0.01 percentage points, Ford Motor Co. was down 2.08 percentage points, Chrysler Motors dropped 1.99 percentage points and American Motors was off 0.66 percent points.

NEW-CAR MARKET SHARES IN U.S.

	MARCH Regis., March, 1986	Percent Share of Market	Regis., March, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	THREE MONTHS Regis., 3 Mos., 1986	Percent Share of Market	Regis., 3 Mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Chevrolet	119,664	14.11	130,237	14.05	+0.06	375,168	14.53	356,662	14.33	+0.20
Ford	106,180	12.52	133,574	14.41	−1.89	323,056	12.51	337,224	13.55	−1.04
Oldsmobile	79,225	9.34	91,263	9.85	−0.51	250,587	9.70	239,676	9.63	+0.07
Pontiac	66,480	7.84	64,211	6.93	+0.91	197,274	7.64	165,383	6.65	+0.99
Buick	53,562	6.31	71,790	7.74	−1.43	174,402	6.75	200,945	8.07	−1.32
Mercury	36,806	4.34	50,396	5.44	−1.10	111,384	4.31	126,606	5.09	−0.78
Dodge	32,533	3.84	44,123	4.76	−0.92	92,824	3.59	114,375	4.60	−1.01
Chrysler	29,349	3.46	31,299	3.38	+0.08	78,781	3.05	81,425	3.27	−0.22
Plymouth	24,003	2.83	36,987	3.99	−1.16	78,672	3.05	94,854	3.81	−0.76
Cadillac	22,288	2.63	23,684	2.55	+0.08	70,799	2.74	66,923	2.69	+0.05
Lincoln	12,379	1.46	14,832	1.60	−0.14	36,603	1.42	41,769	1.68	−0.26
AMC	6,126	0.72	12,792	1.38	−0.66	19,930	0.77	35,583	1.43	−0.66
GENERAL MOTORS	341,219	40.23	381,185	41.12	−0.89	1,068,230	41.36	1,029,589	41.37	−0.01
FORD MOTOR CO.	155,365	18.32	198,802	21.45	−3.13	471,043	18.24	505,599	20.32	−2.08
CHRYSLER CORP.	85,885	10.13	112,409	12.13	−2.00	250,277	9.69	290,654	11.68	−1.99
AMC	6,126	0.72	12,792	1.38	−0.66	19,930	0.77	35,583	1.43	−0.66
IMPORTS	259,487	30.60	221,699	23.92	+6.68	773,369	29.94	627,137	25.20	+4.74
MISC. DOMESTIC	6	0.00	15	0.00	−0.00	26	0.00	55	0.00	−0.00
TOTAL	848,088		926,902			2,582,875		2,488,617		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Oklahoma numbers based on manufacturers' sales records.

Samcor's Ford Laser Sport JEREMY SINEX

Samcor adds three models for South African market

JOHANNESBURG, South Africa — Samcor, South Africa's second-largest automaker, took another major step forward with the recent launch of the Ford Laser hatchback, the Meteor sedan and the Courier one-ton pickup.

The two new Ford cars are essentially re-badged versions of the Mazda 323 (GLC), though the Laser hatchback is completely re-skinned.

The other half of the Samcor partnership introduced the Mazda 323 here last fall.

The Courier is pure Mazda B-Series, differently badged.

Following trend-bucking price reductions on the revamped Ford Sierra range, the new small sedans are also attractively priced.

So are the comparable Mazdas, though they have been indifferent sales performers thus far despite substantial orders from Hertz and Avis.

Soviet Union car-export value climbs 16 pct. for '85

MOSCOW — The value of the Soviet Union's total car exports in 1985 grew by 16 percent over the previous year, according to Avtoexport, the U.S.S.R.'s foreign trade organization.

About 80 percent of the cars exported were delivered to Western Europe, the agency said. Negotiations reportedly were held with firms in several developing countries with the aim of producing Soviet cars there under license.

AUCTION DATES

American Motors

June 10 — High Point Auto Auction, High Point, N.C.

June 11 — Columbus Fair Auto Auction, Columbus, Ohio

June 12 — Todd Auction Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; and Corry Auto Auction, Corry, Pa.

June 13 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

June 10 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif.

June 11 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

June 12 — Northway Exchange, Clifton Park, N.Y.

Ford Motor Co.

June 11 — Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

June 12 — Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; and Southwest Auto Auction, Phoenix, Ariz.

June 18 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Used Car Sales
Auction Averages

June to date	$5,165
Month ago	$5,118
Year ago	$5,224

Model Breakdown
Auction Averages

	JUN., 1986	MAY, 1986	APR., 1986
1986	$11,429	$11,292	$11,496
1985	$8,627	$8,650	$8,803
1984	$6,388	$6,384	$6,363
1983	$5,529	$5,516	$5,515
1982	$4,378	$4,361	$4,308
1981	$3,423	$3,423	$3,458
1980	$2,566	$2,560	$2,516
1979	$2,194	$2,195	$2,1[illegible]
Overall Average	$5,165	$5,143	$5,093

General Motors

June 10 — Denver Auto Auction, Englewood, Colo.; Florida Auto Auction of Orlando, Orlando, Fla.; and 166 Auto Auction, Springfield, Mo.

June 11 — Brasher's Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Nissan

June 19 — Nashville Auto Auction, Nashville, Tenn.

Profits increase 24 pct. in 1985 for Australia's JRA

SYDNEY, Australia — JRA Ltd., Austin Rover's wholly owned subsidiary here, reported an operating profit of $19.9 million for 1985, an increase of 24 percent over the previous year.

Sales revenues were up 18 percent to $182 million. The figures are in U.S. dollars.

The result makes JRA the country's second most profitable auto company after Ford. It may also hasten the company's move to go private, which is the general policy of the parent BL Group and its sole effective shareholder, the British government.

Following the successful separation of Jaguar from BL, there have been well-publicized setbacks in Austin Rover, Land Rover, Leyland and Unipart going private.

Although JRA is relatively small, its sale — a management buy-out is rumored — could keep alive the move to go private.

JRA, formerly Leyland Australia, sells Jaguar, Range Rover, Peugeot and Leyland and Hino commercial vehicles.

13 for Taurus

LOS ANGELES — Ford Taurus received Auto Expo's "Design of the Year" award, the 13th award it has received since its introduction last December.

USED-CAR AUCTION DIRECTORY

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

PENNSYLVANIA

EVERY MONDAY
1:30 SHARP!
SERVING DEALERS AND FLEETS
Scranton-Wilkes-Barre Auto Dealer's Exchange Inc.
SCRANTON — WILKES-BARRE AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3800

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon. Repossessed car sale 2nd & 4th Thur. 513-874-9310.

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3010. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

PADE Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244. Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 A I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

GEORGIA

Atlanta Auto Auction
4900 Buffington Rd., Red Oak, Ga. 30272 • (404) 762-9211

Mercedes
B M W
Jaguar
Porsche
Rolls-Royce
Volvo
Ferrari
Maserati
Lamborghini
& several more!

EXOTIC HIGHLINE℠ CAR SALE
WEDNESDAY — JUNE 18
11:30 A.M.
"Special Consignment"
Mercedes-Benz Credit Corp. will offer approx. 30 Mercedes units at this sale.
For Information or Registration
Call 404-762-9211

on your REALLY BIG SALE be sure and advertise in this section

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

SALES

Imports at peak; domestics slip

By Jenny L. King
DETROIT REPORTER

New-car sales in May continued the months-long trend of growth for imports and no growth for domestics.

Imports set an any-month sales record in May.

Consumer incentives offered by domestic dealers did not produce the volume anticipated. Sales declined in two of the three May reporting periods and were off 2.64 percent for the month.

Sales of domestic cars totaled 786,268, off 2.64 percent from 807,590 last year. Third-period domestic sales were down 10.96 percent, following a mid-month decline and an early-May increase.

With 26 selling days both years, the daily rate was off 2.64 percent, to 30,241 from 31,061.

Import sales climbed 6.96 percent, to 286,194 from 267,582 in 1985. It was both a record for the month and an all-time high for imported cars. The May 1985 total was the previous any-month peak.

Import penetration of the U.S. market was 26.69 percent, up from 24.52 percent the preceding year and up from 25.98 percent in April.

The industry total for the month was 1,072,462, down 0.25 percent from 1,075,172 last year.

Year-to-date domestic sales totaled 3,403,718, off 6.43 percent from 3,637,733 in 1985. Imports soared to 1,243,447, 16.24 percent ahead of the year-ago 1,069,737.

The industry total at the end of five months was 4,647,165, down 1.28 percent from 4,707,470.

Chrysler Motors and Honda were the only domestic automakers whose May sales were above their 1985 totals. Chrysler was up 10.09 percent, to 107,867 from 97,981. Honda was up 6.86 percent, to 16,132 from 15,096.

Where auto market w's, May, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	141,385	13.18%
COMPACT	171,859	16.02%
INTERMEDIATE	301,856	28.15%
STANDARD	97,122	9.06%
LUXURY	74,046	6.90%
IMPORT	286,194	26.69%
TOTAL	1,072,462	100.00%

U.S. CAR SALES BY MARKETING UNITS

	May 1986	May 1985	5 Mos. 1986	5 Mos. 1985
Chevrolet	174,183	167,593	741,439	733,964
Ford	127,784	136,321	561,072	612,919
Oldsmobile	115,598	112,732	469,216	476,830
Pontiac	86,959	88,538	370,833	355,209
Buick	72,238	85,754	315,019	389,588
American Honda	54,961	50,758	256,873	238,795
Mercury	45,646	46,190	208,451	229,907
Dodge	45,540	40,223	200,530	216,610
Toyota	62,435	69,846	230,539	231,807
Nissan	48,286	53,512	211,434	201,348
Chrysler	31,449	35,637	145,254	153,280
Plymouth	39,711	27,967	167,754	175,976
VWoA	29,514	32,202	124,457	120,275
Cadillac	27,867	30,872	125,091	124,296
Subaru	14,505	14,441	79,318	63,945
Lincoln	13,703	12,036	64,059	66,957
Hyundai	13,963	0	37,265	0
Volvo	10,346	10,125	51,823	48,088
Mazda	16,853	15,792	88,841	70,175
BMW	8,387	7,968	37,383	34,530
Mercedes	7,772	8,491	38,108	36,423
AMC-Renault	5,364	10,637	31,306	57,162
Saab	4,292	3,413	18,977	16,076
Mitsubishi	3,857	5,237	19,771	16,858
Porshce	2,440	2,284	11,529	10,354
Jaguar	2,191	1,714	9,002	7,609
Isuzu	1,712	1,721	13,570	9,089
Yugo	1,560	0	9,825	0
Peugeot	1,017	1,789	5,510	6,261
Alfa Romeo	615	609	2,216	2,127
Maserati	163	138	700	1,493
TOTAL	1,072,462	1,075,172	4,647,165	4,707,470

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	May 1986	May 1985	5 Mos. 1986	5 Mos. 1985
Acura	4,082	0	8,847	0
Alfa Romeo	615	609	2,216	2,127
Audi	5,599	8,050	27,336	30,362
BMW	8,387	7,968	37,383	34,530
Chevrolet Spectrum	8,147	4,490	35,724	18,399
Chevrolet Sprint	7,139	1,445	29,428	6,712
Dodge Colt	2,838	1,841	20,224	11,827
Dodge Conquest	252	341	1,235	1,178
Dodge Vista	1,481	852	7,058	3,389
Honda	34,747	35,662	173,816	167,885
Hyundai	13,963	0	37,265	0
Isuzu	1,712	1,721	13,570	9,089
Jaguar	2,191	1,714	9,002	7,609
Maserati Biturbo	163	138	700	1,493
Mazda	16,853	15,792	88,841	70,175
Mercedes-Benz	7,772	8,491	38,108	36,423
Merkur	1,554	631	6,390	1,986
Mitsubishi	3,857	5,237	19,771	16,858
Nissan	47,340	51,251	186,281	197,820
Peugeot	1,017	1,789	5,510	6,261
Plymouth Colt	2,626	1,704	18,593	11,261
Plymouth Conquest	207	318	1,138	1,119
Plymouth Vista	1,429	790	6,691	3,339
Porsche	2,440	2,284	11,529	10,354
Renault	247	574	1,826	3,798
Saab	4,292	3,413	18,977	16,076
Subaru	14,505	14,441	79,318	63,945
Toyota	62,435	69,846	230,539	231,807
Volkswagen	16,398	16,065	64,483	55,827
Volvo	10,346	10,125	51,823	48,088
Yugo	1,560	0	9,825	0
TOTAL	286,194	267,582	1,243,447	1,069,737

DOMESTIC CAR SALES

	May 21 to May 31, 1986	Same Period, 1985	May 1986	Same Month, 1985	Jan. 1 to May 31, 1986	Same Period, 1985
Alliance	0	0	3,718	5,498	20,683	24,326
Encore	0	0	846	3,805	5,424	15,785
Total Renault	0	0	4,617	9,303	26,107	40,111
Eagle	0	0	553	760	3,373	4,431
Total AMC	0	0	553	760	3,373	4,431
AMERICAN MOTORS	2,247	4,113	5,117	10,063	29,480	53,364
Horizon	5,473	2,225	12,956	5,951	40,683	44,431
Turismo	1,502	1,617	3,763	4,170	18,420	27,721
Reliant	4,668	3,448	12,896	9,727	58,527	62,277
Caravelle	1,364	1,179	3,987	3,158	16,883	16,323
Plymouth	682	744	1,847	2,149	6,819	9,505
Total Plymouth	13,689	9,213	35,449	25,155	141,332	160,257
Laser	1,071	1,243	2,938	3,685	12,526	25,912
LeBaron K	3,539	3,438	9,387	9,017	43,365	39,403
LeBaron GTS	1,373	3,356	4,340	8,819	28,318	24,593
Fifth Avenue	4,051	3,650	9,927	9,022	38,730	39,663
E-Class	0	0	0	0	0	18,318
New Yorker	1,727	1,944	4,857	5,094	22,315	5,094
Total Chrysler	11,761	13,631	31,449	35,637	145,254	152,983
Omni	4,550	2,220	11,091	5,661	36,260	37,467
Charger	1,707	1,763	4,238	4,564	19,845	30,004
Daytona	1,609	1,317	4,154	3,595	16,308	24,121
Aries	2,894	3,128	8,475	8,145	40,548	49,741
Lancer	1,090	2,316	3,027	5,878	20,716	17,289
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	922	1,431	2,886	3,941	12,020	16,630
Dodge 600	2,360	2,100	7,098	5,405	26,316	21,952
Total Dodge	15,132	14,275	40,969	37,189	172,013	200,216
CHRYSLER CORP.	40,582	37,119	107,867	97,981	458,599	513,456
EXP	0	701	0	2,061	0	13,052
Escort	13,527	23,980	38,459	54,413	163,939	166,973
Mustang	6,720	5,938	18,546	14,277	74,884	69,822
Tempo	7,087	7,175	20,376	17,349	107,397	139,650
Taurus	8,564	0	22,940	0	79,158	0
Thunderbird	4,454	6,016	13,029	15,770	61,373	68,050
LTD	686	6,504	2,183	18,411	18,855	86,323
Crown Victoria	4,137	5,272	12,251	14,040	55,466	69,049
Total Ford Division	45,175	55,586	127,784	136,321	561,072	612,919
Lynx	2,210	4,629	5,636	10,399	28,141	33,758
Topaz	2,368	1,823	6,122	4,199	27,204	37,958
Sable	3,861	0	10,028	0	36,949	0
Cougar XR-7	4,323	4,665	11,039	11,564	49,190	46,150
Capri	443	407	1,192	1,218	5,292	6,754
Marquis	293	3,282	922	8,130	8,164	40,744
Grand Marquis	3,836	4,079	10,707	10,680	47,121	56,727
Total Mercury	17,334	18,885	45,646	46,190	202,061	227,921
Continental	615	667	1,699	1,757	8,055	13,084
Lincoln	3,673	3,157	10,186	9,014	47,709	45,681
Mark VII	708	530	1,818	1,265	8,295	8,192
Total Lincoln	4,996	4,354	13,703	12,036	64,059	66,957
Total L-M Division	22,330	23,239	59,349	58,226	266,120	294,878
FORD MOTOR COMPANY	67,505	78,825	187,133	194,547	827,192	907,797
Skyhawk	2,873	3,053	7,682	6,379	29,787	41,286
Skylark	0	1,857	0	6,098	0	45,794
Somerset Regal	4,609	6,875	12,540	16,785	49,676	48,778
Century	8,074	11,198	22,163	22,462	100,277	93,139
Regal	2,589	4,648	7,040	10,263	35,023	44,952
LeSabre	4,683	5,360	11,500	12,601	40,284	63,874
Electra	4,155	2,888	9,973	6,702	53,013	29,734
Riviera	577	2,046	1,340	4,464	6,959	22,031
Total Buick	27,560	37,931	72,238	85,754	315,019	389,588
Cimarron	999	597	2,386	1,655	9,222	9,930
Seville	781	2,022	1,707	4,651	6,882	14,237
Cadillac	7,611	5,740	21,900	15,082	99,977	70,303
Eldorado	432	3,876	1,874	9,484	9,010	29,826
Total Cadillac	9,823	12,235	27,867	30,872	125,091	124,296
Chevette	1,818	3,206	6,046	10,151	32,531	53,943
Nova	4,963	1	14,131	1	60,110	1
Cavalier	13,704	16,943	37,749	46,764	168,173	206,973
Citation	35	1,195	124	5,406	897	31,486
Camaro	6,792	6,858	20,503	20,864	76,776	90,196
Celebrity	14,890	11,971	42,709	37,184	178,559	147,842
Monte Carlo	3,649	3,584	10,963	11,859	45,359	50,907
Chevrolet	7,639	8,547	22,755	25,552	96,719	110,243
Corvette	1,280	1,311	3,917	3,876	15,163	17,262
Total Chevrolet	54,770	53,616	158,897	161,658	676,287	708,853
Firenza	1,346	1,389	4,267	3,569	16,213	26,761
Calais	4,177	8,503	13,645	22,537	52,418	60,941
Cutlass Ciera	9,689	12,451	34,009	33,186	144,321	143,148
Cutlass Supreme	8,209	7,460	24,702	21,315	99,051	94,545
Olds 88	8,534	6,939	29,270	19,211	93,104	90,797
Olds 98	2,703	3,614	8,409	9,971	57,958	45,452
Toronado	568	1,059	1,296	2,943	6,151	15,175
Total Oldsmobile	35,226	41,415	115,598	112,732	469,216	476,819
Fiero	3,029	4,440	7,284	9,199	30,378	46,438
1000	648	1,108	1,533	2,658	8,768	10,160
Sunbird	5,867	6,613	13,194	14,890	48,121	56,800
Phoenix	0	0	0	0	0	896
Firebird	4,520	5,794	11,053	12,930	42,588	47,621
Grand Am	9,325	5,974	22,908	12,807	91,304	49,510
6000	7,155	8,750	17,698	17,755	74,594	66,513
Bonneville	1,434	2,899	3,804	5,711	19,201	23,694
Grand Prix	1,501	2,722	3,579	5,818	18,645	24,899
Parisienne	2,394	3,420	5,906	6,770	37,234	28,678
Total Pontiac	35,873	41,720	86,959	88,538	370,833	355,209
GENERAL MOTORS	163,252	186,917	451,559	479,554	1,956,446	2,054,765
VOLKSWAGEN	3,441	4,332	7,517	8,088	32,638	34,041
HONDA	9,477	9,282	16,132	15,096	74,210	70,910
NISSAN	284	1,461	943	2,261	25,153	3,528
DOMESTIC TOTAL	286,788	251,335	786,268	807,590	3,403,718	3,637,733
IMPORT TOTAL			286,194	267,582	1,243,447	1,069,737
INDUSTRY TOTAL			1,072,462	1,075,172	4,647,165	4,707,470

Toyota prices climb $348; Mazda, $220

By John K. Teahen Jr.
SENIOR EDITOR

Toyota and Mazda jumped back into the price cauldron last week by posting the fourth increases on their U.S. models since the beginning of the 1986 model year.

Toyota cars went up an average of $348, or 3.2 percent. Mazda cars rose an average of $220, or 1.9 percent.

Both companies attributed the increases to the appreciation of the Japanese yen against the dollar.

For Mazda, the four hikes on 1986 models have totaled $1,408 per car, or 15.62 percent, according to an Automotive News analysis. Toyota's cumulative boosts also are estimated to be in the $1,400 range, although an exact tabulation was not available at presstime.

Toyota and Mazda continued the new round of Japanese price hikes that began with Honda on May 19. American Honda Motor Co. boosted stickers an average of $238 on Honda and $344 on Acura. It was the fourth increase on '86 Honda models and the first on Acura. Acura entered the U.S. market in March.

Toyota's hike, which was announced last Friday, had been expected on almost a day-to-day basis in recent weeks. Toyota executives in Japan have talked of declining profits.

At midweek, Toyota President Shoichiro Toyoda said that pre-tax earnings for the year ending June 30 "will be far less than projected in February." He mentioned an expected dip of about 22 percent.

Toyota and Mazda also raised truck prices last week. Toyota's truck hike averaged $184, or 2.1 percent. Toyota said its combined car-truck increase averaged $284, or 2.8 percent.

Mazda's boosted trucks an average of $78, or one percent. Its combined car-truck figure is $163, or 1.6 percent.

Toyota's lowest-priced car, the base Tercel hatchback, is unchanged at $5,798. Also, there were no changes in the prices of the Supra sport hatchbacks, which start at $17,990.

Toyota increases ranged from $100 on the Tercel Deluxe three-door hatchback to $800 on the Cressida four-door sedan and five-door wagon. The Tercel Deluxe now is $7,038, and the Cressida sedan is $18,280.

Toyota's base two-wheel pickup truck was not increased last week. It stays at $6,298. The Cargo Van also was spared an increase.

Last week's Mazda boosts ranged from $100 to $400 on cars. By series, the 323 models rose $100 to $200, the 626 line went up $100 to $300 and there were hikes of $400 on the base RX-7 sports car and on the RX-7 2.2.

The 323 base two-door hatchback now is $5,895 and the 323 Deluxe models are $7,545 for the hatchback and $8,095 for the four-door sedan. Starting prices in the 626 series are $9,595 for the sedan and $9,645 for the coupe. The RX-7 is priced from $13,995.

The top model in the Mazda lineup, the RX-7 Turbo coupe is unchanged at $20,195.

Truck prices were increased $100 on the base and SE models, both short bed and long bed, and on the base Cab Plus. There were no changes in the prices of the LX trucks. Mazda pickups now start at $6,395.

PRODUCTION

May output dips 10 pct.

Kathy Boyer
DETROIT REPORTER

Production of 695,116 cars in the United States during May plunged 10.51 percent below the 776,881 built in May 1985.

The year-ago total was the best May output since 1979.

Last month's production, 6.05 percent below April's, was the lowest of any month this year and also was the lowest May output since 1983.

Contributing to the decrease were production cuts; model changeover at Chrysler Motors and Nissan Motor Manufacturing Co. U.S.A.; and Memorial Day.

Last week's scheduled output of 170,114 cars was 23.89 percent more than the previous week's 137,316 (a holiday week) but was 3.77 percent below the year-ago week's 176,787.

So far this year, 3,733,117 cars have been built, 4.19 percent below the 3,896,395 completed last year at this point.

Companies shared last week's estimated production as follows: General Motors, 54.96 percent; Ford Motor Co., 23.41 percent; Chrysler, 14.58 percent; Honda of America Manufacturing Co., 2.57 percent; New United Motor Manufacturing Inc., 2.12 percent; Volkswagen of America, 1.18 percent; and American Motors, 1.18 percent.

Nissan's car line at its Smyrna, Tenn., plant remains down for model changeover.

GM's Van Nuys, Calif., plant will be down this week (June 9) for inventory adjustment.

The plant assembles the Chevrolet Camaro and Pontiac Firebird.

Ford has scheduled daily overtime this week at all of its plants.

Saturday (June 7) overtime is scheduled at Chrysler's St. Louis (No. 2) and Belvidere, Ill., plants.

The same facilities, along with Chrysler's Newark, Del., plant are slated for daily overtime this week.

May truck build matches '85

Domestic truck production of 319,659 units during May was 2.02 percent below April's 326,282 — the record build for that month.

Last month's output was 0.99 percent below the 322,881 assembled in May 1985.

Last week's scheduled output of 75,305 trucks was 3.09 percent more than the previous week's 73,050 (a holiday week), but it was 2.31 percent below the year-ago week's 77,086.

So far this year, 1,625,334 trucks have been assembled, 3.99 percent more than the 1,562,936 built last year at this time.

Navistar International ended production of its Cargo Star last week.

A company spokesperson said it now has two replacement trucks that are built on contract by Nissan Diesel for Navistar.

Canada's 500,000th is 'early'

Canadian automakers assembled their 500,000th car of the year June 3, two weeks ahead of 1985.

So far this year, 516,200 cars have been built, 9.17 percent more than the 472,833 produced last year at this time.

Last month's output was 9.56 percent below April's 110,351 and 7.29 percent below the year-ago month's 107,648.

May production of 99,792 cars was the lowest for that month since 1982.

Last week's estimated production of 25,550 cars was 15.06 percent more than the previous week's 22,206 but 1.00 percent below the year-ago week's 25,809.

Canadian truck production of 77,301 units during May dipped 9.75 percent from April's 85,661 and was 3.26 percent below the year-ago month's 79,911.

Scheduled production of 19,172 trucks last week was 15.02 percent more than the previous week's 16,668 and was almost identical to the year-ago week's 19,166.

CANADIAN CAR	Week Ended June 7, 1986	Week Ended June 8, 1985	Week Ended May 31, 1986	May Total	Jan. 1, to June 8, 1985	Jan. 1, to June 7, 1986
AMERICAN MOTORS	0	410	0	334	5,062	2,405
FORD MOTOR	11,645	11,395	11,467	47,396	228,983	250,509
GENERAL MOTORS	13,680	13,796	10,514	51,117	233,825	258,410
VOLVO	225	208	225	945	4,943	4,876
Total Cars, Canada	25,550	25,809	22,206	99,792	472,833	516,200

U.S. TRUCK☆	Week Ended June 7, 1986	Week Ended June 8, 1985	Week Ended May 31, 1986	May Total	Jan. 1, to June 8, 1985	Jan. 1, to June 7, 1986
CHEVROLET	22,465	27,544	29,271	96,480	533,920	554,934
DODGE	3,000	5,478	2,926	11,456	96,261	20,731
FORD	31,408	26,058	26,440	132,565	554,250	663,278
GMC	7,362	8,059	5,568	31,219	164,159	163,806
NAVISTAR	1,600	1,641	1,319	6,638	36,743	33,924
JEEP	3,300	4,243	2,421	14,883	90,119	84,956
NISSAN	3,820	2,274	3,055	16,078	45,571	52,083
AM GENERAL*	50	50	50	220	1,110	1,122
MISCELLANEOUS*	2,300	1,739	2,000	10,120	40,803	50,500
Total Trucks, U.S.	75,305	77,086	73,050	319,659	1,562,936	1,625,334

CANADIAN TRUCK	Week Ended June 7, 1986	Week Ended June 8, 1985	Week Ended May 31, 1986	May Total	Jan. 1, to June 8, 1985	Jan. 1, to June 7, 1986
AMERICAN MOTORS	885	0	931	3,382	0	10,599
CHRYSLER	8,704	8,925	6,201	34,876	189,489	193,049
FORD	3,648	3,672	3,648	15,073	79,566	79,192
GENERAL MOTORS	5,760	6,301	5,677	23,046	132,395	132,628
NAVISTAR	175	268	211	924	5,520	4,485
Total Trucks, Canada	19,172	19,166	16,668	77,301	406,970	419,953
N. American Trucks	94,477	96,252	89,718	396,960	1,969,906	2,045,287

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended June 7, 1986	Week Ended June 8, 1985	Week Ended May 31, 1986	May Total	Jan. 1, to June 8, 1985	Jan. 1, to June 7, 1986
AMERICAN MOTORS	2,000	3,763	1,633	5,713	50,703	24,258
Renault Total	2,000	3,763	1,633	5,713	50,703	24,258
Alliance	1,700	2,220	1,459	5,096	31,213	21,243
Encore	300	1,543	174	617	19,490	3,015
CHRYSLER CORP.	24,800	32,358	22,798	108,529	629,545	623,751
Plymouth Total	8,000	8,667	7,643	36,999	183,298	183,443
Horizon	3,500	3,292	3,427	15,866	66,586	71,644
Reliant	3,500	3,653	2,938	15,634	82,162	79,850
Caravelle	600	1,234	878	3,593	25,605	24,227
Gran Fury	400	488	400	1,906	8,945	7,722
Chrysler Total	7,200	11,114	6,579	28,797	207,844	206,962
LeBaron	2,200	2,278	1,893	9,209	49,840	53,387
LeBaron GTS	1,200	2,681	645	692	44,987	28,822
Laser	500	1,612	672	3,320	25,491	22,855
New Yorker/E-Class	1,000	1,859	1,037	5,843	33,933	41,148
Fifth Avenue	2,300	2,684	2,332	9,733	53,593	60,750
Dodge Total	9,600	12,577	8,576	42,733	238,403	233,346
Omni	3,500	2,928	2,676	13,783	67,065	70,033
Aries	2,700	3,504	2,520	12,689	66,740	59,696
Daytona	1,000	1,520	963	4,947	22,947	24,089
Dodge 600	1,000	1,798	1,094	7,144	33,244	38,092
Lancer	500	1,724	422	477	32,615	25,614
Diplomat	900	1,103	901	3,693	15,792	15,822
FORD MOTOR	39,830	32,528	29,708	161,713	797,059	826,779
Ford Division	26,630	21,176	19,463	111,534	531,368	564,716
Escort	7,882	7,416	6,381	33,782	146,856	179,995
Mustang	4,071	4,023	3,022	17,332	83,703	90,071
LTD	0	2,889	0	0	109,460	0
Taurus	8,140	0	4,484	28,126	0	125,693
Thunderbird	2,461	2,848	2,046	13,947	93,555	75,927
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,076	4,000	3,530	18,347	86,834	93,030
L-M Division	13,200	11,352	10,245	50,179	265,691	262,063
Mercury Total	9,535	7,791	7,304	34,742	191,033	179,150
Lynx	1,499	1,642	1,179	6,054	33,499	29,829
Capri	366	124	525	637	7,518	7,139
Marquis	0	1,585	0	0	54,514	0
Sable	2,631	0	1,982	12,091	0	57,775
Cougar	3,666	3,291	2,804	11,567	64,146	56,353
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,373	1,149	814	4,393	26,521	28,054
Lincoln Total	3,665	3,561	2,941	15,437	74,658	82,913
Continental	409	487	326	1,711	13,035	9,364
Lincoln	2,750	2,672	2,207	11,578	53,367	62,193
Mark VII	506	402	408	2,148	8,256	11,356
GENERAL MOTORS	93,509	100,586	74,573	376,030	2,287,687	2,032,464
Buick Total	18,384	19,860	14,475	74,592	460,092	349,035
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,895	2,245	1,469	7,710	50,513	40,004
Somerset/Skylark	2,800	1,753	2,119	10,350	57,718	47,662
Century	5,005	6,028	4,387	22,676	117,444	113,881
Regal	2,219	3,333	1,772	8,590	54,835	27,693
Wagon/LeSabre (rwd)	345	2,996	255	1,445	64,661	6,489
LeSabre	3,870	0	2,701	14,589	0	55,197
Riviera	685	1,546	471	2,731	30,358	10,917
Electra	1,565	1,959	1,301	6,501	43,590	47,192
Cadillac Total	8,679	7,734	6,838	34,956	170,009	151,293
Cimarron	640	652	517	2,703	13,269	12,419
Seville	615	687	450	2,511	18,297	9,213
Eldorado	615	1,342	435	2,521	34,223	10,649
Cadillac (rwd)	2,784	1,165	2,174	10,353	25,958	42,103
DeVille (fwd)	4,025	3,888	3,262	16,868	78,262	76,909
Chevrolet Total	26,210	34,201	22,109	110,539	785,350	643,688
Chevette	2,200	3,418	1,611	7,152	73,430	50,964
Cavalier	8,700	11,053	7,096	36,157	226,133	193,479
Celebrity	4,720	5,692	4,436	23,616	130,815	133,444
Camaro	4,196	4,966	3,806	16,341	106,421	96,138
Citation	0	0	0	0	28,697	0
Monte Carlo	2,200	2,467	1,736	9,152	70,013	52,376
Chevrolet	3,554	5,601	2,905	15,430	129,788	104,731
Corvette	640	1,004	519	2,691	20,053	12,556
Oldsmobile Total	21,630	24,504	16,239	86,583	570,752	507,111
Firenza	405	1,055	412	2,381	32,159	21,236
Cutlass Supreme	1,801	6,395	1,536	8,264	103,748	76,776
Cutlass Ciera	6,160	6,876	3,899	20,503	170,127	123,429
88 (rwd)	312	5,101	208	1,941	107,842	10,059
88 (fwd)	8,472	0	6,508	35,143	0	152,577
Olds 98	1,780	2,183	1,497	7,507	64,749	53,490
Calais	2,000	2,228	1,816	8,850	73,049	58,460
Toronado	700	666	363	1,994	19,078	8,084
Pontiac Total	18,606	14,287	14,912	69,360	301,484	381,337
Acadian**	0	170	679	1,807	6,362	8,368
2000 Sunbird	3,140	1,338	2,663	12,973	62,791	65,306
1000	1,120	772	1,075	1,793	13,874	14,673
Firebird	3,608	2,664	2,140	8,887	56,363	52,899
6000	3,255	1,508	2,551	13,682	20,191	69,547
Parisienne	945	2,281	806	4,191	32,104	34,605
Fiero	1,738	2,677	1,185	5,886	51,783	35,257
Grand Am	4,800	2,877	3,713	20,141	58,016	100,682
HONDA	4,375	3,029	3,376	16,876	72,746	83,809
NISSAN	0	1,154	0	0	6,069	21,517
NUMMI*	3,600	1,050	3,600	17,855	7,750	80,308
VOLKSWAGEN	2,000	2,319	1,628	8,400	44,836	40,231
Total Cars, U.S.	170,114	176,787	137,316	695,116	3,896,395	3,733,117
Total Cars, Canada	25,550	25,809	22,206	99,792	472,833	516,200
N. American Cars	195,664	202,596	159,522	794,908	4,369,228	4,249,317
N. American Trucks	94,477	96,252	89,718	396,960	1,969,906	2,045,287
North American Cars and Trucks	290,141	298,848	249,240	1,191,868	6,339,134	6,294,604

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Toyota affiliate slates output of Stirling engine

TOKYO — Aisin Seiki Co. said it has developed a Stirling engine and will start commercial production in 1988.

Aisin Seiki is part of the Toyota Motor Corp. group. It said that initial production of the external combustion engine, called the "next generation engine," will be for heat-pump air conditioning systems.

In addition to petroleum, the Stirling engine can burn a variety of fuels including gas and coal. The engine also could be be used for automobiles and construction and industrial machinery in the future, the firm said.

The company said it has achieved output of 30 kilowatts or 40 horsepower, thermal efficiency of 35 percent and life of 10 years or 30,000 hours.

Aisin is owned 20.9 percent by Toyota and 5.2 percent by Toyoda Automatic Loom Works Ltd., (which is 23.1 percent owned by Toyota). Aisin recently announced that it will build a plant in the United States to supply Toyota's new assembly plants in Georgetown, Ky., and Cambridge, Ontario, with automotive components.

Seventy percent of Aisin's output here is supplied to Toyota. The firm's main products are transmissions, clutches, brakes, chassis parts and other high-function components.

Toyota calls sales unhurt by hikes

TOKYO — Toyota Motor Corp. has experienced no adverse sales effects from this year's price increases in the United States and its dealers are complaining of short supplies, according to Kaneyoshi Kusunoki, Toyota vice president.

Meanwhile, Eiji Toyoda, Toyota chairman, once again expressed his opposition to the current voluntary restraints on exports to the United States, aimed at reducing Japan's trade surplus with the United States.

Kusunoki, who has been appointed head of Toyota's new production operations in the United States and Canada, said Toyota plans to "slightly increase" its U.S. sales network, which now numbers 1,100 dealerships.

Kusunoki also said the company's first U.S.-produced car carrying the Toyota nameplate will go on sale in September and will serve as a test for Toyota's future North American operations. The car, based on the Toyota Corolla, will be built by New Motor Manufacturing Inc., the company's joint venture with General Motors in Fremont, Calif.

Crain Communications names 3 vice presidents

CHICAGO — Crain Communications Inc., publisher of Automotive News and 25 other publications, has named three new vice presidents.

They are Robert C. Adams, corporate production director; David Persson, publisher of Electronic Media; and Bryan Todd, managing director, London.

C2760-1

Automotive News

June 16, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

MITI would curb exports to Europe

By Francis J. Gawronski
TOKYO BUREAU CHIEF

TOKYO — The Ministry of International Trade and Industry plans to instruct Japanese automobile manufacturers to curtail car exports to Common Market countries in an effort to head off possible friction over automotive trade.

Japanese auto exports to the Common Market have been increasing since September because the yen's appreciation against European currencies has been slower than against the U.S. dollar.

Because of the increase in shipments to the Common Market, especially since the beginning of this year, MITI said it will make the request for the restriction in the near future.

According to MITI officials, car shipments to the Common Market in January-April of this year totaled some 387,000 units, an increase of 36 percent

see JAPAN, page 67

AUTOMOTIVE NEWS/JOE WILSEMS

A new Mercedes?
Well, not a new model but a new exhibition, entitled "The First Century." It's now in full swing at Henry Ford Museum, Dearborn, Mich. Handling the controls of a replica of Karl Benz's first three-wheeled auto is Walter Bodack, president of Mercedes-Benz of North America. **More from Bodack and the exhibit, Page 2.**

1986 hikes by Japanese are $1,331

By John K. Teahen Jr.
SENIOR EDITOR

A steady procession of increases on 1986 models has boosted U.S. prices of the leading Japanese cars an average of $1,331, or 13.87 percent since last fall, an Automotive News analysis discloses.

The study involved Toyota, Nissan, Honda and Mazda. Each has raised prices four times since the end of the 1985 model year. Stickers went up at introduction time last September. They rose again in December and in March. Honda started the latest round in May and the others followed in June.

Here are the increases for Japan's Big Four:

Toyota, $1,358, or 14.13 percent.
Nissan, $1,339, or 12.49 percent.
Honda, $1,199, or 14.49 percent.
Mazda, $1,408, or 15.62 percent.

Those figures are based on an arithmetical comparison of current prices and those of corresponding models at the end of the 1985 season. There was no allowance for equipment additions.

The Japanese boost of $1,331 is far higher than the Automotive News estimate of $726 for domestic cars since the end of the 1985 model year. General Motors is responsible for much of the domestic boost. Automotive News estimates that GM has raised its prices an average of $950 on 1986 cars.

Estimates for the other domestics are: Ford Motor Co., $375; Chrysler Corp., $320; and American Motors, $208. Ford, Chrysler and AMC did not play follow-the-leader when GM hiked prices in April. GM's April bump averaged about $400.

The Japanese blame their price increases on the appreciation of the yen against the dollar. The exchange rate was about 240 yen to the dollar last summer. It was 166 last Wednesday.

Nissan completed the June round of price hikes for Japan's Big Four last week by adding an average of $313, or 2.8 percent, to its car prices. Truck prices went up $147, or 1.7 percent, and the combined car-truck average was $267, or 2.5 percent.

Increases ranged from $50 to $200 on Sentra, $300 to $350 on Stanza wagons and $500 to $550 on Maxima. The sporty models showed hikes of $100 for the 300-ZX, $400 for the Pulsar and $400 to $500 for the 200-SX.

The Stanza E four-wheel-drive wagon and the recently introduced 1987 Stanza sedans were unchanged.

Elsewhere, Suzuki added an average of 4.9 percent to the prices of its Samurai 4wd sport/utility vehicles. The base model went up $200, to $6,895, and the hardtop unit rose $235, to $7,100.

ANALYSIS

Ford, Volkswagen discuss cooperation in Brazil, Argentina

By Rik Turner
and Dave Zeis
AUTOMOTIVE NEWS STAFF

Ford Motor Co. and Volkswagen AG announced last week that they have entered discussions that could lead to some consolidation of the two companies' subsidiaries in Brazil and Argentina.

Such an agreement likely would center around the exchange of the idle capacity in each of the two subsidiaries' car and truck manufacturing operations. But discussions also involve the possibility of Ford supplying truck engines to Volkswagen in exchange

see BRAZIL, page 67

GM cancels automation contracts

By Michelle Krebs
FINANCIAL EDITOR

General Motors has canceled contracts for automation equipment for its upcoming GM10 program.

The cancellations apparently are part of a general capital budget reduction being implemented by the automaker.

Robotic Vision Systems Inc. said last week it had received cancellation notices from GM for two vision-guided welding systems.

The equipment had been ordered in March for the massive GM10 program in a contract worth $2.4 million.

RVSI said it understood that GM canceled the contract because of GM's general cutback in its capital spending budget. The cancellations are not related to the performance of RVSI or its equipment, the company said.

Automatix Inc., of Billerica, Mass., also received contract cancellation notices from GM for $1.3 million worth of automation equipment used in glass inspection and glass loading.

Automatix also said the cancellation was the result of a reduction in capital spending.

GM owns 18 percent of RVSI and has an option for a minority position in Automatix.

The stock prices of both companies plunged sharply after the cancellations were announced.

GM officials have denied repeatedly in recent weeks that GM is scaling back its aggressive automation plans. Industry observers have said GM was cutting back on automation, partly because of the problems it was encountering with automation equipment at its Buick City and Detroit-Hamtramck plants.

GM President F. James McDonald told members of the Detroit Auto Writers Group last week that GM was not backing off from its automation plans.

In an interview with Automotive News a week earlier, David Campbell, vice president and director of manufacturing for the Chevrolet-Pontiac-GM of Canada Group, said no cuts in technology have been made. He said the automation would be phased in.

Malaysian auto is caught between success, failure

By Mariane Gualden
SPECIAL CORRESPONDENT

KUALA LUMPUR, Malaysia — One year ago, Malaysian Prime Minister Mahathir Mohamad pushed a button to start the assembly line for the country's first car, the Proton Saga.

He told an audience of 2,000 that the duck-tailed car bearing the country's emblem must sell in large volume or "suffer a big loss."

Today, industry observers say, Mahathir's warning is beginning to sound grimly prophetic. The Proton Saga is caught somewhere between success and failure, causing concern for government planners who hoped its production would be a major first step toward industrialization for this small, developing country.

The car project is a joint venture among the government-run Heavy Industries Corp. of Malaysia, which owns 70 percent, Mitsubishi Motors Corp. and Mitsubishi Corp., the Japanese company's trading section.

—If Malaysia wins its gamble in producing the car, it hopes to follow Japanese, Korean and other carmakers into First-World markets. But economists, auto industry executives and other governments are watching the production of the Proton Saga, fearing it will bury Malaysia in a mountain of foreign debt from which it cannot extricate itself.

Estimates of the ultimate total cost of the car, including reduced duties and taxes plus construction

see SAGA, page 52

PERUSAHAAN OTOMOBILE NASIONAL

Launch of the Proton Saga: Were there seeds of doubt from the start?

UAW slate talks — Page 3
McDonald: Wagon iffy in GM10 plans — Page 6
Domestic stocks dip; Imports up sharply — Page 70

NEWSPAPER
BETHESDA MD 20814
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B 0300 8624 COMP ZRZ
**********5-DIGIT 20814

AMC delays plant decision until autumn

By Richard Johnson
and Mary Connelly
AUTOMOTIVE NEWS STAFF

American Motors' overdue decision on whether and where to build a new North American assembly plant — an issue once expected to be settled in early spring — has been delayed until fall.

The revised timetable likely means AMC will continue Alliance/Encore production in Kenosha, Wis., beyond the planned 1989 buildout.

A plant decision has been set back primarily by negotiations with Chrysler Corp. to build rear-drive standard-sized cars in the under-utilized Kenosha facility.

Negotiations aimed at reducing the 168 production classifications at Kenosha were held last week between AMC and UAW Local 72.

AMC is seeking 35 classifications as part of its effort to gain the Chrysler production. An AMC spokesman said the UAW counter-proposal calls for 46 classifications.

Officials close to various state industrial development proposals made to AMC say they've been told to expect an autumn decision from the company regarding a new plant.

An AMC spokesman said last week that a delay until fall is "possible," but added that a decision "could come sooner."

AMC officials initially said an early-spring decision was necessary in order to set 1990 product plans.

But several factors have upset that timing, including the potential Chrysler manufacturing agreement; a threatened phase-out of the Jeep operation in Toledo, Ohio, unless the union agrees to a concessionary contract by June 30; reported resistance at Renault in France to a new AMC plant in North America; mixed clinic results on possible product successors to Alliance/Encore; and the possibility of a sourcing agreement with an Asian manufacturer.

Though Alliance/Encore was set to be phased out after the conclusion of the 1989 model year, AMC President Joseph Cappy has said the car's life could be extended.

Its successor could be a Jeep rather than a car and could be built at a new plant in Kenosha, Toledo or another state.

AMC could also decide to close all or parts of the Kenosha or Toledo Jeep plants or both, upgrade portions of the facilities or import an Alliance/Encore successor.

INDEX

Auction reports	56-57
Automotive World News	37
Classified advertising	58-66
Dealing with dealers	28
Editorial page	10
Engineering	12
Inventories	70
Obituaries	67
Production by makes	71
Registrations, car	32
Sales, truck	20
Truck highlights	16

61st year—No. 5132

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

UAW says Chrysler Liberty violates pact

By Mary Connelly
DETROIT REPORTER

UAW Local 412 has charged that Chrysler Corp. is violating the national labor contract by excluding the union from the Liberty Project.

The union said 300 people are now working on the innovative project at Liberty's Oakland County, Mich., headquarters but no employees are members of the UAW.

Chrysler has called Liberty its most advanced product development program.

Local 412 charged Chrysler with violating a letter of agreement signed in November as part of national contract bargaining in which the company pledged to involve the UAW in Liberty.

Representatives of the international UAW and Chrysler met last week to discuss the dispute.

Liberty is to Chrysler what Saturn is to General Motors and Alpha is to Ford — a laboratory to test new approaches to design, production, technology, quality and cost management.

Chrysler officials have described Liberty as a "process" but it is expected to result in a new small car and ensure domestic production of those vehicles.

A Chrysler spokesman confirmed last week that discussions are being held with the UAW regarding the "entire situation."

"We don't believe we're in violation of any provision of the contract," Chrysler said.

"There is some bargaining unit involvement in Liberty. Not everything involved with Liberty is out at the Liberty Center," the company added.

Chrysler opened a Liberty Center office in Oakland County at the end of last year.

Dennis Turner, president of the 4,000-member UAW Local 412, which represents 2,300 salaried UAW workers at Chrysler, said the Oakland County Liberty office is staffed by 150 Chrysler management employees and 150 people hired from the Detroit-based engineering firm Creative Industries.

The use of so-called "job shoppers" hired from outside contractors has angered salaried UAW members working at Chrysler's Highland Park, Mich., headquarters, Turner said. Turner said Local 412 represents an estimated 1,800 salaried workers employed on Chrysler's engineering, design and development staffs who are available for the Liberty project.

"We were supposed to be involved in the advanced planning stages of Liberty," Turner said. "Having roughly 300 employees out there is well beyond the planning stages.

"The job shoppers do the same work we do in the design center at Highland Park. That's why we're so mad," Turner said.

"They've taken some of our designers from Highland Park, promoted them to management jobs and put them out at Liberty. They are doing the same job out there they used to do in the union." He declined to specify how many union employees had been promoted.

"We want all the people out there doing the work to be in the union," Turner said. "We are very concerned about the quality of the product. We don't feel job-shoppers are dedicated to quality like the seniority people at Chrysler."

Representatives of the international UAW and Chrysler have met two to three times in the last two months to discuss the dispute, Turner said.

"We invite the UAW's participation in planning a new concept small-car project seeking innovative approaches to product design, engineering and manufacturing — the Liberty Project," says the agreement signed by Chrysler and approved by the UAW.

"To this end, we will explore ways in which the union's role can be expanded beyond its current levels of involvement in all aspects of the project, including future development work."

Turner, who was the national negotiator for Chrysler salaried employees in the 1985 contract talks, also expressed concern that what is happening at Liberty could occur to a greater degree when Chrysler completes its planned new technical center.

CHRYSLER CORPORATION

Insignias: old and new

Chrysler Corp. has changed the graphics and colors used to identify its business operations.

The change is designed to distinguish Chrysler Corp. and its various operating groups and subsidiaries and follows the company reorganization, which became effective June 1.

The Pentastar remains the corporate symbol. The old insignia is shown above; the new one is below. Chrysler Corp. will use gold; Chrysler Motors Corp. will use blue; and Chrysler Financial Corp. and its subsidiaries will use green.

Gulfstream Aerospace will not use the Pentastar but will add the phrase, "A Chrysler Company."

The signatures for the parent company and subsidiaries have been redesigned to give greater emphasis to the names of the subsidiaries.

CHRYSLER CORPORATION

Chrysler, UAW slate talks on Jefferson fate

By Mary Connelly
DETROIT REPORTER

Chrysler Motors and the UAW will begin bargaining a new local labor agreement June 24 aimed at keeping open the aging Jefferson Avenue assembly plant in Detroit.

Chrysler announced last week that it has developed a product plan for the plant but declined to specify the new vehicle.

Speculation has centered on use of Jefferson for truck assembly after the 1987 model year. The plant now builds Plymouth Reliant and Dodge Aries models.

Earlier this spring, Richard E. Dauch, Chrysler executive vice president — manufacturing, cited the need for increased truck assembly capacity because the company's sales ratio of trucks to cars is increasing.

Chrysler said it is seeking a "modern, progressive labor agreement for Jefferson."

Chrysler has sought such agreements at its other plants in exchange for scheduling future product.

Negotiations on a new local agreement will not involve wages and benefits established in the national contract but will center on work rules and job classifications. Chrysler and other automakers are seeking more streamlined manufacturing practices to boost productivity, gain flexibility and save money.

On Jan. 26, members of UAW Local 7 at Jefferson Avenue authorized the union to negotiate a new local agreement in an attempt to save jobs. Any such agreement will have to be voted on by the local membership. Employment at the plant is 4,800.

Keeping Jefferson in operation "depends on the facility becoming more competitive through cooperation among management, labor, local and state governments," Chrysler said.

The UAW and the company are also expected to begin negotiating a new local agreement at Chrysler's Trenton, Mich., engine plant on June 25. Chrysler has said it will build its new V-6 engine at the plant if it can reach a "progressive" pact with the union.

Auto firms find promotion gold in Detroit Grand Prix

By Edward Lapham
MARKETING EDITOR

The international flavor of Formula One racing comes to the home of the domestic auto industry once again next weekend in the form of Detroit Grand Prix V.

And once again, it will be primarily the same group of businesses supporting the June 20-22 event and using it for promotional purposes.

Repeating as major race sponsors are Allied Automotive, Goodyear Tire & Rubber Co., Ford Motor Co., American Motors/Renault and Stroh Brewing Co.

"Support for the event has remained strong," said Robert E. McCabe, president of Detroit Renaissance Grand Prix Inc.

The promotional aspects of the race, which will be seen by 80 million television viewers worldwide, are important to the companies involved, the city of Detroit and the state of Michigan.

Among the auto companies, Ford Motor Co., with a world view of marketing, is again the most active supporter. Lincoln-Mercury Division is sponsoring the Merkur Motor City 100, a Trans Am event, with assistance from Ford corporate and Motorcraft budgets.

AUTOMOTIVE NEWS/JOE WILSEDS

Robert E. McCabe, president, Detroit Renaissance Grand Prix Inc.

The Merkur XR4Ti is pace car for the event and L-M is using a couple of clever tie-ins.

The 16 Detroit-area dealers have been registering customers for the "Merkur Motor City 100 Sweepstakes" to win one of 16 demonstration "hot" laps around the course with Jackie Stewart, Ford consultant and former race driver.

The pace car for the Formula One race is a Ford Mustang GT convertible, so Ford Division is once again an active sponsor. Ford is using a trip to the Detroit Grand Prix as a prize for 100 dealers in a national incentive contest.

Again this year, Chevrolet Motor Division will sponsor the Media Center, display its Performance Center at the Expo and sponsor a lavish pre-race party.

Dodge, carrying the flag for Chrysler Motors, will for the second year sponsor three computer-controlled electronic scoring towers.

AMC/Renault will sponsor the Sports Renault preliminary race.

Volkswagen of America is a sponsor of the Bosch-Volkswagen Super Vee Championship race.

Supplier Goodyear, in addition to being a race sponsor and providing the Goodyear blimp for overhead TV coverage for the CBS telecast, also is running a local ad campaign and special tire sale in conjunction with the event.

Some of the traditional supporters apparently were not quite as gung-ho this year.

"There was some consideration given to dropping sponsorship of the Trans Am race," said an L-M official. "In fact, the decision was all but made at one point.

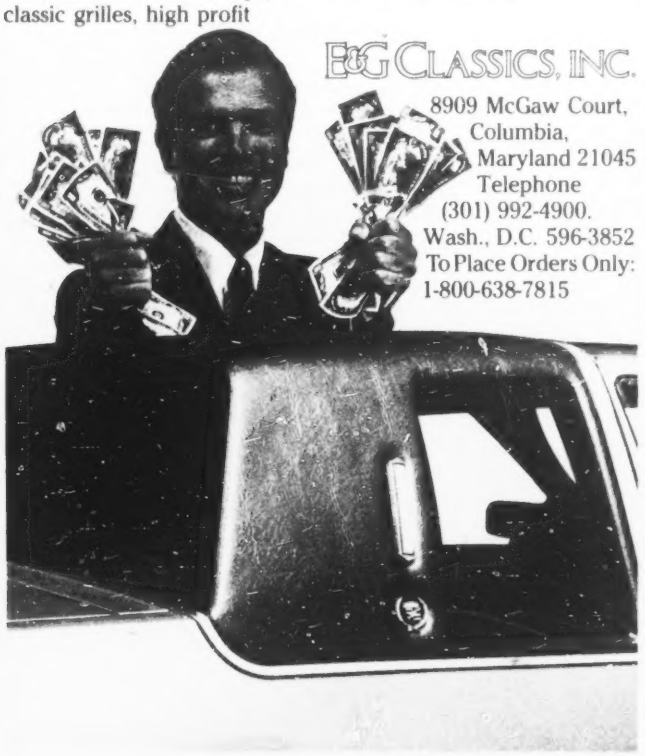
"I'm glad we didn't though, because it is a natural for the Merkur market."

Our classic lines are great for your bottom line.

When you can give your customers the kind of classic features they demand you have the "Dealer's Advantage." Giving customers what they want is what keeps them coming back—again and again. That's profitable for you.

We're E & G Classics Inc., home of the "Dealer's Advantage." For 13 years, our simulated convertible tops, classic grilles, high profit classic continental kits, restyled vinyl roof designs and stylish deck straps have added to dealer profits. Your customers will keep coming back for classic quality and styling—the kinds of classic lines that are great for your bottom line.

So call E & G today for profit's sake and the distributor nearest you. We'll give you the "Dealer's Advantage."



E&G CLASSICS, INC.
8909 McGaw Court,
Columbia,
Maryland 21045
Telephone
(301) 992-4900.
Wash., D.C. 596-3852
To Place Orders Only:
1-800-638-7815

1986

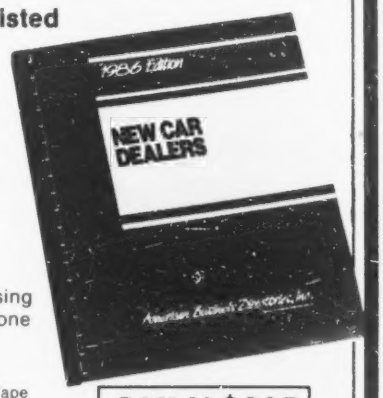
NEW CAR DEALERS DIRECTORY

Compiled From All The Yellow Pages

26,216 Dealers Listed

Listings Include:
- Dealer Name
- Address including Zip code
- Phone Number
- Brands of Automobiles Sold

The Ideal Source For:
- Sales Leads
- Telemarketing
- Direct Mail Advertising
- Nationwide Telephone Directory



Also Available:
Mailing Labels, Magnetic Tape and PC Diskettes. Please Call For Complete Catalog.

ONLY $295

Call Today at (402)331-7169 To Order!

American Business Directories, Inc.
A Division Of American Business Lists, Inc.

5707 South 86th Circle • Omaha, NE 68127 #7806

TRUCK INDUSTRY NEWS

Light trucks lead May sales to record

By Joseph Bohn
TRUCK EDITOR

Led by the light-duty segment, domestic truck sales are back on track toward another calendar-year record.

May sales set a record, the second in a row. They brought the industry's five-month total to within a few thousand units of last year's all-time high.

Light-duty sales provided all the momentum. They set a record for both May and the first five months of the year.

Medium and heavy trucks were off for the month and they year-to-date period.

The industry retailed 435,200 light-duty trucks in May, up 9.1 percent over 398,759 in like 1985, according to manufacturers' reports.

Ford, GMC, Jeep and the imports led the upsurge. Chevrolet and Chrysler sales were off for the month, though not by much.

Ford sales of 127,384 light-duty vehicles in May were up 22.8 percent over last year.

GMC's light duty sales of 29,080 were up 4.3 percent

Jeep sales of 15,978 were up 18.4 percent.

And import sales of 83,887 were up 16.9 percent.

Chevrolet sales of 123,950 were off 1.8 percent.

Chrysler sales of 54,921 were off 1.5 percent.

Ford retailed a total of 131,740 light, medium and heavy trucks in May, up 20.8 percent from a year earlier.

Chevrolet retailed a total of 125,829 trucks, off 2.1 percent.

And GMC retailed a total of 32,572 vehicles, up 4.7 percent.

Manufacturers retailed 3,761 medium-duty trucks in May, down 8.6 percent from 4,113 in like 1985, according to the Motor Vehicle Manufacturers Association.

Within the medium segment, Class 5 sales of 185 were off from 479 last year. Class 6 sales of 3,576 were off from 3,634 last year. No Class 4 sales were reported.

Heavy-truck sales of 18,155 were off 13.5 percent from 20,981 last year.

Within that segment, Class 7 sales of 8,346 were off from 9,117 last year, and Class 8 sales of 9,809 were off from 11,864.

For the five-month period, the industry retailed 1,968,561 trucks, off 1.3 percent from 1,971,081 a year earlier.

Year-to-date light-duty sales of 1,861,901 were up 4.9 percent from 1,852,776 a year earlier, according to manufacturers' reports.

Ford, Jeep and the imports are running ahead of last year in the light-duty segment. Chevrolet, Dodge and GMC are trailing 1985.

Five-month medium-duty sales of 18,721 were off from 19,996 last year.

Within the medium segment, Class 5 sales of 1,551 were up from 1,398; while Class 6 sales of 17,170 were off from 18,598 a year earlier, according to MVMA.

No Class 4 sales were reported.

Year-to-date heavy-truck sales of 87,939 were off from 98,309.

Within that segment, Class 7 sales of 41,877 were up from 40,401 last year; while Class 8 sales of 46,062 were off from 57,908.

MAJOR MANUFACTURERS BY SEGMENT

	May		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	127,384	103,744	531,993	517 908
Medium-Duty	3,490	4,007	16,885	19,423
Heavy-Duty	866	1,283	5,091	6,474
Ford Total	**131,740**	**109,034**	**553,969**	**543,805**
Light-Duty	123,950	126,156	517,156	538,205
Medium-Duty	1,879	2,361	8,304	8,017
Chevrolet Total	**125,829**	**128,517**	**525,460**	**546,222**
Light-Duty	29,080	27,882	126,789	127,258
Medium-Duty	2,912	2,350	14,914	10,840
Heavy-Duty	580	886	3,056	4,809
GMC Total	**32,572**	**31.118**	**144,759**	**142,907**

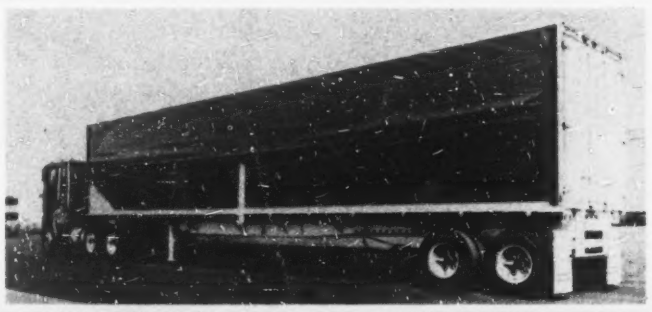
LIGHT-DUTY MAY, YEAR-TO-DATE SALES

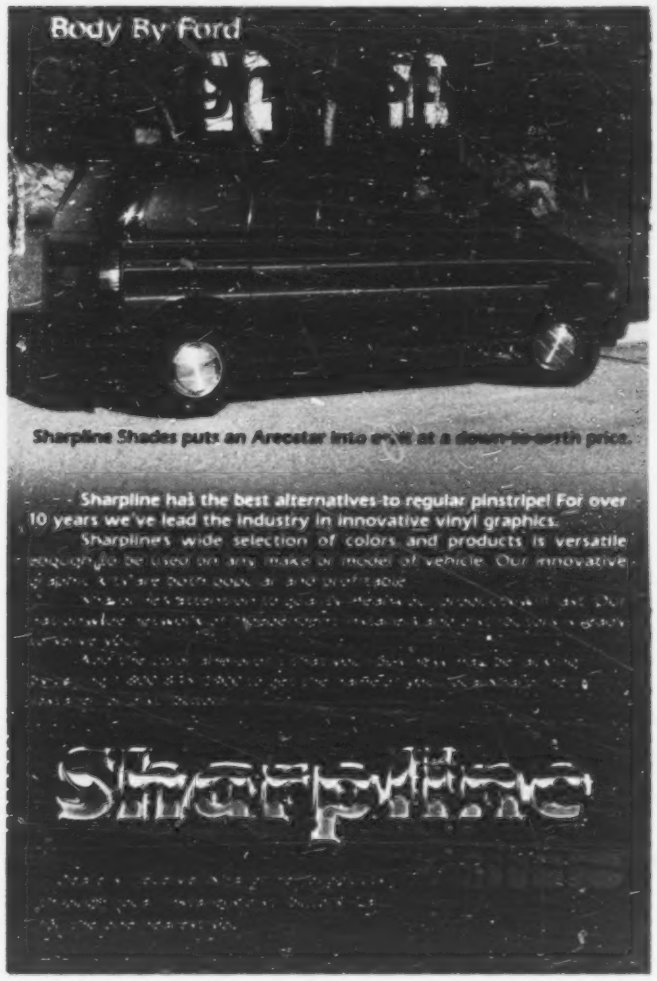
	May		Year-to-Date	
	1986	1985	1986	1985
Vans	16,357	16,291	72,916	82,175
Aerostar	15,177	0	56,224	0
Club Wagon	3,072	3,421	11,847	15,202
Ranger	29,627	16,131	120,421	118,372
Bronco	4,254	4,608	19,739	21,017
Bronco II	9,192	13,314	36,940	45,482
Pickups	49,705	49,979	231,834	235,660
Ford	**127,384**	**103,744**	**531,993**	**517,908**
Vans	14,492	15,938	55,228	68,728
Sportsvan	1,737	2,430	7,433	10,199
Astro	15,939	10,563	62,014	30,080
S-10	21,673	14,407	91,283	102,531
S-10 Blazer	16,532	27,180	66,112	79,691
El Camino	1,986	1,859	9,846	8,547
Blazer	3,938	3,723	17,178	18,329
Suburban	6,481	6,251	23,675	25,314
Pickups	41,172	43,805	184,387	194,786
Chevrolet	**123,950**	**126,156**	**517,156**	**538,205**
Vans	9,154	5,559	31,001	27,483
Ram Wagon	5,047	3,924	18.398	17,461
Voyager	10,625	10,979	49,066	46,177
Caravan	10,827	12,172	50,589	49,094
Mini Ram Van	1,311	2,330	6,569	11,067
Ram 50	7,055	5,629	31,769	31,909
Ramcharger	2.966	3,034	9,374	16,856
Pickups	7,936	12,111	39,336	71,844
Chrysler	**54,921**	**55,738**	**236,102**	**271,891**
Vans	3,611	3,740	15,253	17,292
Safari	3,134	2,321	13,304	6,133
S-15	4,949	3,190	21,399	23,217
S-15 Jimmy	3,713	5,749	15,906	17,667
Jimmy	766	790	3,438	3,625
Caballero	250	219	1,215	1,029
Suburban	1,985	1,608	7,601	7,480
Pickups	10,160	9,812	46,385	47,233
P Model	411	453	1,802	3,582
W-4	110	0	486	0
GMC	**29,080**	**27,882**	**126,789**	**127,258**
Wrangler/CJ	2,787	3,026	14,114	15,373
Wagoneer	896	947	4,239	5,313
Cherokee	8,836	8,500	39,405	36,571
Grand Wagoneer	1,202	737	6,186	5,621
Comanche	2,116	0	12,194	0
J-10/J-20	141	287	640	1,037
Jeep	**15,978**	**13,497**	**76,778**	**63,915**
Toyota	36,532	31,080	154,942	132,649
Nissan	21,164	20,553	93,155	116,878
Mazda	15,206	11,343	59,630	42,631
Isuzu	3,865	7,094	34,543	30,297
Mitsubishi	2,684	1,672	14,190	11,144
Suzuki	4,436	0	16,623	0
Imports	**83,887**	**71,742**	**373,083**	**333,599**
Industry Total	**435,200**	**396,759**	**1,861,901**	**1,852,776**

*Nissan includes domestically-built units in Tennessee.

Sidewinder aims at just-in-time delivery

Fruehauf's new Sidewinder Express Van trailer opens quickly for complete side access. Designed for carriers servicing manufacturers who use just-in-time management systems, the Van can be opened, unloaded, reloaded with empty containers and closed in eight minutes.




Body By Ford
Sharpline Shades puts an Arrestar into style at a down-to-earth price.
Sharpline has the best alternatives to regular pinstripe! For over 10 years we've lead the industry in innovative vinyl graphics.
Sharpline's wide selection of colors and products is versatile enough to be used on any make or model of vehicle. Our innovative
Sharpline

IMPORT REGISTRATION SHARES IN U.S.

	MARCH					THREE MONTHS				
	Regis., March, 1986	Percent Share of Market	Regis., March, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85		Regis., 3 mos., 1986	Percent Share of Market	Regis., 3 mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Honda	48,751	18.79	43,628	19.68	−0.89	Honda	142,360	18.41	124,487	19.85	−1.44
Nissan	41,044	15.82	40,960	18.48	−2.66	Toyota	128,407	16.61	119,471	19.05	−2.44
Toyota	38,720	14.92	40,164	18.12	−3.20	Nissan	127,003	16.42	114,408	18.24	−1.82
Mazda	21,180	8.16	15,538	7.01	+1.15	Mazda	63,730	8.24	40,708	6.49	+1.75
VW	16,187	6.24	14,482	6.53	−0.29	VW	47,662	6.16	38,893	6.20	−0.04
Subaru	15,286	5.89	11,173	5.04	+0.85	Subaru	47,252	6.11	34,746	5.54	+0.57
Volvo	9,030	3.48	8,365	3.77	−0.29	Volvo	25,379	3.28	23,931	3.82	−0.54
Mercedes	7,675	2.96	7,442	3.36	−0.40	Mercedes	23,708	3.06	20,908	3.33	−0.27
Spectrum	7,573	2.92	--	--	-- --	BMW	20,019	2.59	19,300	3.08	−0.49
BMW	6,889	2.65	7,127	3.21	−0.56	Colt/Vista	18,063	2.34	--	--	−0.00
Audi	--	--	5,787	2.61	−0.00	Audi	--	--	16,371	2.61	−0.00
Others	47,152	18.17	27,003	12.19	+5.98	Others	129,766	16.78	73,914	11.79	+4.99
TOTAL	259,487		221,699			TOTAL	773,369		627,137		
Share of U.S. Total		30.60		23.92	+6.68	Share of U.S. Total		29.94		25.20	+4.74

Numbers for Oldsmobile from manufacturers' sales records.

Imports take peak 30 pct. of registrations in March

By Jenny L. King
DETROIT REPORTER

In March, imports claimed their largest share of total U.S. registrations so far this year, adding 6.58 percentage points to their year-ago market penetration.

The imports' share of 30.60 percent was a record for March and the best for 1986.

Figures from R.L. Polk & Co. showed import registrations climbing 17.04 percent year to year, to 259,487 from 221,699 in 1985. The imports' market share expanded to 30.60 percent from 23.92 percent as registrations of domestic cars failed to increase.

The top 10 imports for March dropped to 81.83 percent of the import total from 87.81 percent a year earlier. Chevrolet Spectrum moved into the top 10, displacing Audi.

First-quarter import registrations were up 23.32 percent, to 773,369 from 627,137 last year. Their market share increased to 29.94 percent from 25.20 percent.

Honda, whose total includes U.S.-built and imported cars, remained the top make.

Japanese-built cars were off year to year in March, slipping to 67.39 percent of the total from 70.00 percent last year. West German cars represented 13.20 percent, U.S.-assembled imports were 10.53 percent and Swedish cars had 4.89 percent of the month's total. The breakout by country of origin included:

	March, 1986	March, 1985
Japan	174,858	155,196
West Germany	34,265	30,739
United States	27,329	19,568
Sweden	12,694	11,591
Korea	4,787	0
Great Britain	1,848	1,613
Yugoslavia	1,709	0
France	1,379	2,417
Italy	618	575
TOTAL	259,487	221,699

For the first quarter, Japanese penetration of the import total dipped to 70.03 percent from 71.13 percent a year ago. West German products were down to 12.99 percent from 13.57 percent and U.S. products grew to 9.56 percent from 9.10 percent. R.L. Polk considers Honda, Nissan and Volkswagen cars built in this country as imports.

	3 Mos., 1986	3 Mos., 1985
Japan	541,610	446,106
West Germany	100,444	85,123
United States	73,898	50,779
Sweden	35,670	32,711
Yugoslavia	6,013	0
Great Britain	5,148	4,495
Korea	4,921	0
France	4,085	6,416
Italy	1,580	1,505
TOTAL	773,369	627,137

Imported-truck registrations were up 3.41 percent March to March. This year's total was 81,878 compared with 79,178 in 1985. A breakout for the major truck importers follows:

	March, 1986	March, 1985
Toyota	31,071	29,436
Nissan	18,773	22,864
Mazda	10,550	9,063
Isuzu	7,752	--
Dodge Ram 50	--	6,441
Others	13,732	11,374
TOTAL	81,878	79,178

Truck registrations during the first quarter of the calendar year climbed 3.57 percent, to 232,555 from 224,538. Individual numbers included:

	3 Mos., 1986	3 Mos., 1985
Toyota	92,715	82,907
Nissan	48,859	67,109
Mazda	29,343	26,011
Isuzu	21,445	--
Dodge Ram 50	--	17,678
Others	40,193	30,833
TOTAL	232,555	224,538

MARKET SHARES

MARCH
1986 VS. 1985

Make	1986 Market Share	1985 Market Share	Pct. Pt. Change '86 vs. '85
Chevrolet	14.53	14.33	+0.20
Ford	12.51	13.55	−1.04
Oldsmobile	9.70	9.63	+0.07
Pontiac	7.64	6.65	+0.99
Buick	6.75	8.07	−1.32
Honda	5.51	5.00	+0.51
Toyota	4.97	4.80	+0.17
Nissan	4.92	4.60	+0.32
Mercury	4.31	5.09	−0.78
Dodge	3.59	4.60	−1.01
Chrysler	3.05	3.27	−0.22
Plymouth	3.05	3.81	−0.76
Cadillac	2.74	2.69	+0.05
Mazda	2.47	1.63	+0.84
VW	1.85	1.56	+0.29
Subaru	1.83	1.40	+0.43
Lincoln	1.42	1.68	−0.26
Volvo	0.98	0.96	+0.02
Mercedes	0.92	0.84	+0.06
BMW	0.77	0.78	−0.01
AMC	0.77	1.43	−0.66
Colt/Vista	0.70	--	-- --
Audi	--	0.66	-- --
Other Imports	5.02	2.97	+2.05
Misc. Dom.	0.00	0.00	−0.00
TOTAL	2,582,875	2,488,617	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

TOP CARS

U.S. registrations for three months of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1	375,168	Chevrolet	356,662 — 1
2	323,056	Ford	337,224 — 2
3	250,587	Oldsmobile	239,676 — 3
4	197,274	Pontiac	165,383 — 5
5	174,402	Buick	200,945 — 4
6	142,380	Honda	124,487 — 7
7	128,407	Toyota	117,471 — 8
8	127,003	Nissan	114,408 — 9
9	111,384	Mercury	126,606 — 6
10	92,824	Dodge	114,375 —10
11	78,781	Chrysler	81,425 —12
12	78,672	Plymouth	94,854 —11
13	70,799	Cadillac	66,923 —13
14	63,730	Mazda	40,708 —15
15	47,662	VW	38,893 —16
16	47,252	Subaru	34,736 —18
17	36,603	Lincoln	41,769 —14
18	25,379	Volvo	23,931 —19
19	23,708	Mercedes	20,908 —20
20	20,019	BMW	19,300 —21
21	19,930	AMC	35,583 —17
22	18,063	Colt/Vista	— ——
——	—	Audi	16,371 —22
	129,766	Other Imports	73,914
	26	Misc. Dom.	55
	2,582,875	TOTAL	2,488,617

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1986, Automotive News.

Air-O-Dynamic!

The 1986 Mercury Sable and a SKY-TOP® Power Moonroof.

SKY-TOP has designed a new venting and sliding Power Moonroof that adds open-air excitement to the all-new, aerodynamic Mercury Sable and Ford Taurus. The Moonroof's sleek design and optional charcoal trim finish perfectly complement the sporty styling of the Sable and Taurus.

SKY-TOP's smooth, quiet operation, wide opening, automatic wind deflector, privacy sunshade, push-button venting system and maximum headroom retention offer all the quality features Sable and Taurus owners expect.

Over 90 SKY-TOP Installers nationwide offer excellent service backed by a 12 month, unlimited mileage, parts and labor warranty. For our brochure and the name of your nearest installer, call SKY-TOP today.

Sky-Top power moonroof

SKY-TOP® Sunroofs Ltd.
4700 Le Bourget Dr. St. Louis, MO 63134
Phone (314) 427-1441
TOLL FREE: 1-(800) 327-1331 (OUTSIDE MO)

©1986

Chrysler seeks tariff break for Syracuse

By Geoff Sundstrom
WASHINGTON REPORTER

WASHINGTON — Chrysler Corp. wants special tariff treatment for its transmission manufacturing plant near Syracuse, N.Y., according to the Commerce Department's Foreign-Trade Zones Board.

The board is expected to approve Chrysler's request.

Chrysler said lower tariffs on foreign parts used at the plant would improve the company's international competitiveness. The Chrysler plant manufactures and distributes manual transmissions. It employs 3,000 persons.

Chrysler asked the Foreign-Trade Zones Board to create a special foreign-trade subzone for the transmission plant, operated by Chrysler's New Process Gear Division.

Foreign-trade subzone status allows manufacturers to pay lower tariffs on imported components if they are assembled into finished goods within the zone. If the finished product is exported, the manufacturer pays no duty.

The duty rate for transmission components ranges from 3 percent to 11 percent. The duty rate for finished autos is 2.6 percent.

Chrysler said approximately "1 to 2 percent of the components used are purchased abroad, including cases, bearings, gears and synchromesh rings." Some complete transmissions and transaxles are also imported, Chrysler said.

Transmissions shipped to Chrysler's U.S. car plants would be subject to the duty for finished autos, because Chrysler's domestic plants are themselves covered by foreign-trade subzones.

Japanese CVT will beat Europeans to market

By Richard Feast

A Japanese auto maker will beat two European companies to market with production versions of the continuously variable automatic transmission developed by Netherlands firm, van Doorne Transmissie.

Starting this month, Fuji Heavy Industries Ltd., Japan, will be able to offer its Subaru Justy automobile with a locally made CVT. Meanwhile, Ford of Europe and Fiat Auto S.p.A. are still struggling to bring their products to market this year.

During the first year, Subaru CVT sales will be limited to Japan. After that, exports will be allowed under terms of an agreement reached with van Doorne.

All this is of great concern to Ford and Fiat, each of which expected to be first to bring out a CVT car nearly two years ago. They now have to accelerate their programs in order to beat Subaru to market, at least in Europe. Their present tests involve transmissions made under semi-production conditions, an improvement over the handmade components used in early development work.

CVT is a stepless automatic transmission for front-wheel-drive cars. Lighter and simpler than conventional automatics, it is said to provide fuel economy as good as a manual transmission's. If so, it could ignite a revolution in transmission design.

The system has been a long time arriving. The story of its development is one of the most convoluted in recent automotive history, mostly because of van Doorne's secrecy.

No outsiders have been allowed inside van Doorne's premises, despite the fact that a considerable amount of public money has been sunk into the project by the Dutch government. The company has no official spokesperson, and its executives maintain a low profile.

The history of van Doorne Transmissie dates back to 1972 and indirectly originates with the little Daf cars introduced in 1959 with rubber-belt automatic transmissions. The company has seemed constantly short of capital. In 1984, when a West German component supplier tried to have the company declared bankrupt because of money it was owed, the Dutch state stepped in with additional financial aid.

Starting this month, Fuji Heavy Industries, Japan, will offer its home market a locally made continuously variable transmission in its Subaru Justy model (above).

In the mid-'70s there were legal skirmishes between van Doorne and the car company that eventually would take a financial interest in it — Volvo. The Swedish company believed it had acquired van Doorne patents when it took control of Daf. But rights to the transmission were held by VADO, family holding company of the van Doornes, who founded the Daf car and truck business.

More recently, Fuji's threat of legal action, for non-delivery of promised components, spotlighted van Doorne's key weakness: inadequate planning to produce in volume the precision components that are the guts of the CVT — its pulleys and steel belts.

As part of the settlement between van Doorne and Fuji, the Japanese company was granted a license to manufacture its own components rather than buy them from the Dutch firm.

By the end of 1984, van Doorne had $30 million worth of orders for CVT systems, and no factory or machinery with which to make them. That led to van Doorne's complete restructuring last year, which followed the departure in March 1984 of managing director Richard Hamstra Pik.

The latest financial crisis was resolved last November. After more than six months of negotiation, Borg-Warner's 24 percent stake in van Doorne, acquired in 1978 and taken over by a reluctant Dutch Economics Ministry near the end of 1984, was assumed by MIP, a Dutch firm.

MIP, which provides risk capital for industry from clearing banks and the government, also took on a portion of the 39.5 percent of van Doorne held by Volvo Car B.V., Holland. These moves were accompanied by a F1 30/$11.7 million increase in share capital and an another F1 20/$7.8 million in long-term loans.

Thus, van Doorne's current shareholders are MIP (49 percent), Fiat Auto (24 percent) and Volvo Car (27 percent). Volvo Car itself has 70 percent of its capital in the hands of various Dutch state enterprises, with only 30 percent owned by Volvo Car Corp., Sweden.

What van Doorne now has is an order for 50,000 of its so-called "vee-belts," to be delivered to Ford which will turn them into complete transmissions at its Bordeaux, France, factory. Ford has invested some $55 million at Bordeaux to make the CVT (which it confusingly calls CTX) and will supply finished units to Fiat, as well as furnishing its own needs.

The van Doorne belts will not be made at the company's Tilburg factory in the Netherlands, where its headquarters are also located. Instead they will be made at a Volvo Car components plant in St. Truiden, just over the border in Belgium.

Ford is expected to use its CTX initially in the Fiesta, although it also has potential in the larger Escort. Fiat will produce the model originally scheduled for introduction in mid-1984, the Unomatic. Fiat displayed prototypes of CVT-equipped Ritmos as far back as 1980.

Still another part of the tangled tale is the fact that Volvo, one of van Doorne's major investors, will not use the system in its new fwd 400 series, whose coupe version appeared at the recent Geneva auto show. The 400 will use a ZF automatic.

When van Doorne was hawking its ideas to auto makers around the world in the 1970s, the concept that emerged was for three different sizes of CVT to be produced by different partners. Fuji was to make the smallest one for engines of around 1.0 liter. Ford's was the middle one for 1.0- to 1.6-liter engines. General Motors agreed to produce a unit for 2.0-liter engines. Van Doorne was to make internal components, and Fuji, Ford and GM's Hydra-matic Division (at Strasbourg, France) were to use them to build complete units.

Another oddity now is that Fiat, an investor in van Doorne, will not be a producer, but prefers to buy the transmissions from Ford.

With Fuji about to launch CVT production on its own and Ford preparing for start-up around November, the unknown factor is GM. Its project is believed to involve electronic controls (rather than mechanical types like Fuji's and Ford's) to improve fuel efficiency. The Dutch press has written about GM using a chain, rather than a belt, supplied by Borg-Warner.

GM has invested around $180 million at Strasbourg, in part to make CVTs. But GM designs in Europe are handled by Adam Opel AG, West Germany. A senior Opel engineer recently confirmed his company's lack of enthusiasm for the CVT principle. Opel is understood to be developing a more conventional automatic with four speeds and lockup. If GM does make CVTs in Europe, it's believed they would be used only in North American-built cars.

Fourteen years after van Doorne was established, its CVTs at last seem destined for production. The next hurdle is the marketplace. Ironically, in Europe, at least, automatic transmissions go into only 5 percent of new cars sold, and most of those are larger, luxury models for which no CVT has yet been developed. It would take a massive swing in buying patterns for Europeans to start specifying automatics in the types of cars where CVTs will first be offered. ■

OVERSEAS PRODUCTION

FRANCE

Cars

	3 mos., 1986	3 mos., 1985
Peugeot SA	380,473	325,695
Citroen	142,116	120,093
Peugeot/Talbot	238,357	205,602
Renault	304,045	365,023
Total	684,518	690,718
Van, trucks, buses		
CBM	12	16
Iveco-Unic	26	32
Peugeot SA	42,932	41,370
Citroen	20,288	18,374
Peugeot/Talbot	22,644	22,996
Renault	75,452	63,273
Sovam	20	25
Total	118,442	104,716
Total vehicles	802,960	795,434

JAPAN

Cars

	3 mos., 1986	3 mos., 1985
Daihatsu	41,296	39,937
Fuji	77,965	57,458
Honda	257,480	222,986
Isuzu	52,121	39,697
Mazda	199,544	199,658
Mitsubishi	153,943	129,812
Nissan	438,796	467,315
Suzuki	66,285	52,047
Toyota	665,113	629,673
Total	1,952,543	1,838,783
Vans, trucks, buses		
Daihatsu	107,816	103,204
Fuji	83,089	76,405
Hino	16,788	14,568
Honda	53,561	40,105
Isuzu	85,219	80,824
Mazda	108,489	89,386
Mitsubishi	150,513	138,785
Nissan	138,822	171,871
Nissan Diesel	8,822	8,834
Suzuki	141,023	112,486
Toyota	256,753	282,630
Others	193	92
Total	1,151,088	1,119,985
Total vehicles	3,103,631	2,957,985

SPAIN

Cars

	3 mos., 1986	3 mos., 1985
Ford	68,991	67,610
General Motors	74,450	74,065
Peugeot SA	43,917	40,026
Citroen	18,743	18,326
Peugeot/Talbot	25,174	21,700
Renault	63,513	61,266
Seat	81,361	85,184
Total	332,232	328,151
Vans, trucks, buses		
Enasa	2,806	2,164
Ford	2,666	1,582
General Motors	161	0
Land Rover	7,229	4,314
Mercedes-Benz	3,228	2,815
Motor Iberica	8,240	6,264
Peugeot SA	22,921	13,757
Citroen	22,885	13,757
Peugeot/Talbot	36	0
Renault	10,199	6,977
Seat	4,158	7,659
Total	61,806	45,577
Total vehicles	394,040	373,728

UNITED KINGDOM

Cars

	2 mos., 1986	2 mos., 1985
BL	79,383	93,723
Austin Rover	76,801	91,801
Range Rover	2,582	2,550
Carbodies	371	374
Ford	39,779	57,457
Jaguar	7,831	7,299
Lotus	109	157
Panther	43	19
Peugeot/Talbot	11,235	12,993
Reliant	28	95
Rolls-Royce	404	319
TVR	84	65
Vauxhall	28,242	27,782
Others	104	102
Total	167,613	200,385
Vans, trucks, buses		
Bedford	8,035	9,028
BL	14,716	15,954
Austin Rover	4,173	4,873
Freight Rover	3,223	3,595
Land Rover	4,824	4,956
Leyland	2,496	2,530
ERF	348	361
Ford	10,105	19,160
Foden	99	109
Hestair Dennis	93	155
MCW	34	89
Reliant	7	17
Renault TI	636	947
Seddon Atkinson	243	262
Others	46	39
Total	34,362	46,121
Total vehicles	201,975	246,506

ITALY

Cars, light vans

	12 mos., 1985	12 mos., 1984
Alfa Romeo	157,625	200,103
Bertone	5,806	4,904
DeTomaso	56	71
Fiat Auto	1,224,266	1,234,415
Autobianchi	99,896	88,292
Ferrari	3,125	2,841
Fiat	993,923	1,040,624
Lancia	127,322	102,658
Lamborghini	249	231
Maserati	5,668	6,180
Nuova Innocenti	15,218	17,151
Pininfarina	1,504	2,578
Sevel	76,058	63,430
Fiat Auto	39,277	31,267
Peugeot SA	36,781	32,163
Total	1,486,450	1,529,083

OVERSEAS REGISTRATIONS

UNITED KINGDOM
Cars

	4 mos., 1986	4 mos., 1985
Alfa Romeo	828	1,115
Austin Rover	112,321	119,753
BMW	13,913	12,770
Daihatsu	1,876	1,711
Fiat Auto	22,506	20,457
Ford	174,310	168,710
FSO	1,711	2,057
GM-Vauxhall	110,362	117,112
Honda	6,896	5,596
Hyundai	2,128	1,748
Jaguar	2,843	3,073
Lada	5,873	4,529
Lotus	171	221
Mazda	6,686	5,111
Mercedes-Benz	7,093	6,858
Mitsubishi	4,286	4,641
Nissan	31,742	31,053
Panther	12	26
Peugeot SA	41,704	36,758
Citroen	11,812	9,209
Peugeot/Talbot	29,892	27,549
Range Rover	1,621	1,219
Reliant	111	117
Renault	24,110	27,086
Rolls-Royce	321	261
Saab	3,522	3,135
Seat	1,985	0
Skoda	3,972	2,943
Subaru	1,037	980
Suzuki	1,533	1,491
Toyota	11,813	10,902
VW-Audi Group	42,101	40,146
Volvo	24,953	22,318
Zastava	2,765	2,520
Others	2,008	1,810
Total	669,133	658,227

SWEDEN
Cars

	4 mos., 1986	4 mos., 1985
Alfa Romeo	319	444
BMW	1,566	1,473
Daihatsu	540	318
Fiat Auto	2,187	2,434
Ford	9,406	11,069
GM-Opel	8,110	10,671
Honda	1,419	1,377
Lada	503	556
Mazda	4,030	3,767
Mercedes-Benz	2,687	3,127
Mitsubishi	718	826
Nissan	4,674	2,806
Peugeot SA	2,090	2,539
Citroen	965	1,135
Peugeot/Talbot	1,225	1,504
Porsche	152	106
Renault	1,100	598
Saab	9,593	11,180
Skoda	48	140
Subaru	476	489
Suzuki	272	254
Toyota	4,318	4,034
VW-Audi Group	10,954	10,370
Audi	3,850	4,057
Volkswagen	7,104	5,813
Volvo	21,428	25,607
Others	15	18
Total	86,615	94,803

JAPAN
Cars

	3 mos 1986	3 mos 1985
Daihatsu	27,085	28,775
Fuji	21,684	22,550
Honda	72,275	64,691
Isuzu	14,624	8,438
Mazda	46,597	52,130
Mitsubishi	42,741	49,986
Nissan	228,204	241,394
Suzuki	16,733	21,268
Toyota	373,197	370,549
Imports	13,988	11,727
Total	859,118	871,508

Vans, trucks, buses

Daihatsu	96,954	88,954
Fuji	63,419	61,745
Hino	11,523	11,778
Honda	48,633	34,484
Isuzu	28,780	30,555
Mazda	40,751	38,511
Mitsubishi	96,954	96,856
Nissan	72,575	78,449
Nissan Diesel	6,713	6,057
Suzuki	109,145	102,941
Toyota	97,021	93,067
Imports	51	34
Total	672,519	646,431
Total vehicles	1,531,637	1,514,939

WEST GERMANY
Cars

	3 mos., 1986	3 mos., 1985
Alfa Romeo	1,640	2,329
Austin Rover	2,753	1,880
Bertone	80	85
BMW	36,086	31,967
Daihatsu	2,711	1,681
Fiat Auto	36,171	28,127
Ford	72,589	54,499
GM-Opel	99,578	92,048
Honda	9,643	7,348
Isuzu	1,374	1,050
Jaguar	454	588
Lada	2,488	1,978
Mazda	19,757	17,598
Mercedes-Benz	76,739	70,697
Mitsubishi	14,149	10,270
Nissan	18,019	13,566
Peugeot SA	31,635	24,098
Citroen	11,958	9,679
Peugeot/Talbot	19,677	14,419
Porsche	3,112	3,136
Renault	22,442	19,462
Saab	1,098	834
Seat	1,061	924
Skoda	753	454
Subaru	3,774	2,820
Suzuki	5,033	5,022
Toyota	21,172	13,760
VW-Audi Group	180,477	159,936
Audi	34,667	33,068
Volkswagen	145,810	126,868
Volvo	4,196	3,288
Others	679	675
Total	669,654	570,120

ITALY
Cars

	3 mos 1986	3 mos 1985
Alfa Romeo	34,827	32,290
Aro	497	414
Austin Rover	7,445	4,093
BMW	5,792	6,812
Ferrari	183	207
Fiat Auto	269,096	254,575
Fiat	223,388	212,221
Lancia/ Autobianchi	45,708	42,354
Ford	19,379	23,777
GM-Opel	17,234	16,224
Hyundai	279	94
Innocenti	3,459	4,200
Lada	361	425
Maserati	773	991
Mercedes-Benz	5,458	5,395
Peugeot SA	35,520	33,669
Citroen	18,871	19,574
Peugeot/Talbot	16,649	14,095
Porsche	171	179
Renault	40,823	52,232
Saab	318	617
Seat	12,222	8,933
Skoda	429	448
VW-Audi Group	43,898	32,502
Audi	3,924	4,666
Volkswagen	39,974	27,836
Volvo	5,205	5,441
Japanese (all)	979	567
Others	313	837
Total	505,861	484,928

THE NETHERLANDS
Cars

	3 mos 1986	3 mos 1985
Alfa Romeo	1,311	1,349
Austin Rover	1,539	1,465
BMW	4,721	4,493
Dacia	39	24
Daihatsu	1,820	1,208
Fiat Auto	13,252	9,691
Ford	19,574	19,727
FSO	39	49
GM-Opel	31,023	31,923
Honda	3,473	3,162
Hyundai	324	553
Jaguar	153	104
Lada	3,306	2,136
Mazda	7,467	5,014
Mercedes-Benz	4,329	3,777
Mitsubishi	4,470	4,176
Nissan	7,287	7,552
Peugeot SA	19,519	15,458
Citroen	9,298	7,487
Peugeot/Talbot	10,221	7,971
Porsche	96	78
Renault	9,764	10,907
Saab	880	877
Seat	1,620	1,906
Skoda	1,265	641
Subaru	1,341	973
Suzuki	4,034	3,363
Toyota	8,303	7,150
VW-Audi Group	17,756	13,944
Volvo	9,008	8,822
Zastava	261	201
Others	78	29
Total	178,092	160,752

BELGIUM
Cars

	3 mos 1986	3 mos 1985
Alfa Romeo	1,035	971
Austin Rover	1,716	1,546
BMW	3,086	2,564
Daihatsu	601	435
Fiat Auto	4,571	3,871
Ford	10,970	9,865
GM-Opel	14,862	13,439
Honda	2,225	2,313
Jaguar	95	83
Lada	3,410	3,605
Mazda	2,885	2,647
Mercedes-Benz	3,719	2,765
Mitsubishi	3,044	2,721
Nissan	5,406	4,505
Peugeot SA	17,406	15,024
Porsche	164	122
Renault	10,875	10,173
Saab	395	367
Seat	1,637	1,146
Skoda	1,092	673
Subaru	892	617
Suzuki	816	682
Toyota	8,754	6,511
VW-Audi Group	18,857	16,025
Volvo	3,200	2,356
Wartburg	278	266
Others	499	612
Total	122,490	105,904

AUSTRIA
Cars

	3 mos 1986	3 mos 1985
Alfa Romeo	478	643
Austin Rover	75	61
BMW	1,762	1,920
Daihatsu	265	134
Fiat Auto	3,870	3,414
Ford	4,926	5,534
GM-Opel	7,408	8,728
Honda	1,257	946
Lada	319	349
Mazda	5,241	4,972
Mercedes-Benz	2,128	2,197
Mitsubishi	1,129	1,192
Nissan	2,608	2,989
Peugeot SA	3,513	3,822
Citroen	1,502	1,944
Peugeot/Talbot	2,011	1,878
Porsche	117	109
Renault	2,511	2,992
Saab	82	68
Seat	297	185
Skoda	190	238
Subaru	990	912
Suzuki	359	332
Toyota	3,708	2,495
VW-Audi Group	11,096	11,609
Audi	1,959	2,873
Volkswagen	9,137	8,736
Volvo	828	826
Others	10	53
Total	55,167	56,720

SOUTH AFRICA
Cars (sales)

	3 mos. 1986	3 mos. 1985
Alfa Romeo	0	1,572
Alfa Romeo	0	588
Daihatsu	0	984
BMW	3,266	3,427
GM-Opel	2,688	4,626
Mercedes-Benz	4,202	5,448
Honda	1,945	2,909
Mercedes	2,257	2,639
Nissan	3,492	4,518
Renault	1,691	2,735
Samcor (Ford)	3,712	5,661
Samcor (MMI)	4,590	6,183
Mazda	3,511	4,523
Mitsubishi	742	771
Peugeot	337	889
Toyota	11,147	13,159
VW-Audi Group	6,981	8,004
Others	20	63
Total	41,789	55,396

Source: MIND

DENMARK
Cars

	3 mos., 1986	3 mos., 1985
Alfa Romeo	180	29
Austin Rover	128	39
BMW	1,035	815
Dacia	124	183
Daihatsu	1,217	473
Fiat Auto	2,499	2,036
Ford	6,548	6,403
FSO	403	528
GM-Opel	9,735	7,241
Honda	968	416
Lada	1,004	1,043
Mazda	5,516	3,462
Mercedes-Benz	325	257
Mitsubishi	1,250	637
Nissan	2,679	1,717
Peugeot SA	3,838	2,225
Citroen	2,660	1,454
Peugeot/Talbot	1,178	771
Porsche	10	0
Renault	311	351
Saab	549	490
Seat	297	0
Skoda	948	1,102
Subaru	169	11
Suzuki	87	118
Toyota	6,654	4,738
VW-Audi Group	4,026	2,780
Audi	320	201
Volkswagen	3,706	2,579
Volvo	1,912	1,595
Wartburg	210	338
Zastava	498	438
Others	9	8
Total	53,128	39,539

IRELAND
Cars

	3 mos 1986	3 mos 1985
Alfa Romeo	21	48
Austin Rover	816	877
BMW	154	153
Daihatsu	186	25
Fiat Auto	1,261	1,131
Ford	2,305	4,670
GM-Opel	2,053	2,641
Honda	276	105
Mitsubishi	514	142
Nissan	1,326	1,352
Peugeot SA	562	612
Citroen	127	123
Peugeot/Talbot	435	489
Renault	935	1,559
Subaru	126	15
Suzuki	273	77
Toyota	3,068	3,465
VW-Audi/Mazda/ Mercedes-Benz	2,803	1,984
Volvo	271	307
Others	372	151
Total	17,922	19,914

FRANCE
Cars

	2 mos 1986	2 mos 1985
Alfa Romeo	2,453	2,597
Aro	47	104
Austin Rover	4,529	3,141
BMW	4,940	3,872
Ferrari	22	15
Fiat Auto	19,891	13,722
Ford	17,738	22,509
FSO	147	270
GM-Opel	14,147	12,731
Honda	1,408	779
Innocenti	142	170
Jaguar	66	39
Lada	2,630	2,864
Maserati	11	14
Mazda	2,982	2,088
Mercedes-Benz	3,352	2,511
Mitsubishi	780	545
Nissan	3,627	1,972
Peugeot SA	93,489	90,817
Citroen	32,988	30,904
Peugeot/Talbot	60,501	59,913
Porsche	270	155
Renault	75,403	78,864
Saab	383	238
Seat	2,939	2,656
Skoda	478	428
Suzuki-Santana	242	2
Toyota	2,328	1,263
VW-Audi Group	17,455	16,708
Audi	3,501	4,124
Volkswagen	13,954	12,584
Volvo	2,963	2,996
Zastava	223	221
Others	5	12
Total	272,140	263,211

SPAIN
Cars

	2 mos., 1986	2 mos., 1985
Alfa Romeo	867	306
Austin Rover	888	384
BMW	672	729
Daihatsu	11	14
Fiat Auto	1,529	1,107
Ford	8,968	11,763
GM-Opel	8,689	10,053
Honda	93	92
Jaguar	28	11
Lada	123	49
Mazda	43	48
Mercedes-Benz	816	675
Mitsubishi	120	41
Nissan	127	136
Peugeot SA	10,860	15,662
Citroen	2,905	5,561
Peugeot/Talbot	7,955	10,101
Porsche	27	41
Renault	20,617	24,774
Saab	36	24
Seat	8,744	11,609
Skoda	52	53
Subaru	5	5
Suzuki	17	51
Toyota	224	219
VW-Audi Group	6,883	5,649
Audi	199	220
Volkswagen	5,684	5,429
Volvo	274	283
Wartburg	111	29
Others	58	44
Total	69,836	83,852

SWITZERLAND
Cars

	2 mos 1986	2 mos., 1985
Alfa Romeo	901	947
Austin Rover	376	344
Bertone	14	14
BMW	1,554	1,458
Daihatsu	182	187
Ferrari	17	15
Fiat Auto	3,765	3,120
Ford	3,512	2,809
GM-Opel	5,451	4,981
Honda	1,063	921
Innocenti	16	15
Isuzu	161	78
Jaguar	52	50
Mazda	1,251	991
Mercedes-Benz	1,533	1,094
Mitsubishi	1,297	944
Nissan	1,009	911
Peugeot SA	3,267	2,915
Citroen	1,171	1,087
Peugeot/Talbot	2,096	1,828
Porsche	192	137
Puch	15	23
Renault	2,423	2,223
Rolls-Royce	14	10
Saab	250	164
Seat	414	65
Skoda	21	19
Subaru	1,935	2,192
Suzuki	494	520
Toyota	2,977	1,889
VW-Audi Group	6,289	6,108
Audi	1,906	2,318
Volkswagen	4,383	3,790
Volvo	805	637
Others	69	56
Total	41,319	35,837

Lennox succeeds Smith as MVMA chairman

DETROIT — Donald D. Lennox, chairman and chief executive of Navistar International Corp., has been elected chairman of the Motor Vehicle Manufacturers Association. He succeeds Roger B. Smith, chairman and chief executive of General Motors, for the one-year term, effective July 1.

Lee A. Iacocca, of Chrysler Corp., and Donald E. Petersen, of Ford Motor Co., were elected vice chairmen. Each is chairman and chief executive of his company.

Joseph E. Cappy, president and chief executive of American Motors, was elected treasurer, and Smith was elected secretary.

Thomas H. Hanna, MVMA president and chief executive, was reelected.

Elected to three-year terms on the MVMA board of directors were Howard H. Kehrl, vice chairman, GM; Robert A. Perkins, vice president, Washington office, Chrysler; Will Scott, vice president, government relations, Ford; Neil A. Springer, president and chief operating officer, Navistar; and Cappy and Hanna.

Soichiro Irimajiri, president of Honda of America Manufacturing Inc., was elected to a one-year term.

Other directors who will continue on the board are: Bjorn Ahlstrom, president and chief executive, Volvo North America Corp.; Iain M. Anderson, executive vice president, finance and administration, Volkswagen of America; Betsy Ancker-Johnson, vice president, Environmental Activities Staff, GM; and Jose J. Dedeurwaerder, vice chairman, AMC.

Also, Gerald Greenwald, chairman, Chrysler Motors; F. James McDonald, president and chief operating officer, GM; Noel Phillips, president and chief executive, VWoA; Harold A. Poling, president and chief operating officer, Ford; and Marvin Stucky, vice president, civic and governmental affairs, AMC.

Iacocca, Lennox, Petersen and Smith also continue as directors.

The board also appointed Hanna chairman of the Executive Committee. Other members are Ancker-Johnson, Anderson, Perkins, Scott, Springer and Stucky.

MVMA members are American Motors; Chrysler Corp.; Ford Motor Co.; General Motors; Honda of America Manufacturing Inc.; AM General Division of LTV Aerospace and Defense Co.; M.A.N. Truck and Bus Corp.; Navistar International Corp.; PACCAR Inc.; Volkswagen of America; and Volvo North America Corp.

AUCTION DATES

American Motors

June 17 — D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

June 18 — Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

June 19 — Evansville Auto Auction, Evansville, Ind.; Northway Exchange Inc., Clifton Park, N.Y.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 24 — High Point Auto Auction, High Point, N.C.

Chrysler Corp.

June 17 — Dallas Hail Sale, Grand Prairie, Tex.; NuCarPrep System, Sante Fe Springs, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Used Car Sales
Auction Averages

June to date	$5,172
Month ago	$5,134
Year ago	$5,333

June 18 — Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; and South Seattle Auto Auction, Kent, Wash.

June 19 — Fredericksburg Auto Auction, Fredericksburg, Va.

June 20 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 24 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif. (tentative)

Ford Motor Co.

June 18 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

June 19 — Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Model Breakdown
Auction Averages

	JUN., 1986	MAY., 1986	APR., 1986
1986	$11,545	$11,292	$11,490
1985	$8,606	$8,650	$8,803
1984	$6,368	$6,384	$6,363
1983	$5,528	$5,516	$5,515
1982	$4,369	$4,361	$4,308
1981	$3,412	$3,423	$3,458
1980	$2,567	$2,560	$2,516
1979	$2,199	$2,195	$2,193
Overall Average	$5,172	$5,143	$5,093

June 24 — South Seattle Auto Auction, Kent, Wash.

June 25 — Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

General Motors

June 17 — Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

June 18 — Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis; and Hatfield Auto Auction, Hatfield, Pa.

June 19 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nissan

June 19 — Nashville Auto Auction, Nashville

USED-CAR AUCTION DIRECTORY

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

ILLINOIS

GREATER CHICAGO AUTO AUCTION
Since 1954
Every Thursday - - - 10:00 AM
Auction Guaranteed Mileage on all Cars
5 Lanes — 1500 Cars & Trucks
Fleet & Lease Specialists
I-294 Toll Way at Cicero Ave.
(312) 597-3600

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767. Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
June 18—Thurs., 5 PM Sharp—Fleet Sale Complimentary buffet 4 PM.
June 25— The Daily Double, 11 A.M. Chrysler Factory Sale in the A Lane & a Giant Absolute Sale in the C Lane. Plus regular consignment at noon.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

on your REALLY BIG SALE be sure and advertise in this section

NEW YORK

Northway Exchange, Inc., Rte. 146, Cliftor Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

PADE — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

EVERY MONDAY 12:00 NOON!
SERVING DEALERS AND FLEETS
Scranton-Wilkes-Barre Auto Dealer's Exchange Inc.
SCRANTON — WILKES-BARRE AUTO DEALERS EXCHANGE INC.
PHONE (717) 961-3800

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Loesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

TEXAS

AUTOMOBILE AUCTION
For Sale
3-Yr.-Old Facility — 12 Acres
Located West Texas
Asking $2 million, make offer
214-642-3900 — Day
214-641-1110 — after 7
915-698-4391

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

European car sales heading for record 11-plus million

By Richard Feast
EUROPEAN EDITOR

LONDON — In the wake of falling oil prices, Western European new-car demand this year will reach record levels — in excess of 11 million units.

By the end of May, sales were up 7.5 percent to nearly 5.14 million. The industry expectation is that the year-end increase will be on the order of 5 percent above last year's record of 10.64 million.

All but three of the 16 countries in Western Europe registered advances, the most important of which was West Germany's gain of 180,000 units and more than 17 percent. But the most notable aspect of the preliminary statistics circulating within the industry is the widespread nature of the trend.

National markets hardly ever act in European unison, as local circumstances vary greatly.

"The stimulation comes from the drop in oil prices, which has allowed governments to reduce interest rates," said Ian Robertson of the Economist Intelligence Unit. "One couldn't expect this from a cyclical point of view."

John Lawson, of DRI Europe, agreed, adding, "The consumer outlook has brightened since the fall in oil prices. Everyone feels better off."

The price of a barrel of oil has halved to about $15 since the second oil shock. Stock prices across Europe are up, in anticipation of improved company profitability from lower energy prices and borrowing costs.

The market in West Germany, the largest in Europe, is distorted to some extent because it contrasts with the trough over the two previous years caused by the emissions debate in the country. As the uncertainty over exhaust regulations cleared toward the end of last year, market confidence began to return.

Thus, the pace of Germany's early increase — 17.1 percent in the first five months — is unlikely to be maintained by the end of the year. And after some time in the doldrums, sales in the country are effectively returning only to normal levels.

Italy (up 4.4 percent) and the United Kingdom (up 1.7 percent) continued to climb despite record sales in each country last year. French buyers took delivery of 4.3 percent more cars than in the opening five months of last year, signaling a belated recovery after a considerable period of sluggish sales.

The next most important markets — the Netherlands, Spain and Belgium — advanced similarly.

Indeed, the only countries which failed to fall in line with the overall trend were Sweden and the small Irish and Greek markets.

The Irish industry association attributed it to continuing high taxation — on a personal level, on gasoline prices and on car retail prices. Combined taxation on cars up to 2 liters in the country is 41.7 percent; over 2 liters it is 44.7 percent.

Similarly, new Greek government taxation on cars has "destroyed the market," in the words of one automaker.

In Sweden, new-car sales are now in line with expectations, following the unprecedented boom in the first half of last year in anticipation of tax increases in June and a shortening of credit repayment periods.

At the end of May, consolidated sales of the Volkswagen group — including its newly acquired Seat company and the more usual Audis — were well ahead of the field with shares of 14.6 percent and 750,800 units. Even without Seat's 1.4 percent market share, it would be in advance of Fiat Auto's 12.9 percent and 661,400.

Both groups gained in market share thanks to sales gains greater than the overall 7.5-percent advance. By contrast, Ford, General Motors (Opel/Vauxhall), and PSA (Peugeot-Citroen) gained sales but lost market share.

Renault's plunge continued despite some aggressive pricing which has been sharply criticized by senior officials at PSA and Fiat. By the end of May its slice was below 10 percent and little more than 500,000 units. While the market went up on a broad front, Renault sales were off 3.9 percent.

Japanese makers are on course to break last year's record sales — possibly by as early as October. By the end of May, their combined sales were up 21.5 percent to 605,500, giving them a market share of 11.8 percent.

Most of the advance came in West Germany, where they gained almost 30 percent compared with the overall German marked increased a little more than 17 percent. In the first five months, the Japanese portion of the German cake was 14.4 percent and nearly 178,000 units.

Toyota maintained its slight advantage over Nissan in total European sales — 151,400 units to 148,000.

The news that Japan's Ministry of International Trade and Industry has asked its automakers to slow down car shipments to Europe has been welcomed here.

How the markets changed

	Jan.-May 1986	Jan.-May 1985
Austria	112,900	112,400
Belgium/Lux.	205,100	192,200
Denmark	85,700	70,000
Finland	68,800	63,900
France	788,400	753,900
Greece	23,800	31,200
Ireland	29,500	32,800
Italy	864,400	827,700
Netherlands	292,400	262,400
Norway	82,700	61,200
Portugal	40,200	37,100
Spain	236,700	233,900
Sweden	109,300	115,300
Switzerland	139,700	123,100
United Kingdom	822,000	807,900
West Germany	1,236,800	1,056,600
Total	5,136,400	4,781,600

Manufacturers' market shares

	Jan.-May 1986	Jan.-May 1985
Alfa Romeo	1.6	1.6
Austin Rover	3.6	3.8
BMW	2.6	2.6
Fiat Auto	12.9	12.7
Ford	11.6	11.7
GM-Opel/Vauxhall	11.4	11.7
Japan (all)	11.8	10.4
Mercedes-Benz	3.6	3.6
Peugeot SA	11.2	11.5
Renault	9.8	11.0
VW Group*	14.6	14.1
Volvo	2.4	2.4

*Includes Seat
Industry sources

JAPAN FROM PAGE 1

over the corresponding period a year ago.

According to the figures compiled by the Japan Automobile Manufacturers Association, exports of cars by Japanese automakers to the Common Market in April totaled 93,886 units, an increase of 87.0 percent over the 50,200 units shipped in April 1985.

JAMA said total vehicle shipments to the Common Market in April were 112,442, up 69.1 percent over the 66,485 units exported a year earlier.

Trade figures from the Japanese Foreign Ministry indicate that car shipments to Common Market nations in May totaled $423.7 million, catapulting 167 percent over the year before, while truck-bus exports amounted to $58.9 million, up 119 percent.

MITI officials said the ministry may ask Japanese auto manufacturers to hold exports to the Common Market to about 10 to 15 percent above last year's totals.

The officials also hinted that MITI may simply request the auto firms to limit their exports to whatever figure is acceptable to the Common Market.

It has been reported that the MITI export request stems from an informal warning against rising Japanese imports issued by the EC Commission during the recent Tokyo Summit Meeting.

According to MITI officials, the Common Market called upon Japan to keep its annual car exports at a level that will not rise 10 percent above last year's total, while Japan held out for an increase of 15 to 20 percent in shipments.

According to JAMA's 1985 calendar-year export figure, the Common Market received 800,641 cars, including 9,205 exported to Portugal and another 71 to Spain. The two nations became members of the Common Market in January.

Total vehicle exports to the Common Market in 1985 totaled 995,489 cars, trucks and buses, including 22,146 to Portugal and 384 to Spain.

Toyota Motor Corp. said its exports to the Common Market in the January-April period totaled 101,867 vehicles, up 132.9 over last year.

Nissan Motor Co. said its exports for the period amounted to 137,757 units for an increase of 26.7 percent.

A Toyota spokesman said the company is "talking with MITI about prudent exports to the Common Market, but as yet we have heard nothing specific."

Mitsubishi Motors Corp. shipped 44,132 vehicles to the Common Market in the first four months of this year, up 57.4 percent. Mazda Motor Corp. shipped 97,699 units, an increase of 40.3 percent.

Although Japanese car shipments to the Common Market have been under a monitoring system since 1983, MITI is concerned that the auto trade will ignite another bilateral dispute if the current escalating shipments are left unchecked. Exports of machine tools and other products already have caused friction between Japan and the Common Market.

A MITI official noted that annual growth of auto shipments in excess of 15 percent should be regarded as "torrential exports."

However, MITI officials hinted that the ministry would not request the automakers to set self-imposed quotas of fixed guidelines, as in the case of exports to the United States.

Japan and the Common Market countries are expected to hold regular trade monitoring consultations in September.

West Germany, with 37,372 Japanese vehicle imports in April for a 96.6 percent increase over the same month the year before, is the leading importer among Common Market countries, followed by Great Britain with 23,991 units, up 101.7 percent, and Belgium with 9,932 units, up 58.2 percent.

On the other hand, Spain imported 31 units in April, compared with none the year before. Italy, which has import control policies, received 174 units, a decline of 52.6 percent. France, which also enforces import restriction, received 6,770 vehicles in April, up 20.5 percent.

NADA firms '87 convention plans
The National Automobile Dealers Association has chosen the 3,174-room Las Vegas Hilton as headquarters for its Jan. 31-Feb. 3, 1987 convention and exposition. Announcing the choice, from left, NADA First Vice President Jim Caplinger, President Jim Woulfe and Convention Committee Chairman H.E. "Buddy" Derrick Jr.

47 dealers in top black 100

NEW YORK — The number of automotive dealerships owned by blacks is rising, and successful dealers are expanding into multiple franchises or other businesses.

Black Enterprise magazine, in a feature on the nation's top 100 black businesses, has 47 auto dealers on this year's list. That is the most ever.

Ford Motor Co., with an increase of nearly 70 percent, leads in black dealership appointments, the magazine said.

Despite the increase, the number of black dealerships is still a small fraction of the 5,628 Ford and Lincoln-Mercury dealerships in the United States, the magazine said. But Ford wants to add another 30 minority dealers by the end of 1986, the magazine said.

General Motors, with nearly twice as many dealerships nationwide, has 95 black dealers, and the goal is to have 130 by the end of this year, the magazine said.

Chrysler Corp., it said, doubled its number of black dealers last year from 21 to 42.

OBITUARIES

Robert V. Daly

BLOOMFIELD TOWNSHIP, Mich. — Robert V. Daly, 72, a member of the Automotive Hall of Fame in Midland, Mich., died June 7. He was with General Motors' United Motors Division for 11 years. He also was vice president — marketing, Gulf & Western Industries, and vice president and general manager of parts for Chrysler Corp.'s Mopar Division, leaving to head his own consulting firm. Mr. Daly was vice president — parts and service, Lucas Industries, from 1973 to 1976. He was a member of Lucas' board and was a consultant for Lucas until 1978.

Frank A. Klimoski

HOLYOKE, Mass. — Frank A. Klimoski, 54, co-owner and vice president of Magna Buick, died June 3. He had been associated with the dealership since 1959.

Alvin Shroyer

BIG SPRING, Texas — Alvin Shroyer Sr., 83, an Oldsmobile dealer for more than 50 years, died recently. He established Shroyer Motor Co. in 1932, at its present location. Mr. Shroyer was honored by Oldsmobile in 1984 as one of the two longest-established dealers in the country. He had been a director of the Texas Automobile Dealers Association.

Ossie G. Birkeland

ROCK ISLAND, Ill. — Ossie G. Birkeland, who owned and operated Birkeland Auto Sales here from 1946 to 1978, died May 23. He was 69. He had also owned Greater Tri-City Auto Auction, East Moline, from 1963 to 1978.

Harry Rosenthal

MIAMI — Harry Rosenthal, 83, died here June 11. He was founder of Rosenthal Chevrolet Co., which has grown into a Washington D.C.-based chain of 12 dealerships under his son, Robert M. Rosenthal. The senior Mr. Rosenthal started his first dealership, a Chevrolet franchise, in 1954 after working in the field for the division for 35 years. He retired from the dealership in 1979.

BRAZIL FROM PAGE 1

for automobile engines.

The two-week-old talks do not involve the creation of new production capacity, a spokesman for Ford in Brazil said.

Each of the two automakers has been suffering from idle capacity in some areas, while experiencing critical production shortages in others.

For example, Ford's Brazilian operation has been unable to meet demand for 1.6-liter four-cylinder engines, although it has an oversupply of 2.3-liter four-cylinder engines. Volkswagen is interested in using the 2.3-liter engine for its upcoming Quantum sedan.

Ford is in need of an intermediate four-cylinder engine for its Corcel replacement and is eyeing the 1.8-liter Volkswagen Santana engine.

A consolidation of operations also would make sense from a pure financial standpoint, as both automakers have been posting losses in South America. Meanwhile, both Ford and Volkswagen have begun aggressive campaigns to increase exports from Brazil, which along with a booming local market may be creating a strain on manufacturing operations.

Ford already is marketing a Brazilian-built medium-duty truck in the United States and will begin importing additional truck diesel engines from Brazil by the end of this year.

Volkswagen has said it plans to export about $1 billion worth of products annually from Brazil by the end of the decade. It will supply some 4,000 medium-duty trucks to PACCAR Inc. for distribution in the United States beginning next year and export about 50,000 subcompact cars annually to Volkswagen of America.

Ford employs 24,000 in Brazil and 9,000 in Argentina, operating vehicle assembly plants in Sao Paulo, Brazil, and Pacheco, Argentina.

Volkswagen workers number more than 35,000 in Argentina and Brazil combined. The company has three car and truck assembly plants and two engine plants in Brazil.

INVENTORIES

62-day domestic-car supply is lowest in eight months

By Kathy Boyer
DETROIT REPORTER

June opened with a 62-day supply of new domestic cars in stock, the lowest level in eight months.

Not since Oct. 1, when a 36-day supply was reported, had the days' supply been so low.

A month earlier, the days' supply was 70, and a year earlier the count was 50.

June 1 also marked the first inventory downturn in four months.

Cars in inventory on June 1 numbered 1,866,853, the lowest count since Feb. 1, when a stock of 1,767,086 cars was reported.

The total was 1,945,048 a month ago. A year ago, it was 1,546,188.

A number of factors contributed to the decrease. May sales exceeded April's; there were production cuts in May, and several plants were down for model changeover.

Should this continue, the industry could possibly see the inventory shrink to the ideal days' supply of 55.

The June 1 inventories were split this way: General Motors, 60.02 percent; Ford Motor Co., 21.18 percent; Chrysler Motors, 15.60 percent; American Motors, 1.76 percent; Volkswagen, 1.08 percent; Honda, 0.34 percent; and Nissan, 0.02 percent.

One month earlier, the split was: GM, 60.79 percent; Ford, 20.38 percent; Chrysler, 15.76 percent; American Motors, 1.70 percent; Volkswagen, 1.03 percent; Honda, 0.27 percent; and Nissan, 0.07 percent.

The shares by size class on June 1 were: subcompact, 17.70 percent; compact, 21.79 percent; intermediate, 37.22 percent; standard, 13.23 percent; and luxury, 10.06 percent.

On May 1, the percentages were: subcompact, 17.26 percent; compact, 22.01 percent; intermediate, 38.23 percent; standard, 12.88 percent; and luxury, 9.62 percent.

The month opened with a 61-day supply of subcompacts. Days' supplies by nameplate were: Accord, 10; Sentra, 11; Horizon, 30; Omni, 31; Escort, 48; Lynx, 64; Golf/GTI, 70; Chevette, 73; Daytona, 93; Nova, 94; Fiero, 94; Charger, 94; Turismo, 95; Pontiac 1000, 109; Alliance, 137; Laser, 144; and Encore, 309.

There was a 62-day supply of compacts: Mustang, 45; Sunbird, 48; Firebird, 49; Reliant, 53; Cavalier, 53; Topaz, 55; Camaro, 66; Tempo, 68; LeBaron, 76; Aries, 78; Cimarron, 80; Firenza, 84; Capri, 89; Skyhawk, 133; and Eagle, 148.

The 60-day supply of intermediate was split this way: Grand Am, 18; Sable, 40; Taurus, 41; Cutlass Supreme, 50; Cutlass Ciera, 50; Calais, 55; Marquis, 56; Somerset Regal, 57; LTD, 57; Celebrity, 57; Cougar, 62; Caravelle, 64; Citation, 69; Dodge 600, 72; Pontiac 6000, 76; Monte Carlo, 79; Century, 79; Thunderbird, 80; Bonneville, 92; New Yorker, 96; Regal, 98; Grand Prix, 109; LeBaron GTS, 122; and Lancer, 152.

There was a 66-day supply of standard-sized cars: Plymouth, 44; Grand Marquis, 56; Diplomat, 57; Crown Victoria, 59; LeSabre, 61; Oldsmobile 88, 69; Chevrolet, 73; and Parisienne, 80.

Luxury cars had a 66-day supply: Oldsmobile 98, 48; Cadillac, 55; Lincoln, 59; Corvette, 61; Continental, 67; Mark VII, 72; Fifth Avenue, 76; Electra, 79; Seville, 85; Eldorado, 90; Toronado, 91; Riviera, 153.

NEW-CAR STOCKS

	June 1, 1986	May 1, 1986	June 1, 1985
Alliance	137	134	111
Encore	309	303	108
Total Renault	167	167	109
Eagle	148	153	204
Total AMC	140	153	204
AMERICAN MOTORS	167	166	117
Horizon	30	55	52
Turismo	95	91	48
Reliant	53	66	82
Caravelle	64	75	75
Plymouth	44	53	49
Total Plymouth	50	67	66
Laser	144	133	81
LeBaron K	76	74	72
LeBaron GTS	122	85	50
Cordoba	0	0	0
Fifth Avenue	76	89	82
E-Class	0	0	0
New Yorker	96	89	97
Total Chrysler	92	88	74
Omni	31	58	50
Charger	94	93	54
Daytona	93	92	71
Aries	78	82	91
Lancer	152	95	70
Dodge 400-600	0	0	0
Diplomat	57	45	53
Mirada	0	0	0
Dodge 600	72	88	72
Total Dodge	71	79	68
CHRYSLER CORP.	70	79	69
EXP	0	0	63
Escort	48	55	32
Mustang	45	56	41
Tempo	68	57	48
Taurus	41	44	0
Thunderbird	80	92	73
LTD	57	59	70
Crown Victoria	59	57	87
Total Ford Division	54	58	51
Lynx	64	63	45
Topaz	55	71	55
Sable	40	40	0
Cougar XR-7	62	72	60
Capri	89	127	68
Marquis	56	66	88
Grand Marquis	56	55	93
Total Mercury	56	60	69
Continental	67	70	92
Lincoln	59	58	54
Mark VII	72	65	92
Total Lincoln	61	60	63
Total L-M Division	57	60	67
FORD MOTOR CO.	55	58	56
Skyhawk	133	102	61
Skylark	0	0	37
Somerset Regal	57	89	26
Century	79	87	39
Regal	96	107	59
LeSabre	61	58	46
Electra	79	76	67
Riviera	153	124	78
Total Buick	76	85	46
Cimarron	80	83	73
Seville	85	81	45
Cadillac	55	53	79
Eldorado	90	81	39
Total Cadillac	62	59	61
Corvette	73	77	79
Nova	94	109	0
Cavalier	53	71	23
Citation	69	68	65
Camaro	66	79	61
Celebrity	57	70	36
Malibu	0	0	0
Monte Carlo	79	88	58
Chevrolet	73	87	59
Corvette	61	71	52
Total Chevrolet	65	79	46
Firenza	84	122	79
Omega	0	0	0
Calais	55	79	23
Cutlass Ciera	50	67	31
Cutlass Supreme	50	83	36
Olds 88	69	84	50
Olds 98	48	42	72
Toronado	91	73	93
Total Oldsmobile	57	75	40
Fiero	94	105	41
1000	109	86	35
Sunbird	48	82	21
Phoenix	0	0	0
Firebird	49	51	34
Grand Am	18	24	14
6000	76	84	30
Bonneville	92	106	54
Grand Prix	109	118	63
Parisienne	30	49	56
Total Pontiac	57	65	34
GENERAL MOTORS	63	75	43
VOLKSWAGEN	70	78	50
HONDA	10	9	9
NISSAN	11	9	23
DOMESTIC TOTAL	62	70	50
Subcompact	51	68	46
Compact	62	72	46
Intermediate	60	72	45
Standard	66	69	63
Luxury	66	64	67

Import stocks rise sharply; gain is shared by cars, trucks

IMPORT STOCKS

	June 1, 1986	May 1, 1986	June 1, 1985
Spectrum	123	114	85
Sprint	66	65	66
Chevrolet	96	93	80
Chrysler Corp.	101	66	75
Acura	28	25	0
Honda	9	8	7
Isuzu	237	84	82
Mazda	22	28	20
Mitsubishi	42	37	28
Nissan	40	44	28
Subaru	33	28	22
Toyota	10	13	9
JAPAN	32	32	20
Audi	99	92	70
BMW	37	34	87
Mercedes-Benz	19	18	35
Merkur	62	105	128
Porsche	63	50	56
VW	58	70	51
GERMANY	52	55	59
Alfa Romeo	32	37	26
Hyundai	0	0	0
Jaguar	25	26	23
Peugeot	76	69	85
Renault	245	112	261
Saab	51	46	50
Volvo	62	62	46
Yugo	58	45	0
OTHER COUNTRIES	57	54	46
TOTAL IMPORT CARS	37	38	28
Isuzu	199	66	62
Mazda	35	32	19
Mitsubishi	66	23	41
Nissan*	66	64	34
Suzuki	14	20	0
Toyota	32	39	23
Chrysler	75	80	46
TOTAL IMPORT TRUCKS	51	48	31
TOTAL IMPORT VEHICLES	41	40	29

*Includes domestic trucks

By Kathy Boyer
DETROIT REPORTER

The inventory of new imported cars in the United States on June 1 rose to the highest level in 46 months.

The month opened with a stockpile of 387,911, according to Automotive News estimates. The count hadn't been that high since Aug. 1, 1982, when 429,663 were reported.

On May 1 of this year, the figure was 346,487. It was 297,000 on June 1, 1985.

The latest total represented a supply of 37 days, down from 38 a month ago.

The inventory of new imported trucks on June 1 was the highest for any month since Automotive News began breaking out car and truck inventories in April 1982.

The truck total of 177,788 was almost 21,000 higher than the month-earlier figure of 156,930.

Sales of imported trucks in May were about 12,000 units higher than in April, indicating that the inventory growth is a planned buildup in anticipation of a continuing sales increase.

There was a 51-day supply of pickups on June 1, the highest since Dec. 1, 1983, when a 55-day supply was reported.

On May 1, the figure was 48 days and on June 1, 1985, it was 31.

The combined imported car and truck inventory on June 1 totaled 565,699, the highest since Aug. 1, 1982, when there were 600,632 imported cars and trucks in stock.

On May 1, the combined total was 503,417, and it was 389,815 on June 1, 1985.

The combined days' supply of cars and trucks was 41 on June 1, almost unchanged from May's figure of 40. A year ago, the days' supply was 29.

On June 1, import-car inventories were split this way: Japan, 66.80 percent; Germany, 21.67 percent; and other countries, 11.53 percent.

On May 1, the split was: Japan, 63.20 percent; Germany, 24.41 percent; and other countries, 12.39 percent.

Here are the June 1 days'-supply figures for imported cars by country of origin: Japan — Honda, 9; Toyota, 10; Mazda, 22; Acura, 28; Subaru, 33; Nissan, 40; Mitsubishi, 42; Chevrolet, 96 (including 66 for the Suzuki-built Sprint and 123 for the Isuzu-built Spectrum); Chrysler, 101; and Isuzu, 237.

West Germany — Mercedes-Benz, 19; BMW, 37; Volkswagen, 58; Merkur, 62; Porsche, 63; and Audi, 99.

Domestic-car sales slide again in Canada

By Jenny L. King
DETROIT REPORTER

May sales of new domestic cars in Canada were off 2.22 percent from the year-ago total. It was the third consecutive monthly decline.

Truck sales continued their long, steady climb, up 15.99 percent for the month and 13.95 percent for the year.

New-car sales by the major North American makers totaled 82,527 in May, down 2.22 percent from 84,405 in May, 1985, and down 8.10 percent from 89,801 in April of this year.

General Motors was the only manufacturer to post a May increase, up 8.16 percent, to 41,821 from 38,667 a year earlier. Ford Motor Co. dipped 2.09 percent, to 21,831 from 22,296. Chrysler Corp. plunged 17.29 percent, to 16,551 from 20,010.

American Motors reported sales of 1,594 AMC and Renault products in May, down 40.23 percent from 2,667 a year earlier. Volvo was off 4.58 percent, to 730 from sales of 765.

GM's share of the market was up nearly five percentage points, to 50.68 percent from 45.81 percent in May, 1985. Ford earned 26.45 percent, up slightly from 26.41 percent. Chrysler dropped to 20.06 percent from 23.71 percent. AMC was down to 1.93 percent from 3.16 percent and Volvo dipped to 0.88 percent from 0.91 percent.

New-car sales January through May numbered 348,191, off 2.70 percent from 357,866 last year.

Truck sales of 36,532 in May were up 15.99 percent from 31,497 in the year-earlier month. They included increases for all makers except Chrysler.

On a percentage basis, AMC's gain was the largest, with Jeep sales up 49.90 percent, to 1,571 from 1,048. GM reported sales of 14,839 new trucks, up 27.94 percent from 11,598. Ford was up 14.47 percent, to 13,272 from 11,594, and Chrysler was down 5.61 percent, to 6,850 from 7,257.

AMC earned 4.30 percent of the May truck market, up from 3.33 percent in 1985. GM moved up to 40.62 percent from 36.82 percent. Ford had 36.33 percent, off from 36.81 percent, and Chrysler dropped to 18.75 percent from 23.04 percent.

Year-to-date truck sales were up 13.95 percent, to 152,873 from 134,153.

UAW divorce becomes final

Canadian autoworkers officially divorced the international UAW last week and named their organization.

In a one-day convention in Toronto, autoworkers ratified naming the group the National Automobile, Aerospace and Agricultural Implement Workers of Canada. It will also be known as the Canadian Auto Workers (CAW).

The Canadian action came the week after the UAW met in California for its triennial constitutional convention and officially parted with the Canadians. The split between the two unions occurred some 18 months ago following the 1984 contract talks.

A delegate from Local 222 in Oshawa, Ontario, cast the only dissenting vote among the 318 delegates ratifying the agreement last week.

The CAW has a membership of some 120,000.

A CAW spokesman said the UAW will transfer some $32.4 million to the Canadian union. The money is from the UAW strike fund and also from a separate fund into which Canadian dues had been paid pending the official divorce.

Almost $25.9 million will be earmarked for the CAW strike fund. The remainder is targeted for operating expenses.

At its founding convention last fall, the CAW elected officers of the new union. Robert White is president of the CAW.

Early-June sales rise slightly

Early-June domestic new-car sales were up less than one percent from the year-ago level. June 1-10 sales numbered 217,509 compared with 216,565 for the period in 1985.

General Motors reported sales of 128,977, down 0.48 percent from 129,594. Ford Motor Co. was off 5.22 percent, to 50,088 from 52,846. Chrysler Motors sales of 32,609 were up 15.70 percent from 28,184. American Motors was down 38.56 percent, to 1,450 from 2,360.

Honda was up 69.92 percent, to 3,135 from 1,845. Estimated Volkswagen sales of 1,000 were up 1.42 percent from 986, and estimated Nissan sales of 250 were off 66.67 percent from 750 a year earlier.

Year-to-date sales of 3,621,227 were off 6.05 percent from 3,854,298 in 1985.

PRODUCTION

Car output dips 2.75 pct.; week's total is 167,531

By Kathy Boyer
DETROIT REPORTER

Scheduled production of 167,531 cars in the U.S. last week dipped 2.75 percent from the previous week's 172,270.

The prior week's build marked the first time in nine weeks that the makers produced more than 170,000 cars.

Last week's output was 2.01 percent better than the year-ago week's 164,228.

So far this year, 3,902,804 cars have been assembled, 3.95 percent fewer than the 4,063,336 completed last year at this point.

Last week's scheduled output was divided as follows: General Motors, 53.48 percent; Ford Motor Co., 23.28 percent; Chrysler Motors, 15.94 percent; Honda of America Manufacturing Inc., 2.77 percent; New United Motor Manufacturing Inc., 2.15 percent; American Motors, 1.19 percent; and Volkswagen of America, 1.19 percent.

As previously reported, Nissan Motor Manufacturing Co.'s car line at its Smyrna, Tenn., plant remains down for model changeover.

Chrysler began production of its Plymouth Sundance and Dodge Shadow on June 9. The cars will be introduced as 1987 models.

GM's Van Nuys, Calif., plant, which assembles the Chevrolet Camaro and Pontiac Firebird, resumes production today (June 16).

The plant had been down for one week for inventory adjustment.

Neither GM nor Ford scheduled overtime Saturday (June 14).

Ford has slated daily overtime this week at all of its plants except Atlanta and Chicago.

Chrysler scheduled overtime at its Newark, Del., plant Saturday.

Newark and Chrysler's Belvidere, Ill., and St. Louis plants are slated for daily overtime this week.

Truck output pegged at 74,869

Targeted U.S. truck output of 74,869 units last week was 2.17 percent below the previous week's 76,530 but was 0.16 percent more than the year-ago week's 74,751.

Year-to-date, 1,701,428 trucks have been assembled, 4.07 percent more than the 1,634,858 built last year at this point.

General Motors scheduled no Saturday (June 14) overtime at any of its truck plants.

Ford Motor Co. slated Saturday overtime at its Twin Cities and Norfolk, Va., plants.

Daily overtime is scheduled for all Ford plants this week (June 16).

Saturday (June 21) overtime is slated at Ford's Louisville plant.

Canada again schedules 25,550

Production of 25,550 cars in Canada last week was 1.87 percent more than the previous week's 25,082 and 1.99 percent more than the year-ago week's 25,052.

Last week was the third consecutive week that the makers scheduled a 25,550-unit build.

So far this year, 541,282 cars have been assembled, 8.73 percent more than the 497,810 built last year at this point.

Canadian truck output of 19,167 units last week was 2.26 percent more than the previous week's 18,743 and 0.54 percent more than the year-ago week's 19,065.

Year-to-date, 438,691 trucks have been built, 2.98 percent more than the 426,014 assembled last year at this time.

CANADIAN CAR	Week Ended June 14, 1986	Week Ended June 15, 1985	Week Ended June 7, 1986	June to Date	Jan. 1 to June 15, 1985	Jan. 1 to June 14, 1986
AMERICAN MOTORS	0	0	0	0	5,092	2,405
FORD MOTOR	11,645	11,325	11,428	23,073	240,380	261,937
GENERAL MOTORS	13,680	13,703	13,429	27,109	247,187	271,839
VOLVO	225	24	225	450	5,151	5,101
Total Cars, Canada	25,550	25,052	25,082	50,632	497,810	541,282

U.S. TRUCK☆	Week Ended June 14, 1986	Week Ended June 15, 1985	Week Ended June 7, 1986	June to Date	Jan. 1 to June 15, 1985	Jan. 1 to June 14, 1986
CHEVROLET	22,284	25,485	22,362	44,646	558,094	577,115
DODGE	2,500	4,613	4,669	7,169	100,939	24,900
FORD	31,845	26,042	30,839	62,684	579,736	694,554
GMC	7,140	8,359	6,652	13,792	171,672	170,236
NAVISTAR	1,630	1,654	1,601	3,231	38,389	35,555
JEEP	3,300	4,319	3,487	6,787	94,362	88,443
NISSAN	2,820	2,490	4,570	8,390	47,964	56,653
AM GENERAL*	50	50	50	100	1,160	1,172
MISCELLANEOUS*	2,300	1,739	2,300	4,600	42,542	52,800
Total Trucks, U.S.	74,869	74,751	76,530	151,399	1,634,858	1,701,428

CANADIAN TRUCK	Week Ended June 14, 1986	Week Ended June 15, 1985	Week Ended June 7, 1986	June to Date	Jan. 1 to June 15, 1985	Jan. 1 to June 14, 1986
AMERICAN MOTORS	855	0	885	1,740	0	11,454
CHRYSLER	8,704	9,008	8,585	17,289	198,414	201,634
FORD	3,648	3,654	3,649	7,297	83,238	82,841
GENERAL MOTORS	5,760	6,133	5,442	11,202	138,569	138,070
NAVISTAR	200	270	182	382	5,793	4,692
Total Trucks, Canada	19,167	19,065	18,743	37,910	426,014	438,691
N. American Trucks	94,036	93,816	95,273	189,309	2,060,872	2,140,119

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended June 14, 1986	Week Ended June 15, 1985	Week Ended June 7, 1986	June to Date	Jan. 1 to June 15, 1985	Jan. 1 to June 14, 1986
AMERICAN MOTORS	2,000	3,326	1,734	3,734	54,466	25,992
Renault Total	2,000	3,326	1,734	3,734	54,466	25,992
Alliance	1,700	2,056	1,633	3,333	33,433	22,876
Encore	300	1,270	101	401	21,033	3,116
CHRYSLER CORP.	26,700	29,744	29,519	56,219	660,103	655,170
Plymouth Total	9,000	7,956	9,330	18,330	191,265	193,773
Horizon	3,900	3,189	3,969	7,869	69,778	76,013
Reliant	3,900	3,465	3,800	7,700	85,615	84,050
Caravelle	800	960	917	1,717	26,589	25,344
Gran Fury	400	342	644	1,044	9,283	8,366
Chrysler Total	7,800	10,096	8,961	16,761	218,258	216,523
LeBaron	2,000	2,145	2,350	4,350	52,018	55,537
LeBaron GTS	1,500	2,720	1,695	3,195	47,766	30,817
Laser	700	1,428	782	1,482	27,103	23,837
New Yorker/E-Class	1,100	1,590	1,386	2,486	35,592	42,634
Fifth Avenue	2,500	2,213	2,748	5,248	55,777	63,698
Dodge Total	9,900	11,692	11,228	21,128	250,580	244,874
Omni	2,800	2,987	3,495	6,295	70,093	72,828
Aries	2,900	3,137	2,945	5,845	69,944	62,841
Daytona	1,000	1,201	1,172	2,172	24,167	25,261
Dodge 600	1,500	1,495	1,618	3,118	34,842	40,210
Lancer	800	1,856	930	1,730	34,539	26,844
Diplomat	900	1,016	1,068	1,968	16,995	16,890
FORD MOTOR	39,005	33,382	38,749	77,754	829,531	864,703
Ford Division	26,669	20,841	25,890	52,559	551,820	590,645
Escort	7,974	7,403	7,858	15,832	154,279	187,945
Mustang	3,594	3,698	3,843	7,437	87,553	93,437
LTD	0	2,997	0	0	111,899	0
Taurus	7,823	0	7,577	15,400	0	132,953
Thunderbird	2,950	2,733	2,447	5,397	96,283	78,863
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,328	4,010	4,165	8,493	90,846	97,447
L-M Division	12,336	12,541	12,859	25,195	277,711	274,058
Mercury Total	8,648	9,008	9,213	17,861	199,486	187,476
Lynx	1,458	1,645	1,490	2,948	35,200	31,278
Capri	598	703	349	947	7,902	7,720
Marquis	0	2,113	0	0	56,327	0
Sable	2,295	0	2,492	4,787	0	59,931
Cougar	3,182	3,408	3,617	6,799	67,568	59,486
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,115	1,139	1,265	2,380	27,758	29,061
Lincoln Total	3,688	3,533	3,646	7,334	78,223	86,582
Continental	410	499	407	817	13,533	9,772
Lincoln	2,768	2,651	2,734	5,502	56,041	64,945
Mark VII	510	383	505	1,015	8,649	11,865
GENERAL MOTORS	89,591	89,972	92,384	181,975	2,380,023	2,120,930
Buick Total	18,840	18,187	17,984	36,824	478,110	327,475
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,895	2,970	1,858	3,753	52,703	41,862
Somerset/Skylark	3,065	437	2,698	5,763	58,222	50,625
Century	5,001	5,630	4,847	9,848	123,475	118,724
Regal	2,219	2,746	2,223	4,442	58,168	29,916
Wagon/LeSabre (rwd)	345	2,799	364	709	67,219	6,853
LeSabre	4,010	0	3,706	7,716	0	59,043
Riviera	740	1,566	718	1,458	31,904	11,690
Electra	1,565	2,039	1,570	3,135	45,466	48,762
Cadillac Total	8,405	6,879	8,672	17,077	176,882	159,691
Cimarron	640	546	645	1,285	13,817	13,064
Seville	670	693	643	1,313	18,986	9,911
Eldorado	670	1,360	646	1,316	35,563	11,350
Cadillac (rwd)	2,400	431	2,706	5,106	26,366	44,425
DeVille (fwd)	4,025	3,849	4,032	8,057	82,150	80,941
Chevrolet Total	23,818	31,051	26,115	49,933	819,961	667,411
Chevette	2,201	2,954	1,993	4,194	76,937	52,958
Cavalier	8,703	9,792	8,673	17,376	235,899	202,155
Celebrity	4,724	5,617	4,926	9,650	136,513	138,374
Camaro	1,730	5,160	4,144	5,874	112,414	97,816
Citation	0	0	0	0	28,697	0
Monte Carlo	2,170	2,187	2,186	4,356	72,615	54,532
Chevrolet	3,650	4,338	3,550	7,200	135,829	108,377
Corvette	640	1,003	643	1,283	21,057	13,199
Oldsmobile Total	21,983	21,094	20,949	42,932	592,464	528,413
Firenza	405	1,127	417	822	33,442	21,653
Cutlass Supreme	1,801	5,326	1,782	3,583	109,644	78,558
Cutlass Ciera	6,160	6,946	6,166	12,326	177,003	129,595
88 (rwd)	600	4,844	267	867	112,661	10,614
88 (fwd)	8,537	0	8,073	16,610	0	163,715
Olds 98	1,780	2,178	1,756	3,536	66,936	55,246
Calais	2,180	0	1,994	4,174	73,034	60,634
Toronado	520	673	494	1,014	19,744	8,398
Pontiac Total	16,545	12,761	18,664	35,209	312,606	397,940
Acadian**	0	264	595	595	6,532	8,963
2000 Sunbird	3,138	2,880	3,005	6,143	63,608	68,309
1000	1,119	808	1,085	2,204	14,517	15,757
Firebird	1,550	2,532	3,488	5,038	59,014	54,329
6000	3,255	1,342	3,157	6,412	21,695	72,704
Parisienne	945	1,696	894	1,839	34,056	35,499
Fiero	1,738	2,697	1,679	3,417	54,460	36,936
Grand Am	4,800	542	4,761	9,561	58,722	105,443
HONDA	4,635	3,057	4,250	8,885	75,775	88,319
NISSAN	0	1,214	0	0	7,283	21,517
NUMMI*	3,600	1,250	3,600	7,200	9,000	83,908
VOLKSWAGEN	2,000	2,283	2,034	4,034	47,155	42,265
Total Cars, U.S.	167,531	164,228	172,270	339,801	4,063,336	3,902,804
Total Cars, Canada	25,550	25,052	25,082	50,632	497,810	541,282
N. American Cars	193,181	189,280	197,352	390,433	4,561,146	4,444,086
N. American Trucks	94,036	93,816	95,273	189,309	2,060,872	2,140,119
North American Cars and Trucks	287,117	283,096	292,625	579,742	6,622,018	6,584,205

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Rockwell to upgrade plastic parts

TROY, Mich. — Rockwell International announced a multimillion-dollar capital spending plan for research and development of fiberglass reinforced plastic automotive body panels.

The program, aimed at reducing the manufacturing time for such panels and for other automotive parts involves:

1. Acquisition of a high-speed, electronically programmable press.

2. Development of a rapid-gelling fiberglass-reinforced sheet molding compound (SMC) for use in high-speed presses.

3. Refinement of mold-design methods.

Rockwell is the first independent automotive plastics supplier to order the new, rapid-acting press, which was designed by MTS Systems Inc., said Benjamin E. Ewing, director of sales and marketing for Rockwell's Plastic Products Businesses.

He said, "The rapid action and programmable controllability of the new high-speed press makes it feasible to use very rapid-gelling (SMC) formulations which would be much less practical using traditional presses."

Ewing said this year's R&D spending plan includes a powder mold-coating system believed to be the first such commercial installation in North America.

The program also includes a new computer-aided-design system to enhance the design service that Plastic Products offers its customers and a joint program with Rockwell's corporate Science Center, in Thousand Oaks, Calif., to develop improved adhesive bonding of SMC laminates.

John J. Sullivan, director of engineering and product development, Plastic Products Businesses, said the new press will be used exclusively in an accelerated-process R&D program.

Rockwell, he said, has targeted a 30-percent reduction in processing time, which would make reinforced plastic parts cost-competitive with alternative materials at much higher volumes than those currently practical.

"We anticipate being able to make production of SMC parts cost-competitive at volumes of 200,000 to 250,000 units, considerably increased from today's 150,000 parts," Sullivan said.

"The main thing deterring wider application of reinforced plastic parts is the fact that many of the comparable steel products gain a price advantage when production runs exceed approximately 150,000 units," Sullivan said.

"The steps we are taking will largely remove this deterrent."

The new, rapid-acting press features a double-action platen, in which both halves of the platen open with a combined upward and downward stroke rather than the single downward stroke of conventional presses. The platens are electronically controlled on six angles of motion.

Rockwell said its Centralia, Ill., compounding and processing plant has one of the largest SMC press capacities in the world, with 30 major production presses, 22 of which are rated at 1,000 tons or more.

L2700-1

Automotive News

June 23, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Jefferson could live for Liberty

By Dave Zola
DETROIT REPORTER

BOSTON — Chrysler Motors is proposing to build at its aging Detroit Jefferson Avenue plant an all-new vehicle that would utilize several breakthrough modular assembly techniques developed by the company's Liberty advanced design staff.

However, in order to accommodate a new model, the facility would need a complete renovation — even more extensive than the $500 million, three-month modernization project that transformed the company's Warren, Mich., assembly plant into "Dodge City" — according to Gerald Greenwald, Chrysler Motors chairman.

Dodge City is the home of the new mid-sized Dakota pickup.

Jefferson also would need a highly innovative labor agreement and financial incentives from city and state governments if it is to survive beyond 1987.

"We're hopeful many (Liberty) ideas can be applied to the plant and vehicle if we can reach an agreement on Jefferson with the UAW," Greenwald said.

"We think we've come close to doing the impossible. We think we have a concept, but we're going to need a modern labor agreement and help from city and state governments."

Greenwald refused to disclose the type of vehicle under consideration for Jefferson, but he did say it would have to be a high-volume product to justify the costs.

Some reports have indicated Chrysler is looking at Jefferson as a source for light-truck production. Company executives have admitted that a small utility vehicle built on the Dakota pickup truck platform is in the works. But capacity constraints at the Warren plant appear to be a major stumbling block.

Greenwald also declined to comment on what demands the company would make of UAW and local government officials. Talks with the union begin June 24.

Since any project going into the Jefferson plant would require a major renovation of the facility, the program would be a prime candidate to adopt some of the Liberty design and manufacturing concepts, Greenwald said.

"The Liberty team continues to gain knowledge about product design and plant application," he said. "Since a Jefferson program would be a future product, it stands to reason we would be able to put more of that into Jefferson.

"Liberty is a test bed for new designs," he said. "We probably have 15 Liberty vehicles running around right now, and some look more like trucks or vans than cars."

AUTOMOTIVE NEWS: JOE WILLSHIRE

'Doctoring' the track
Jackie Stewart, Ford Motor Co. engineering consultant and former Formula One race driver, was granted an honorary doctorate by Lawrence Institute of Technology. The award was presented at Ford Motor Co.'s Dearborn proving ground during dedication of a track wetting system — an improvement made at Stewart's suggestion. **More on Stewart's award, Page 57.**

Ford eyes Europe as design source for its small cars

By Richard Johnson
DETROIT REPORTER

Ford Motor Co. may soon turn to its European product engineering staff for design and development of small cars for the North American market.

What has been widely reported as the exclusive province of Japanese partner Mazda could heavily involve Ford of Europe product planners, according to Philip E. Benton Jr., executive vice president — International Automotive Operations.

In an interview, Benton said Ford of Europe may split design and engineering functions with Mazda as Ford sets about replacing its current compact/subcompact lineup.

And he vehemently denied reports that Mazda, which is 25 percent owned by Ford, will assume major small-car planning duties at Ford of Europe — reports which he said have damaged morale in Europe.

Indeed, he said that as a proven vehicle development unit in small-car segments, European operations are a good candidate to design, for instance, a replacement for Tempo/Topaz in the North American market.

"I believe Europe can do that job with North America just as well as Mazda," Benton said. "I'm not knocking Mazda. But I can see a circumstance where you want to do a B-car, a C-car and a C/D-car. Why not have Europe do one of those and Mazda do the other two, or Europe do two or Mazda do one? It is a more efficient utilization of resources."

Benton said the European product group could land an assignment to do "any one of them."

"It would more likely be a Tempo because Europe, if anything, is probably better at Tempo-sized cars because that size has been so important to them," he said. "The Sierra has been their lifeblood. Europe is likely to be best at that kind of car vis-a-vis the Japanese and North America.

"But conceptually, it could be any one of them, depending on a lot of factors," he said. "When we get swinging here, you can see a circumstance where the C-car is coming up and Mazda's plate is full with B's and C-Ds. In that case, you might use Europe. And at

see BENTON, page 57

Japan: no curbs for Europe

By Francis J. Gawronski
TOKYO BUREAU CHIEF

TOKYO — The Japan Automobile Manufacturers Association does not feel it is necessary to reduce Japanese car exports to the Common Market countries immediately, JAMA President Shoichiro Toyoda told a news conference.

The Ministry of International Trade and Industry has said it plans to instruct Japanese auto makers to curtail car exports to the Common Market in an effort to head off possible friction over automotive trade (Automotive News, June 16).

MITI has indicated it may ask the manufacturers to hold exports to the Common Market to about 10 to 15 percent above last year's totals.

Toyoda, who also is president of Toyota Motor Corp., said that a recent sharp increase in car exports to Common Market nations is attributable to the economic recovery in those countries. He said the Japanese share of new-vehicle sales in the Common Market has not increased dramatically recently.

Thus, Toyoda said, JAMA has no plans to immediately take measures to hold down exports to the Common Market. He said it is basically a matter to be left to the discretion of individual Japanese auto makers.

JAMA said its statistics show that Japan's motor-vehicle exports to the Common Market nations in April totaled 112,442 units, an increase of 69.1 percent over volume in the like month a year earlier.

Japanese auto exports to Common Market countries have been increasing since September because the yen's appreciation against European currencies has been slower than against the U.S. dollar.

Tjaarda's world: dynamic design

By Giancarlo Perini
STAFF CORRESPONDENT

TURIN, Italy — In international automotive design circles, Tom Tjaarda is respected not only for his work but for the man he is.

The tall, good-looking designer of one of the most successful sports cars — the Ford Pantera — is well-mannered and without swagger. Yet he's a dynamo at the drawing board, with the same will to make it as when he first came to Turin more than 25 years ago.

Known as a discreet person and a careful dresser, he drives a Volkswagen Golf. He says "it has very subtle and well-balanced design, is one of the best cars on the market and does not look arrogant."

His Golf has body-colored aero wheel covers and a thin clear strip, which he added to highlight the body design.

Modest in his everyday life, Tjaarda the designer

see TJAARDA, page 42

Designer Tom Tjaarda

GIANCARLO PERINI

Cooperation is focus of Labor study

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — A comprehensive two-year study of legal impediments to labor-management cooperation is being made by the U.S. Department of Labor.

The government is seeking data and advice from labor lawyers, industrial relations experts, academicians, members of Congress, federal and state officials and corporate officials. The government hopes to achieve a consensus.

One of the goals of Labor Secre-

see STUDY, page 58

5 more imports join price-hike parade Page 2

GM bus unit for sale, HD rework eyed Page 3

Chrysler looking overseas for new partners Page 6

1 dewdaerR
BE'HESDA MD 20814
4520 EAST-WEST HWY SIEB
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B 0300 8625 CCMP C02
**********5-DIGIT 20814

Europe called long-range priority for Chrysler

By Mary Connelly
DETROIT REPORTER

Chrysler Corp. will retain a toehold in Europe via partnerships on the Continent but plans no immediate aggressive assault on that market.

"We don't have a current plan and nothing is imminent that would suggest we're going to try to take Europe by storm," Robert S. Miller Jr., vice chairman of Chrysler Corp., told Automotive News.

"It is one of the world's three biggest auto markets. So you've got to say that remains a question mark.

"But currently, nobody makes any money in Europe on a consistent basis. The major players all kill each other fighting for market share. Several of the players are quasi-government-backed, like Renault.

"It's a very tough market," Miller said. "It would be particularly tough for a newcomer, and Chrysler got clobbered the last time it tried to take Europe."

Speculation about Chrysler's international plans has heightened in recent weeks because of Chrysler's latest raid of Ford Motor Co. personnel.

Earlier this month, Chrysler hired Robert A. Lutz from Ford Motor Co. where he had been a director and had extensive overseas experience. Lutz' jobs at Ford included executive vice president of International Automotive Operations and chairman of Ford of Europe.

Lutz is now executive vice president of Chrysler Motors with responsibility for overseeing international, truck and component business operations.

In addition, Chrysler recently hired Michael Hammes as vice president of International Operations. Hammes, too, is a former Ford executive and most recently was vice president — truck operations at Ford of Europe.

But the hirings apparently do not signal an immediate focus on Europe by Chrysler.

"It has to remain on your long-range list of priorities to have a presence (in Europe)," Miller said. "But short-term, it's not at the top of our list. We think the partnerships that we are pursuing are a good way to go. But those aren't major involvements in Europe like Ford's and General Motors'."

Chrysler recently reached agreements which will increase its equity in Maserati S.p.A. from 3.5 percent to 51 percent by 1995.

Shortly after, it announced it is selling its 12.5 percent equity in Peugeot S.A.

"We've had a relationship with Peugeot for some time, and I'd like to underscore that that commercial and industrial relationship continues even though we did take the action to sell our stockholding," Miller said.

Miller said defending the North American market is the chief focus of Chrysler's international strategy.

"The first priority is to protect the home base, which is North America — the United States, Canada and Mexico," Miller said. Building supply relationships and partnerships in countries such as Brazil and Korea is also important to the corporation.

"We are pursuing those," Miller said.

Chrysler also has "a major stake" in the Japanese car market through its 24 percent ownership of Mitsubishi Motors, Miller said.

"We sit on the board of directors and have a growing cooperation with them," he added.

Miller indicated that Lutz and Hammes now have the assignment of "raising our level of sensitivity and awareness on what needs to be done."

"But I think you've got to give them a little time," he added.

Chrysler's strategy explained by Miller

By Mary Connelly
DETROIT REPORTER

Chrysler Corp. will not resort to a hostile takeover in its acquisition of a high-technology company to round out its diversification.

That could limit its choices as it seeks an aerospace, defense or electronics firm to protect it from the cyclical auto industry and feed technologies back to the vehicle manufacturing operation.

Making the planned high-tech acquisition could take "a couple of years," Robert S. Miller Jr., vice chairman of Chrysler Corp., told Automotive News.

"We're not in a big hurry," Miller said. "We're going to take our time. We've pointed our bat at the general direction and if it takes a couple of years, then so be it."

Chrysler has been seeking to fill its so-called high-technology "empty box" as part of its corporate diversification and a reorganization which created a holding company and four subsidiaries.

Miller said Chrysler has not determined if it will seek to acquire one large company or several smaller ones.

"There are two choices," he said. "One is a string of pearls where you knit together smaller companies until you have a meaningful mass, and the other would be the big bang involving a major acquisition. I wouldn't rule out either one for now. We have been out looking and talking to some companies. So far, we haven't found one that meets all the criteria."

Miller said an important criterion is being able to achieve a friendly acquisition.

"Unless the management and the board of another company see the positive benefits and want to become part of the Chrysler family, then it's a non-starter. That may restrict a lot of choices that other companies in theory would have.

"But from our standpoint," Miller said, "it would be wrong to start out in a hostile environment because one of the things we'd be looking for is a good strong management that wanted to stay in place and run that end of the business."

Chrysler's three previous acquisitions — E.F. Hutton Credit Corp., FinanceAmerica Corp. and Gulfstream Aerospace Corp. — were "friendly acquisitions," Miller said.

"In each case the managements of those companies are still in place," he said.

Miller said Chrysler's corporate diversification will not be carried out at the expense of the core business — vehicle manufacturing.

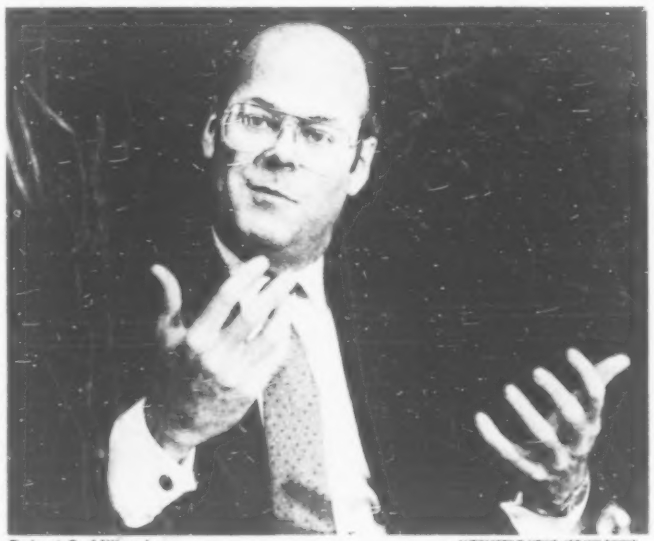
"We're not going to starve the car business to do the diversification," he said. "Our first priority is to stay competitive in the car business — our basic business, our great love."

Asked how much of Chrysler's business will be automotive and how much non-automotive by the end of the decade, Miller said, "I would say that by 1990, we would be no less than two-thirds still driven by automotive. Maybe 10 years down the road, 50-50 would be conceivable. The premise for 50-50 is that we continue to grow in the car business and have excess funding capacity to take on more."

Miller said Chrysler has targeted aerospace, technology and defense companies in its search for an acquisition because not only would they protect Chrysler from the cycles of the auto industry but they may bolster the car business.

"Those are leading technologies and growth companies but they also can feed back to the car business," Miller said. "If you think about Gulfstream as a concept, it takes sophisticated electronics and wraps it around with lightweight composite materials into an aerodynamic shape. All of that is a description of what it's going to take to win in the car business in the 1990s.

"I don't want to overplay what Gulfstream has done for the car business, and there hasn't been a lot so far, but the leading technologies that are in aerospace, defense and electronics are going to be the very same things that you're going to need to be in the car business. I think that over time, there will be some osmosis. I'm sure that's what (General Motors Chairman) Roger Smith had in mind when he paid the big bucks for Hughes Aircraft Co."



Robert S. Miller Jr. AUTOMOTIVE NEWS/JOE WILSSENS

Miller said Chrysler was interested, as well, in purchasing Hughes "but thought the price got too high."

Although Chrysler has $3 billion in cash and marketable securities, Miller said, "I wouldn't characterize that as being available for a $3 billion cash acquisition."

"The old Chrysler Corp. used to be hand-to-mouth," he said. "You'd call up the treasurer and say how much cash is there and he'd give an answer and you'd say 'OK, I need to lay off 50 engineers.'

"We have $3 billion in cash in part because we want to make sure that we don't have to interrupt our research and development effort, our new product programs because of cash. I don't want the head of engineering ever calling the treasurer to ask him how many engineers can he afford this month. We're financing the company so we can make a plan and stick to it.

GM bus unit for sale, HD rework eyed

By Michelle Krebs
FINANCIAL EDITOR

DETROIT — General Motors told employes in Pontiac, Mich., that it is looking for a buyer for its bus operations and is trying to make its heavy-truck operations more competitive.

GM President F. James McDonald told Automotive News that the bus business is no longer viable. He said preliminary talks with possible buyers have taken place but no agreement has been reached.

GM has about a third of the U.S. bus business, down from 50 percent in the 1970s. The Pontiac bus plant employs 400 persons who have been laid off frequently when orders lag.

GM can no longer cope with high labor costs, the rigid local contract at the truck and bus plant and the cyclical nature of the bus business. In addition, McDonald said the city bus business has dried up since the federal government stopped subsidies to cities for buses.

A GM spokesman said last week's statement was a "message to employes" because there have been a lot of rumors floating around. He declined to mention the companies with whom GM is talking.

McDonald said GM does not want to get out of the heavy-truck business but needs to make it more competitive. The heavy-truck business is considered a no-growth business and foreign competition is compounding the problem.

McDonald suggested one possible solution may be to find a partner.

INDEX

Auction reports	46-47
Classified advertising	48-56
Dealing with dealers	18
Editorial page	10
Personnel	41
Production by makes	62
Registrations, car	38
Registrations, truck	24
Truck highlights	24

61st year—No. 5133

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Shadow/Sundance ad budget tops $40 million

By Dave Zoia
DETROIT REPORTER

BOSTON — Chrysler Motors is setting aside $40 million to $50 million to push its new Dodge Shadow and Plymouth compact cars — more than the company has spent to advertise any other new vehicle in its history.

"Never before have we put more resources behind a new car or truck," said John B. Damoose, Dodge general marketing manager.

The division will spend $20 million to $25 million to advertise the Dodge Shadow. Plymouth will match that amount for Sundance.

Chrysler is planning an aggressive marketing campaign aimed at women, who are expected to account for at least 50 percent of sales.

As part of its special targeting to women buyers, Chrysler will produce six- to eight-page magazine inserts featuring lifestyle tips for women and a message from Chrysler Corp. Chairman Lee Iacocca. It will do two such sections annually during the next few years.

The two new models will be introduced officially Sept. 18, but dealers will be selling the vehicles as they arrive.

Production of four-door models already is underway at the Sterling Heights, Mich., plant. Output of two-doors begins Aug. 18. Sales are expected to total 70,000 for the remainder of calendar 1986. About 180,000 units will be built annually once output hits stride.

Chrysler will be the first automaker to use 15-second television spots, when it launches a teaser campaign for the Shadow/Sundance in late August. The manufacturer also will buy out special issues of USA Today and Life magazine in order to tout the two new compacts.

The Sundance/Shadow will be priced around $7,500 and offer about 45 items as standard. Only 13 stand-alone options will be available. The Plymouth Sundance will be priced about $100 more than the Shadow.

Dodge, which is accenting performance for 1987, will adopt a new advertising theme, "Setting New Standards of Performance," which will appear in each of its Shadow ads.

Plymouth again will run with the "Born in America" theme, but will place more emphasis on products in its advertising. Past ads centered on American lifestyles and showed little of the vehicles themselves.

Chrysler to sell cars loans on secondary market

By Michelle Krebs
FINANCIAL EDITOR

Chrysler Financial Corp. has announced plans to sell pools of car loans to Wall Street investors on the secondary market.

Chrysler Financial's announcement is a further indication that a secondary market for car-loan securities, patterned after the secondary mortgage market, is developing as an alternate means to fund car-loan demand.

A secondary market for mortgages has become a way of life. Automotive financing experts see a similar market developing for car loans. They say that ultimately, a secondary market for vehicle loans will lead to lower interest rates on those loans and ensure that funding for car loans is always available.

Chrysler Financial becomes the second auto finance company to offer an asset-backed security. General Motors Acceptance Corp. was the first and so far has sold nearly $2 billion worth of car loans as securities. GMAC has a $755 million offering in the works for later this month. Ford Motor Credit Co. may make an offering by the end of the year.

Robert S. Miller, Chrysler Corp. vice chairman and chairman of Chrysler Financial Corp., said Chrysler Financial wants to be sure it has a means to obtain funding for car loans in the future.

"I think that by 1990, that's going to be the predominant form of car-loan financing," Miller said, adding that Chrysler Financial wants the experience of putting the packages together.

"We're not doing it because we need the money," Miller said. "And the first one through isn't really cost-effective because of all the work you have to do to get it ready. But once you've done it, you're ready for 1990. People who were not prepared to do that in mortgages got left in the lurch."

Chrysler Financial created a new wholly owned special-purpose subsidiary, Chrysler Auto Receivables Co., which last week filed the registration statement with the Securities and Exchange Commission covering the public offering of $250 million of Certificates of Automotive Receivables.

Each CARS certificate represents an undivided participation interest in a pool of retail passenger-car and light-truck installment sales contracts. The issue carries a letter of credit on a portion of cash flows to certificate holders provided by the Union Bank of Switzerland.

The proposed offering will be made in mid-July, following SEC clearance. Underwriters will be managed by Salomon Brothers Inc.

Ford Credit Chairman James Ford said his company is considering the asset-backed securities. An offering may be issued by the end of this year.

Ford noted that investors are not familiar with the securities, thus that method is less cost-effective than other funding techniques. He said Ford Motor Credit will continue to stress those other techniques.

For example, Ford Credit has sold wholesale large blocks of car-loan receivables with banks and savings and loans and other investors since 1982. In 1985, it sold the receivables at auction instead of pricing them on a negotiated transaction basis. Ford Credit sold $800 million worth of receivables in two auctions last year, taking bids in minimum amounts of $125 million each.

"The secondary market for auto receivables isn't ever going to be as huge as the secondary mortgage market," Ford said. "On the other hand, it will be a good market because vehicle loans are good collateral. It's a matter of investors getting used to them, then the market will develop."

GMAC has made three public offerings through First Boston Corp. amounting to nearly $2 billion.

The first was for $524 million worth of asset-backed securities in December 1985, which marked the first time that type of offering was used by a U.S. automobile finance company. In January, GMAC made another offering amounting to $424 million and in April it made one for $1 billion. A $755-million offering is in the works for later this month.

GMAC Chairman Robert F. Murphy said GMAC plans several more such issues this year. He said the receivables sales are attractive to GMAC because they tap a different kind of investor than do other securities.

10 billion people view Opel World Cup signs

By Richard Feast
EUROPEAN EDITOR

LONDON — Advertisements for General Motors' Adam Opel subsidiary are being beamed almost nightly to millions of television screens throughout the world.

Opel is one of a dozen official sponsors of the World Cup soccer championships now taking place in Mexico City. It is the only sponsor from the auto industry. At each match, the stadium advertising posters form an inviting backdrop to the action on the field.

"We estimate that on a cumulative basis, 10 billion people worldwide will watch the championships on TV. We calculate that the Opel logo will be shown for more than six hours in all," said Hans-Wilhelm Gaeb, Opel's director of public affairs.

Soccer may not be America's favorite sport, but it certainly excites the rest of the world. The final next Sunday (June 29) will draw a television audience of about one billion, or a quarter of the world's population.

Opel's commitment to soccer — it is also sponsoring the European championships — will cost it $1.3 million a year during the 1986-89 period. Gaeb considers it money well spent, though he acknowledged that there was resistance from some Opel executives when the deal was being planned.

But he reports that after a few matches, reaction from mechanics, salesmen, dealers and accountants was very positive.

Opel's national sales companies throughout Europe are contributing to the soccer budget.

The decision to go into the World Cup stemmed from Opel's realization that its image is rather staid and conservative. It is promoting its name through young and dynamic sports, of which soccer is just one.

Soccer ads big winner

By Stephen Downer
SPECIAL CORRESPONDENT

MEXICO CITY — World Cup Soccer fever seems to be benefiting Ford, General Motors and Nissan in Mexico.

All three have given heavy advertising support to media coverage of the 24-nation soccer tournament here. It ends June 29.

The Mexican national team's best showing since the event was first staged in Uruguay in 1930 will reflect favorably on Ford, GM, and Nissan, ad analysts believe.

The advertisers are smiling. "We feel it was a very good buy," said Jose Luis Granados, Nissan Mexicana's former advertising chief, who helped negotiate Nissan's purchase of 257 minutes of advertising with state television company Imevision Channel 13.

Granados, who left Nissan after the finals started, said Nissan paid Imevision about $1 million for the spots, about a third of the price paid by Ford and General Motors to private TV rival Televisa.

According to Granados, "Our presence on Channel 13 is greater than that of Ford and GM on Televisa because we are the only carmaker on Channel 13."

However, GM de Mexico said it had bought 586 minutes of time during World Cup-related programs broadcast by Televisa between April 21 and June 21, more than double the time bought by Nissan on Channel 13. It also bought 41,065 radio spots during programs about the World Cup.

Ford hired Mexico's soccer idol, Hugo Sanchez, for a fee believed to be about $300,000.

Sanchez endorses the Ford Topaz. Topaz sales had been slow before the soccer star's arrival but picked up considerably afterwards, said Mike Meckel, Ford's ad manager in Mexico.

Ford loaned the World Cup organizing committee 200 Topaz models. GM loaned 50 Celebrity Eurosport sedans to European journalists. Renault of Mexico provided a similar service to 25 French journalists.

To coincide with the World Cup finals, Nissan Mexicana placed 500 Nissan Tsuru models, with Pedro Domecq brandy advertising slogans painted on the side, on sale for a month. The price is about $1,600 less than the normal Tsuru price.

SERVICE INDEX
104.9★

	April, '85 vs. April, '86	4 mos., '85 vs. 4 mos., '86
Gross Profit on All Labor and P&A Sales	+4.2%	+7.8%
Repair Orders Written	−0.9%	−2.2%
Total Labor Sales (Customer & Warranty)	+9.5%	+9.1%
Shop Parts Sales (Customer & Warranty)	+9.2%	+4.2%
Sales of All P&A	+2.6%	−0.4%

★—Survey by Automotive News shows that dealers' service and parts business in April, 1986, was 104.9 percent of business in April, 1985. Service business in the first 4 months of 1986 was 102.7 percent of business in the corresponding period in 1985.

Shop work shows gain

By Arthur Flax
SERVICE EDITOR

Service and parts business at new-car dealerships increased in April and in the first four months of 1986.

According to the Automotive News Service Index, shop business at dealerships in April amounted to 104.9 percent of the volume recorded in April 1985.

In the first four months of 1986, service and parts volume showed a gain of 3.7 percent over 1985.

In April, total labor sales (customer-paid and warranty) showed the biggest gain, up 9.5 percent.

Shop parts sales (customer-paid and warranty) were up 9.2 percent; gross profit on all labor, parts and accessories sales was up 4.2 percent; and sales of all parts and accessories climbed 2.6 percent.

Repair orders written were down 0.9 percent in April 1986.

In addition, parts and accessories sales to off-premises customers were down 1.9 percent in April.

Total labor sales registered the biggest gain for the first four months of 1986, climbing 9.1 percent over the period in the previous year. Other indicators showing gains through April were gross profit on all labor, parts and accessories sales, up 7.8 percent, and shop parts sales, up 4.2 percent.

Registering declines were repair orders written, down 2.2 percent, and sales of all parts and accessories, down 0.4 percent.

Parts and accessories sales to off-premises customers were down 3.8 percent through April 1986.

Bombardier, Daihatsu move forward on mini

By Richard Johnson
DETROIT REPORTER

Bombardier Inc., the Montreal-based manufacturer of snowmobiles, military vehicles and mass-transit cars, is moving ahead with the design and development of a new minicar with Japan's Daihatsu.

The Canadian company has received additional funding from the federal government and the Quebec provincial government to pursue plans for its so-called New Concept Vehicle.

However, Bombardier Chairman Laurent Beaudoin said last week that a final decision on whether to manufacture the car will not be made before the end of the year.

In Japan earlier this month, Daihatsu said it would supply engines and transmissions to Bombardier for a small-car venture. Beaudoin acknowledged last week that the components would be supplied by Daihatsu if the project receives a go-ahead.

Bombardier, maker of the Ski-Doo snowmobile line, received a $2 million subsidy from the Quebec and Canadian governments last year to study the feasibility of minicar production at its Valcourt, Quebec, plant. The company recently received another $8.8 million in grants to continue the project. The latter amount equals two-thirds of the $13.2 "initial phase" of the research project.

Beaudoin said the company is studying "a completely new motor-vehicle design that should meet consumers' city driving needs." He said Bombardier is receiving "technical support" from minicar specialist Daihatsu — the first acknowledgement of an association with the Japanese firm.

Beaudoin said the company would likely retain a majority interest in any joint car-production venture that results from the study. He said the vehicles could be distributed through Bombardier snowmobile dealers.

Daihatsu, which is 15 percent owned by Toyota Motor Corp., is well-versed in the minicar market. The company is tentatively planning to bring its three-cylinder, 139-inch-long Charade minihatchback to the United States in late 1987.

Andre Bissonnette, small business minister in the federal government's Ministry of Regional Industrial Expansion, said the government subsidy will help develop Canadian expertise in a "key automotive sector."

Bombardier is studying 'a completely new motor-vehicle design that should meet consumers' city driving needs.'
— Laurent Beaudoin

Bissonnette said the project could lead to construction of an automotive research center in Montreal and a new assembly plant in Valcourt.

However, a Bombardier spokeswoman cautioned last week that the two capital development projects are contingent on a final decision to proceed with manufacturing plans. She said she was unsure whether the project might result in an all-new assembly plant or expansion of existing operations at Valcourt.

The company currently has three units at Valcourt — building snowmobiles, military vehicles and mass-transit cars.

The Canadian government has been interested in helping Bombardier make use of excess manufacturing capacity at Valcourt. The unused capacity has resulted from a decline in the overall snowmobile market in recent years.

The Bombardier spokeswoman said the design of the new model is being formulated by the Canadian company with technical assistance from Daihatsu. She said the study is being limited to small, fuel-efficient, commuter cars and does not include vehicles that could be fitted into larger market segments.

Bombardier has said nothing about volume projections or pricing and has released no technical specifications for the drawing-board vehicle. Neither has the company discussed potential marketing plans.

Egan knighted

LONDON — The official title is now Sir John Egan, chairman and chief executive of Jaguar, following the knighthood awarded in the Queen's birthday honors list.

TRUCK INDUSTRY

Freightliner speeds parts shipping

PORTLAND, Ore. — Freightliner will begin filling and shipping dealer parts stock orders on a daily basis, providing next-day delivery in most cases.

The company also introduced a completely electronic direct-ship order-entry system linking dealers and factory parts suppliers.

Freightliner President Peter E. Rupp, while sanguine about his company's improving market share, continues to predict a lackluster year for the Class 8 market.

Under Freightliner's new program, any stock order placed over the company's electronic dealer communications system by 10 p.m. (PST) will be shipped the next work day, with freight prepaid at normal dealer-net stock prices.

There are no requirements for a minimum order. All normal benefits, such as return allowances, will apply.

The company's new direct-ship order-entry system is an on-line system for ordering parts directly from suppliers' factories. It allows Freightliner dealers to place direct-ship parts orders quickly, easily and accurately over their personal computers, according to company officials.

Called "Max," the new system forms an instantaneous communications link between Freightliner dealers, parts suppliers and the parts distribution network.

Rupp said the new programs were designed to enhance the competitiveness of Freightliner dealers in a "very tough economic environment" as well as to improve dealers' responsiveness to customers.

Freightliner estimates that with its daily stock order program, dealers will receive parts orders 90 percent of the time on the second day after the order is placed and on the third day at the very latest.

The new program also will save dealers' money in their parts departments.

Many "emergency" orders, which normally entail higher parts prices and shipping costs, now can be filled using the new system, cutting dealers' operating costs.

The new program also will allow dealers to reduce inventory carrying costs and achieve a higher inventory turn rate for improved profitability.

Meanwhile, "Max" allows dealers to build parts orders online at their convenience on a 24-hour basis.

When a dealer enters an order on his computer, the information is transferred electronically to the appropriate factory or parts supplier while the "Max" system simultaneously provides the dealer with pricing information, order status and date of shipment.

He can also use the system to select the most advantageous price breaks for parts as well as the total dollar value of the direct-ship order.

APRIL TRUCK REGISTRATIONS

		6000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	25,074	12,319							37,393	46,866
	YR	95,054	42,185							137,239	173,999
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	21,391	8,589							29,980	31,806
	YR	79,914	25,925							105,839	116,284
PLYMOUTH VOYAGER	MO	10,252								10,252	9,521
	YR	37,446								37,446	33,512
TOTAL CHRYSLER CORP	MO	35,326	12,319							47,645	56,387
	YR	132,500	42,185							174,685	207,511
FORD	MO	65,523	39,878				1,178	2,703	1,066	110,348	109,596
	YR	246,416	148,902				3,400	10,006	3,681	412,405	407,868
*VAN, BRONCO, RANGER & AEROSTAR	MO	50,879	13,331							64,210	55,464
	YR	184,733	47,912							232,645	213,273
FREIGHTLINER	MO								1,573	1,573	1,965
	YR								5,338	5,338	6,122
MERCEDES-BENZ	MO						184	61		245	354
	YR						727	352		1,079	1,525
TOTAL DAIMLER-BENZ CORP	MO						184	61	1,573	1,818	2,319
	YR						727	352	5,338	6,417	7,647
CHEVROLET	MO	60,824	40,274	2,480	33	23	555	917	59	105,165	101,977
	YR	230,223	152,645	7,859	130	110	2,246	3,681	171	397,065	378,304
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	48,409	15,440							63,849	59,466
	YR	178,988	53,650							232,638	215,971
GMC	MO	14,201	11,322	256	16	398	394	2,191	649	29,427	28,673
	YR	52,911	41,852	856	86	750	1,810	9,019	2,552	109,836	104,671
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	11,038	3,626							14,664	14,137
	YR	39,642	12,997							52,639	48,836
TOTAL GM CORP.	MO	75,025	51,596	2,736	49	421	949	3,108	708	134,592	130,650
	YR	283,134	194,497	8,715	216	860	4,056	12,700	2,723	506,901	482,975
INTERNATIONAL	MO						1,593	1,934	2,429	5,956	6,908
	YR						5,714	6,376	8,189	20,279	22,894
JEEP TRUCK	MO	13,430	1,274							14,704	12,005
	YR	53,806	5,762							59,568	50,383
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	11,199	1,172							12,371	11,853
	YR	43,591	5,252							48,843	49,685
MACK	MO						210	164	1,644	2,018	3,036
	YR						656	666	5,543	6,865	10,318
KENWORTH	MO								1,121	1,121	1,260
	YR								3,493	3,493	3,877
PETERBILT	MO								881	881	1,133
	YR								3,121	3,121	4,043
TOTAL PACCAR CORP.	MO								2,002	2,002	2,393
	YR								6,614	6,614	7,920
AUTOCAR	MO								206	206	145
	YR								551	551	483
VOLVO	MO							98	87	185	196
	YR							390	321	711	753
WHITE	MO								678	678	776
	YR								2,455	2,455	3,046
TOTAL VOLVO WHITE CORP.	MO							98	971	1,069	1,117
	YR							390	3,327	3,717	4,282
WESTERN STAR	MO								76	76	103
	YR								389	389	387
MISCELLANEOUS DOMESTIC	MO		268					2	226	496	473
	YR		1,013					30	736	1,779	1,745
OTHER IMPORTS	MO	78,841	941	494	72	27	8	58	8	80,449	72,563
	YR	284,651	3,919	1,965	246	119	62	211	14	291,187	275,990
GRAND TOTAL	MO	268,145	106,276	3,230	121	448	4,122	8,128	10,703	401,173	397,550
	YR	1,000,507	396,278	10,680	462	979	14,615	30,731	36,554	1,490,806	1,479,920
1985 YR. TO DATE		957,779	418,463	11,609	314	2,232	17,758	25,777	45,988		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.

Asia Smith's first line of new chassis models

Chassis maker taps Korea for new range of products

By Joseph Bohn
TRUCK EDITOR

An increasing number of manufacturers, both foreign and domestic, have entered the chassis market; but there's something to be said for one importing its products from Korea.

The Smith Cos., Plaistow, N.H., formed Asia Smith Motor Inc. to manufacture trucks, buses and chassis for light to heavy market segments.

Milton Smith, president, said Asia Smith will market a full line of trucks and buses ranging from half-ton utility trucks and chassis to 15-ton dump trucks and chassis.

Asia Smith signed an agreement with Asia Motors Co., Seoul, South Korea, to manufacture the vehicles. The Korean company now produces about 80 percent of that country's trucks and buses.

The arrangement calls for vehicles to be assembled in South Korea using engines, transmissions and other components manufactured in the United States, Smith said.

Since the working components are American-made, they can draw on existing U.S. service and parts-supply networks, he added.

To support the Asia Smith lines, a new research and development facility has been opened in Plaistow.

Asia Smith's use of offshore manufacturing technology and quality American componentry will allow it to market vehicles very competitively priced and warranted, Smith said.

Cabot Smith, assistant controller, believes the new spinoff company will more than double his company's current sales volume of $60 million a year.

He anticipates selling 1,000 to 2,000 new chassis by next June, the new company's first anniversary.

Asia Smith Motor already has its first 300-unit school bus chassis order and is working on another 250-unit order. It is also working on a "few other deals" Cabot Smith declined to discuss, involving chassis for light-duty vans.

Assisting in development of the company are the Southern California Advisory Group, Bank of New England, Northrup Corp., Cambus International of Australia and The Associates.

The Associates, a division of Gulf & Western and a major independent manufacturing and automotive financing company, has approved Asia Smith for floorplanning services and retail financing support nationally.

The company's first entry is a multipurpose chassis, the Asia Smith AM 907 chassis. It uses a Caterpillar 3208, high-torque V-8 diesel engine and an Allison MT 643 series fully automatic transmission.

MacGregor Smith, a vice president and marketing executive, said his new company's main thrust would be in school bus chassis.

Smith Cos., Asia Smith's parent, already has a sizeable 18-20 percent share of the school bus chassis market and plans to expand into the "flat-nose" segment of the market.

That segment, currently accounting for 11 percent of the market, is projected to grow to 45-50 percent.

Its first contract was for 300 units using the 907 chassis.

They are currently being assembled and fitted with a flat-nosed school bus body.

Its 907 chassis can also be applied to city transit buses, large step vans, specialty trucks and large motor homes.

The company plans to offer a couple of chassis to the motor home market, including a Combi chassis in the 14,000-16,000-pound GVW range and a larger 30,000-34,000-pound GVW unit, MacGregor Smith said.

The company can produce 300 to 500 AM 907 units a month.

The company is also developing other chassis. They include the Asia Smith City Bus and a 15-ton dump truck. Both are Caterpillar-powered.

Future units will include the Asia Smith Combi bus, a special farm vehicle and an all-wheel-drive sports/utility vehicle.

BEST AVAILABLE COPY

Japan's jobless rate returns to record 2.9 pct. in April

TOKYO — Japan's unemployment rate in April matched the record of 2.9 percent set in December 1985. The April rate increased 0.2 percentage points from March on a seasonal basis.

The government's Management and Coordination Agency said unemployment in April rose to 1.82 million, up 250,000 from a year ago.

Males accounted for 1.05 million of the total, up 120,000, and females accounted for 770,000, up 130,000.

The adverse impact of the yen's brisk appreciation against the dollar since last fall is being gradually felt by Japan's labor force, the agency said.

It said that the increase in unemployment does not necessarily indicate that the nation is experiencing a recession; however, it is a sign that the economy is at a turning point.

The agency said that the number of workers in April totaled 58.84 million, up 360,000 in a year.

INT'L TRANSLATION SERVICE

Service in over 20 countries worldwide.

Industrial, technical and scientific literature and documentation professionally translated.

(800) 631-5488

Same day pick up, next day delivery most items telex, telecopier and MCI mail services also available.

ATTENTION DEALERS

Cash reward found in training program.

In-House Conversions video gives you complete ability to install stripes, moldings, etc. in-house. Save up to 80% on trim costs. Large or small, we help set up inventory and follow through with latest trim package that converts into ca$h.

Call 1-800-225-4558
In Michigan Call (313) 750-0792

REGISTRATIONS

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R.L. Polk & Co. Statistical Report
APRIL, 1986 VERSUS APRIL, 1985

	1986 Month	1986 Year	1985 Month	1985 Year
AMC Alliance FWD	3,774	17,312	6,360	25,288
Encore FWD	970	4,947	4,395	17,040
Eagle 4WD	132	510	269	1,157
Eagle 4WD SW	596	2,633	715	3,837
TOTAL AMC	5,472	25,402	11,739	47,322
Chrysler Laser FWD	2,905	9,235	6,376	20,256
LeBaron GTS FWD	6,465	23,592	4,220	13,055
LeBaron FWD	8,402	29,959	7,643	27,313
LeBaron SW FWD	570	2,204	658	2,456
E Class-NY FWD	4,924	17,367	4,862	19,187
NY Fifth Ave-Newpt	8,696	28,386	8,222	31,139
Total	31,962	110,743	31,981	113,406
Plymouth Horizon FWD	7,133	27,039	9,073	37,744
Turismo FWD	3,804	14,179	6,035	22,671
Reliant FWD	7,283	35,804	9,915	38,235
Reliant SW FWD	2,578	10,395	4,010	11,615
Caravelle FWD	3,869	12,766	3,362	12,501
Gran Fury	1,361	4,517	1,670	6,153
Total	26,028	104,700	34,065	128,919
Dodge Omni FWD	6,376	23,582	7,883	31,294
Charger FWD	4,214	15,189	6,834	24,404
Daytona FWD	3,684	11,849	5,674	18,460
Aries FWD	5,886	25,244	8,161	31,185
Aries SW FWD	2,087	8,240	2,367	8,970
Lancer FWD	4,614	17,007	2,730	9,932
600/400 FWD	5,984	18,905	5,251	19,755
Diplomat	2,557	8,210	3,268	12,543
Total	35,402	128,226	42,168	156,543
TOTAL CHRYSLER CORP	93,392	343,669	108,214	398,868
Ford Escort FWD	25,540	103,926	20,792	89,944
Escort SW FWD	7,181	28,831	5,116	22,909
EXP FWD	39	264	2,488	11,034
Mustang	15,922	54,009	14,278	53,059
Tempo FWD	18,351	88,916	34,821	118,461
Taurus FWD	11,998	34,720	0	0
Taurus SW FWD	5,194	13,079	0	0
LTD	2,974	15,511	14,394	50,598
LTD SW	778	4,058	4,155	14,694
LTD Crn. Victoria	10,907	36,075	12,701	44,066
LTD Crn. Victoria SW	1,882	6,676	2,369	8,665
Thunderbird	10,345	48,102	14,790	49,698
Total	111,111	434,167	125,904	463,128
Lincoln Town Car	9,742	36,911	9,890	36,821
Mark VII	1,727	6,314	1,535	7,353
Continental	1,629	6,476	2,178	11,198
Total	13,098	49,701	13,603	55,372
Mercury Lynx FWD	4,470	19,883	4,649	18,850
Lynx SW FWD	950	3,869	963	4,183
Capri	1,139	3,877	1,428	5,363
Topaz FWD	4,695	20,687	10,282	32,489
Sable FWD	6,840	17,856	0	0
Sable SW FWD	1,961	5,057	0	0
Marquis	1,358	7,310	7,610	28,969
Marquis SW	155	766	901	3,210
Grand Marquis	9,640	32,260	11,186	37,932
Grand Marquis SW	907	3,181	1,056	4,136
Cougar	8,930	37,683	10,973	38,522
Total	41,045	152,429	49,048	175,654
Lincoln-Mercury Division Total	54,143	202,130	62,651	231,026
TOTAL FORD MOTOR CO	165,254	636,297	188,555	694,154
Buick Skylark FWD	0	0	9,929	35,741
Skyhawk FWD	6,279	19,858	9,976	28,035
Skyhawk SW FWD	418	1,456	719	2,314
Somerset Regal FWD	7,447	36,646	8,462	27,203

	1985 Month	1985 Year	1984 Month	1984 Year
Century FWD	16,662	69,611	14,729	56,263
Century SW FWD	1,816	6,723	2,067	8,288
Regal	5,906	27,312	7,874	32,877
LeSabre	0	0	11,050	42,992
LeSabre FWD	8,210	21,432	0	0
Electra FWD	11,045	41,706	6,318	22,364
Buick SW	1,269	4,399	1,097	4,680
Riviera FWD	1,368	5,679	4,023	16,432
Total	60,420	234,822	76,244	277,189
Cadillac DeVille	0	0	202	1,342
DeVille FWD	12,416	57,563	7,593	28,078
Cimarron	2,057	6,920	2,621	6,336
Fleetwood & Chassis	6,371	17,941	3,653	14,656
Fleetwood FWD	0	0	2,639	10,854
Eldorado FWD	1,782	7,336	5,178	20,254
Seville FWD	1,324	4,989	2,465	9,754
Total	23,950	94,749	24,351	91,274
Chevrolet Nova	9,760	44,943	28	28
Chevette	7,667	25,795	9,087	42,129
Camaro	17,866	54,146	17,539	64,766
Cavalier FWD	24,810	115,633	39,503	114,726
Cavalier SW FWD	4,186	20,158	9,131	25,934
Citation FWD	0	0	6,427	24,343
Celebrity FWD	26,518	103,521	20,841	76,962
Celebrity SW FWD	7,610	25,345	6,633	24,149
Monte Carlo	10,158	33,315	10,376	35,404
Impala	0	0	4,053	16,261
Caprice	16,890	59,153	11,458	45,148
Chevrolet SW	3,943	14,460	4,647	17,670
Corvette	3,527	11,034	3,675	12,540
Total	132,935	508,103	143,398	500,060
Oldsmobile Firenza FWD	2,928	10,194	5,700	16,485
Firenza SW FWD	468	1,699	1,232	3,774
Calais FWD	11,066	35,869	10,348	34,456
Cutlass Ciera FWD	22,449	96,704	25,215	84,736
Cutlass Ciera SW FWD	2,690	9,974	3,672	13,040
Cutlass Supreme-Calais	15,148	71,505	18,361	67,810
Delta 88	0	0	16,138	60,995
Delta 88 FWD	18,049	50,684	0	0
98 FWD	10,289	48,724	9,162	34,680
Oldsmobile SW	1,852	6,889	1,940	6,818
Toronado FWD	1,319	4,603	3,021	11,671
Total	86,258	336,845	94,789	334,465
Pontiac 1000	1,905	7,065	1,692	7,263
Firebird	9,068	28,776	9,508	31,371
Sunbird FWD	6,920	32,377	11,902	34,783
Sunbird SW FWD	429	1,850	838	2,745
Grand Am FWD	19,382	63,697	10,267	33,098
Bonneville	3,061	15,146	4,350	16,737
6000 FWD	12,194	51,435	11,348	39,374
6000 SW FWD	1,404	4,278	1,138	4,340
Grand Prix	3,024	14,611	4,757	17,921
Parisienne	7,824	23,912	3,774	15,501
Pontiac SW	1,452	4,713	1,196	4,503
Fiero	5,762	21,839	11,832	30,349
Total	72,425	269,699	72,602	237,985
TOTAL GM CORP	375,988	1,444,218	411,384	1,440,973
Miscellaneous Domestic	6	32	14	69
Domestic Station Wagon Total	52,376	191,533	56,620	202,930
Domestic Grand Total	640,112	2,449,618	719,906	2,581,386
Import Total	266,159	1,039,528	215,602	842,739
Grand Total All Registrations	906,271	3,489,146	935,508	3,424,125

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma.

Domestic slide cuts April registrations

By Jenny L. King
DETROIT REPORTER

April new-car registrations in the United States slipped 3.13 percent from the year-earlier total but were the second highest of any month this year.

Imports gained 6.32 percentage points year-to-year to achieve their deepest April penetration in five years.

R.L. Polk & Co. reported a total of 906,271 new-car registrations for April, down 3.13 percent from 935,508 for the same month in 1985. They were up 6.86 percent from 848,088 in March of this year and were second only to January's 912,644 in the 1986 ranking.

Domestic registrations in April were 640,112, down 11.08 percent from 719,906 in 1985.

Import registrations in April were up 23.45 percent, to 266,159 from 215,602. Imports claimed 29.37 percent of the month's market, up from 23.05 percent the preceding year and the best for April since 1981 when imports accounted for a record 30.33 percent.

The imports' gain of 6.32 percentage points for April was taken from each of the domestics. General Motors was down 2.48 percentage points, Ford Motor Co. dropped 1.93 percentage points, Chrysler Motors was off 1.26 percentage points and American Motors lost 0.65 percentage points.

Second in size to the imports' 29.37-percent share of the April market were domestic intermediates, which claimed 26.89 percent. They were followed by compacts at 15.79 percent, subcompacts at 10.61 percent, standard-sized cars at 9.57 percent and luxury cars at 7.86 percent.

The domestics-only market was comprised of 37.95 percent intermediates, 22.35 percent compacts, 15.02 percent subcompacts, 13.55 percent standard-sized cars and 11.13 percent luxury cars.

NEW-CAR MARKET SHARES IN U.S.

	APRIL Regis April 1986	Percent Share of Market	Regis April 1985	Percent Share of Market	Pct. Pt. Change 86 vs. 85	FOUR MONTHS Regis 4 Mos. 1986	Percent Share of Market	Regis 4 Mos. 1985	Percent Share of Market	Pct. Pt. Change 86 vs. 85
Chevrolet	132,935	14.67	143,398	15.33	0.66	508,103	14.56	500,060	14.60	-0.04
Ford	111,111	12.26	125,904	13.46	-1.20	434,167	12.44	463,128	13.52	-1.08
Oldsmobile	86,258	9.52	94,789	10.13	0.61	336,845	9.65	334,465	9.76	-0.11
Pontiac	72,425	7.99	72,602	7.76	+0.23	269,699	7.73	237,985	6.95	+0.78
Buick	60,420	6.67	76,244	8.15	-1.48	234,822	6.73	277,189	8.10	-1.37
Mercury	41,045	4.53	49,048	5.24	-0.71	152,429	4.37	175,654	5.13	-0.76
Dodge	35,402	3.91	42,168	4.51	-0.60	128,226	3.68	156,543	4.57	-0.89
Chrysler	31,962	3.53	31,981	3.42	+0.11	110,743	3.17	113,406	3.31	-0.14
Plymouth	26,028	2.87	34,065	3.64	-0.77	104,700	3.00	128,919	3.77	-0.77
Cadillac	23,950	2.64	24,351	2.60	+0.04	94,749	2.72	91,274	2.67	+0.05
Lincoln	13,098	1.44	13,603	1.46	-0.02	49,071	1.43	55,372	1.62	-0.19
AMC	5,472	0.60	11,739	1.25	-0.65	25,402	0.73	47,322	1.39	-0.66
GENERAL MOTORS	375,938	41.49	411,384	43.97	-2.48	1,444,218	41.39	1,440,973	42.08	-0.69
FORD MOTOR CO	165,254	18.23	188,555	20.16	-1.93	636,297	18.24	694,154	20.27	-2.03
CHRYSLER MOTORS	93,392	10.31	108,214	11.57	-1.26	343,669	9.85	398,868	11.65	-1.80
AMC	5,472	0.60	11,739	1.25	-0.65	25,402	0.73	47,322	1.39	-0.66
IMPORTS	266,159	29.37	215,602	23.05	+6.32	1,039,528	29.79	842,739	24.61	+5.18
MISC. DOMESTIC	6	0.00	14	0.00	0.00	32	0.00	69	0.00	0.00
TOTAL	906,271		935,508			3,489,146		3,424,125		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Oklahoma numbers based on manufacturers' sales records.

AUCTION DATES

American Motors

June 24 — High Point Auto Auction, High Point, N.C.

June 25 — Columbus Fair Auto Auction, Columbus, Ohio

June 26 — Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; and Corry Auto Auction, Corry, Pa.

June 27 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

June 24 — Hatfield Auto Auction, Hatfield, Pa.; Aptec Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif. (tenative)

June 25 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

June 26 — Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis (tenative)

Ford Motor Co.

June 24 — South Seattle Auto Auction, Kent, Wash.

June 25 — Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

June 26 — Baltimore-Washington Auto Exchange, Baltimore; Houston Predelivery Center, Houston; and Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

June 25 — Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction, Kansas City, Mo.

June 26 — Arena Auto Auction, Chicago, and Ohio Auto Auction, Columbus, Ohio

Used Car Sales
Auction Averages

June to date	$5,172
Month ago	$5,139
Year ago	$5,281

Model Breakdown
Auction Averages

	JUN 1986	MAY 1986	APR 1986
1986	$11,598	$11,292	$11,490
1985	$8,594	$8,650	$8,803
1984	$6,360	$6,384	$6,363
1983	$5,532	$5,516	$5,515
1982	$4,364	$4,361	$4,308
1981	$3,407	$3,423	$3,458
1980	$2,561	$2,560	$2,516
1979	$2,183	$2,195	$2,199
Overall Average	$5,172	$5,143	$5,093

Gray-market group elects

WASHINGTON — The Automobile Importers Compliance Association, whose members are importers of gray-market vehicles, has elected new officers.

They are: Jay Siff, Orion Motors, Sellersville, Pa., president; Stefan L. Antal, Tysons Motors, Inc., McLean, Va., vice president; John C. Gregg, ACS Vehicle Sales & Service, Orange, Calif., treasurer; and S. Shafig Hassan, Hassan & Associates, Laguna Beach, Calif., secretary.

Elected directors were: Ken Shaffer, Transcar, New York; Bruce Wilson, Roanoke Cos., Schaumburg, Ill.; Pat McNulty, International Import Cars, North Hampton, N.H.; Lee Cunningham, Automotive Research Inc., Houston; Henry Olczak, Henry's Foreign Auto Center, Woodbridge. N.J.; Ed Seguel, Seguel's Service, Sarasota, Fla.; and Tod Thompson, Tesla Lab Inc., Westminster, Calif.

Consumer award for Claybrook

WASHINGTON — The Philip Hart Distinguished Consumer Service Award was conferred on Joan Claybrook by the Consumer Federation of America.

Claybrook is currently president of Ralph Nader's Public Citizen. During the Carter administration, she was head of NHTSA.

CFA said: "Her efforts forced automobile manufacturers to build safer cars and were responsible for saving countless American lives."

USED-CAR AUCTION DIRECTORY

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

P A D E Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

TEXAS

Wanted to buy: Auto Auction. Strictest confidence. Operate personally. P. O. Box 108, Henrietta, Texas 76365.

VIRGINIA

Since 1970
Jim Wheatley's
AA
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

VIRGINIA

Harrisonburg Auto Auction Proudly Presents
Our First
General Motors
Sponsored Auction
Tuesday, July 1 10:30 a.m.

GM Dealers Only

Free
Country Breakfast
8:30 a.m.

Approx. 250 Units
Approximately 125 Factory & 125 Program Units
(1986 Olds 98 Regencys Buick Park Aves.)

AA
Harrisonburg Auto Auction

All cars appearance reconditioned to GM Specifications

For information, hotel reservations, airport pick up, call Ernie Grieser 703-434-5991
Exit 62 & I81 - P.O. Box 1086 Harrisonburg, VA 22801

GEORGIA

Atlanta Auto Auction
4900 Buffington Rd., Red Oak, Ga. 30272 • (404) 762-9211

SPECIAL ATTENTION GENERAL MOTORS DEALERS

— MAKE PLANS ON ATTENDING NOW —
General Motors "Brass Hat" Auction
Wednesday, July 2nd, 1986, 11:00 A.M.
General Motors Dealers Only

Approximately 350 "Brass Hat" units will be offered. All fully appearance reconditioned to General Motors Standards of Excellence.

Complimentary Breakfast, 8:30 A.M.
Cash Prizes
For additional information, hotel reservations, free airport limo service - call Atlanta Auto Auction, 404-762-9211

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or **305-463-7024**
or New Jersey **201-370-2070**
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

BENTON

FROM PAGE 1

the same time, you're using North American Automotive Operations as the lead activity for the D-car.

According to several reports, Mazda will figure heavily in design and engineering of a 1991 or 1992 Tempo/Topaz replacement as well as the 1990/1991 Escort replacement. The Japanese company's 323 model serves as a platform for Ford-badged subcompacts being assembled in Taiwan and Mexico for North American consumption.

A sporty Ford of Australia-built 2+2 coming to North America later in the decade will also be based on the 323.

In addition, Mazda will sell to Ford about half the 626-class output at its Flat Rock, Mich., assembly plant for marketing as a Mustang.

And there have been reports that Mazda product engineers will have their hands in virtually all new Ford of Europe small-car replacements, including Escort and the Sierra compact.

Benton said he is disturbed by a "controversy" surrounding Europe's future role in product planning. He said the issue was raised at a recent company staff meeting.

"The way it was brought to my attention, our engineering people in Europe were somewhat down in the mouth because they keep reading news accounts that Mazda is going to be the source of their next car," he said. "That's absolutely not true and I'm going to say that to anyone who will listen until people finally believe it.

"There is an impression abroad that, for instance, when the B-car in Europe (Fiesta) is replaced that Mazda is going to do it, and that is not so," said Benton. "Europe is going to do it."

Benton conceded that "when you get into manufacturing, they (the Japanese) have some productivity advantages over us."

"In North America, the relationship with Mazda is very close, and North America is attempting to realize some of the Japanese efficiencies by having some of that work done in Japan," he said. "But North America faces quite a different problem than we face in Europe."

Outboard Marine to buy fours and V-8s from Ford

DEARBORN, Mich. — Ford Motor Co.'s Power Products Operations will supply marine-base engines to Outboard Marine Corp.

OMC will use the 140-cid four and the 460-cid V-8. Both Ford marine-block assemblies will be built into OMC marine engines and coupled with the new OMC Cobra stern drives.

DOMESTIC SALES

	June 1-10, 1986	June 1-10, 1985
Renault		
Alliance-Encore	1,150†	2,000†
AMC	300†	360†
AMERICAN MOTORS	1,450†	2,360†
Chrysler	7,843	10,470
Plymouth	10,726	7,277
Dodge	14,040	10,437
CHRYSLER CORP.	32,609	28,184
Ford	32,994	36,944
Mercury	13,056	12,425
Lincoln	4,038	3,477
FORD MOTOR CO.	50,088	52,846
Buick	32,217	36,361
Cadillac	6,283	7,846
Chevrolet	45,535	38,029
Oldsmobile	24,924	31,333
Pontiac	19,968	16,025
GENERAL MOTORS	128,977	129,594
VOLKSWAGEN	1,988	986
HONDA	3,135	1,845
NISSAN	250	750
U.S. INDUSTRY TOTAL	218,487	216,565

†—Estimate

AUTOMOTIVE NEWS/JOE WILSSENS

At Stewart's suggestion, sprinklers were added to the track so engineers can drive the same road wet and dry

Now, he's Dr. Jackie Stewart

BY ROGER ROWAND
ENGINEERING EDITOR

DEARBORN, Mich. — As a rule, newspapers don't run stories when people they cover receive honorary degrees. It may take an exception to prove that rule; an exception like Jackie Stewart, perhaps.

Stewart is a charismatic 47-year-old, three-time World Champion race driver who's been an engineering consultant to Ford Motor Co. for some 22 years. He has been called the world's greatest Formula One race driver.

Stewart dropped out of school at age 15 because of dyslexia, a learning disability, so it was newsworthy when he was awarded an honorary doctorate in automotive engineering from Lawrence Institute of Technology. LIT is a 6,500-student college in Southfield, Mich.

The honor was presented at Ford Motor Co.'s Dearborn proving ground during dedication of a track improvement made at Stewart's suggestion.

In presenting it, LIT President Richard E. Marburger told Stewart his racing experience and ongoing work have "resulted in better products and a renewed confidence in automotive transportation."

About a year ago the former racer suggested the proving ground be equipped with a track wetting system. Such as system, he said, would allow engineers to drive the same stretch of road wet and dry in rapid succession, giving them invaluable knowledge. It was at the dedication of that 1.1-mile stretch that Stewart received his honorary degree.

It was obvious Stewart thoroughly enjoyed donning the mortarboard, gown and the orange School of Engineering hood. "I doubt that I'm ever going to take it off," he said.

He provided further insight into why the honorary degree meant so much to him, beyond the fact that he lacks formal advanced education.

He said he was scheduled to be the featured speaker at the graduation of his son Mark, 18, in a few days. That ceremony will take place in Massachusetts at a school for young people with dyslexia .

Nissan sets high target in Europe

By Knut Moberg
SPECIAL CORRESPONDENT

TOKYO — Nissan Motor Co. has set its sights on becoming the largest producer of Japanese vehicles in Europe.

Managing Director Kiyofumi Morimoto, responsible for all of Nissan's export markets except the United States, said Nissan expects its new plant in northern England to eventually build cars for export throughout Europe. Initially, it will build a medium-sized car for sale only in Britain. That car is slated for introduction this year.

Nissan plans to add capacity to the plant to accommodate the export vehicles, Morimoto said.

Nissan also is retooling its joint-venture Arna plant in Italy to produce a four-wheel-drive utility vehicle. The plant, in which Alfa Romeo owns a stake, recently stopped car production because of low sales.

Arna is not on the agenda of the negotiations in which Ford is trying to buy a stake in the Italian government-owned company, Morimoto said. He predicted Ford will be successful in its bid, and Arna will be split three ways: 50 percent to Nissan, 25 percent to Alfa and 25 percent to Ford.

Nissan's third European operation is in Spain, where the company produces the Patrol, a four-wheel-drive utility vehicle.

Nissan has another European connection: Volkswagen. Nissan assembles VWs in Japan, making VW the only foreign car built in the country.

Nissan wants to be more than Europe's leading Japanese-car producer. It wants to be the Japanese sales leader in Europe. It thus takes on Toyota.

Last year, Toyota was the No. 1 importer in Finland, and it increased its sales markedly in Denmark and Norway. European importers of Toyota have been told that the company has big plans for exporting cars to Europe, "and as a first goal, we would like to be the most-sold cars in four or five markets," one importer said, quoting Toyota.

Honda is the only Japanese maker other than Nissan that produces vehicles in Europe: Its new Legend/Sterling is a product of a joint venture with Austin Rover.

Nissan hikes investment in Mexico

MEXICO CITY — Nissan Motor Co. said it will boost its investment in Mexico because of the growing preference of Mexican consumers for its cars and trucks.

The company said that next September, it will begin remodeling and expanding painting operations at its Civac plant at a cost of about $4 million.

By the end of this year, work will be finished on a $5 million project designed to make new stamped parts for export, Nissan said.

Nissan Mexicana already has made two huge investments in its facilities in Mexico this year.

The investments of $50 million and $54 million were used to expand the company's industrial facilities to enable it to meet domestic and export targets. Nissan said.

Among the facilities expanded was a painting system in its Aguascalientes plant. Construction has already begun and the $4 million system should be in operation by the end of the year.

On Dec. 23, 1985, the Secretariat of Commerce declared Nissan the winner of a contest, announced in July, to be the exclusive producer in Mexico of the Minivan CW.

A number of manufacturers entered the contest to produce the new passenger and cargo vehicle. The winner was chosen by the Secretariat of Commerce and the Intersecretarial Commission on the Automotive Industry.

Nissan said it has begun expanding its production facilities at a cost of more than $6 million and will ship the Minivan CW early in 1987 to both domestic and foreign consumers.

This year marks Nissan's 25th year of operating in Mexico. It has three plants: One assembles cars and trucks and produces engines; one is a gray-iron foundry; and the third stamps parts, processes aluminum and produces engines.

The firm also has a parts distribution center in Toluca, about 40 miles from Mexico City.

Nissan Mexicana said it employs 3,261 union and 2,611 non-union workers and has 150 distributors nationwide, who employ another 7,000 people.

Mexico eyes pact with U.S.

By Richard Johnson
DETROIT REPORTER

As final details of Mexico's entry into the General Agreement on Tariffs and Trade (GATT) were being wrapped up in Geneva last week, attention turned to bilateral trade talks with the United States — including a possible auto pact.

The Mexican Commerce Ministry last year informally proposed an automotive trade agreement between the two countries. Mexican authorities reportedly want to ensure access to the American auto market while protecting against an invasion of foreign-built vehicles.

The show of interest led U.S. trade officials to survey American manufacturers, who in turn asked for more details. Mexican trade officials have said they are not out to duplicate the Canada-U.S. auto trade agreement, but they have not outlined a specific proposal.

Chris Wilson, of the U.S. Commerce Department's Mexico section, said last week that progress toward bilateral trade talks has been delayed in recent months by Mexico's drive to join GATT. Final terms of the entry were being reviewed last week in Geneva.

Meanwhile, the Reagan administration has shown a general willingness to negotiate bilaterally with other countries. Trade talks with Canada began recently.

Fear has been expressed within several Mexican industrial sectors — including the automotive industry — that GATT entry will result in lower tariffs and a flood of foreign goods.

Collapse of the world oil market has brought the country to the brink of default on foreign loans. The peso has plummeted and a wave of foreign goods could further depress the economy.

But in the auto sector, there is concern that Mexico could be edged out by other low-cost-base producing nations — including Korea, Taiwan and Brazil — in the competition to supply North America with small cars.

The U.S.-Canada auto pact basically permits duty-free movement of automotive products between the two countries, providing certain content levels are met. In Canada, auto companies must also produce as many cars as they sell in there to comply with the pact.

The Mexican Automotive Industry Association has projected 1986 production of about 435,000 cars, trucks, tractor trailers and buses and predicted exports of 70,000 to 90,000 units.

Entry into GATT, which sets forth principles of international law for major trading partners, must now be approved by the Mexican legislature. According to U.S. government officials, ratification will probably be completed by September and talks aimed at a "framework agreement" of trade principles will begin in earnest before the end of the year.

The "framework agreement" would set forth basic procedures for consultation and resolution of disputes, Wilson said, and presumably would be a forerunner to a broader agreement addressing specific industrial sectors.

Wilson said an auto agreement has "been discussed." But he said "nothing definitive has been laid down about inclusion of the automotive sector."

PRODUCTION

Cars reach 4 million, 5 days behind 1985

By Kathy Boyer
DETROIT REPORTER

Domestic auto makers built their four-millionth car last Wednesday (June 18), five days behind 1985.

So far this year, 4,077,381 cars have been produced, 3.73 percent less than the 4,235,521 completed last year at this point.

Last week's targeted output of 175,520 cars was the highest since the week ended April 12, when 176,098 units were assembled.

Last week's build was 5.36 percent more than the previous week's 166,588 but 0.13 percent below the year-ago week's 175,757.

Companies shared last week's scheduled production as follows: General Motors, 54.01 percent; Ford Motor Co., 22.51 percent; Chrysler Motors, 16.48 percent; Honda of America Manufacturing Inc., 2.66 percent; New United Motor Manufacturing Inc., 2.06 percent; American Motors, 1.14 percent; and Volkswagen of America, 1.14.

Nissan Motor Manufacturing Co.'s car line at its plant in Smyrna, Tenn., remains idle for model changeover.

Chrysler began production of its Plymouth Sundance and Dodge Shadow on June 9. The first week's production was reported as follows: Sundance, 267 and Shadow, 270.

However, the models aren't expected to be introduced to the public until Sept. 18.

Neither GM nor Ford scheduled Saturday (June 21) overtime.

Ford has slated daily overtime this week (June 23) at all of its plants except Atlanta and Chicago.

Chrysler scheduled Saturday overtime at its Belvidere, Ill., and St. Louis (No. 2) plants.

Those plants also are slated for daily overtime this week.

Truck production moves up

Last week's domestic truck production of 76,029 units was 1.41 percent more than the previous week's 74,973 and 4.08 percent more than the year-ago week's 73,047.

Year-to-date, 1,777,561 trucks have been built, 3.80 percent more than the 1,712,460 completed last year at this time.

General Motors slated overtime Saturday (June 21) at its Baltimore plant.

Ford Motor Co. canceled the Saturday overtime scheduled earlier at its Louisville plant.

Ford has slated daily overtime at all its plants this week (June 23).

Canada aims at 1986 peak

Canadian car production last week was pegged at 25,990, the highest weekly output this year.

The week's estimated build was 1.51 percent more than the previous week's 25,603 and 0.78 percent more than the year-ago week's 25,789.

So far this year, 567,325 cars have been assembled, 8.41 percent more than the 523,316 built last year at this point.

Targeted truck production of 19,773 units last week was the highest since the week ended March 15, when 19,980 trucks were built.

Last week's scheduled output was 1.38 percent more than the previous week's 19,504 and 3.37 percent more than the year-ago week's 19,128.

Year-to-date, 458,801 trucks have been built, 2.85 percent more than the 446,079 completed last year at this time.

CANADIAN CAR	Week Ended June 21, 1986	Week Ended June 22, 1985	Week Ended June 14, 1986	June to Date	Jan. 1 to June 22, 1986	Jan. 1 to June 21, 1985
AMERICAN MOTORS	0	401	0	0	5,502	2,435
FORD MOTOR	11,645	11,366	10,875	33,946	251,705	272,812
GENERAL MOTORS	14,120	13,801	14,503	42,052	260,934	286,782
VOLVO	225	201	225	675	5,175	5,325
Total Cars, Canada	25,990	25,769	25,603	76,675	523,316	567,325
U.S. TRUCK*						
CHEVROLET	22,207	23,140	22,402	66,971	594,206	599,440
DODGE	4,000	4,557	3,741	12,410	105,352	30,141
FORD	30,686	26,560	31,047	92,772	697,599	724,042
GMC	7,846	6,361	6,461	20,959	160,667	177,403
NAVISTAR	1,520	1,657	1,628	4,849	40,043	37,173
JEEP	3,300	4,511	3,466	10,276	98,881	91,932
NISSAN	3,820	2,433	3,595	12,243	50,414	60,506
AM GENERAL*	50	50	50	150	1,210	1,222
MISCELLANEOUS*	2,300	1,739	2,300	6,900	44,261	55,100
Total Trucks, U.S.	76,029	73,047	74,973	227,532	1,712,460	1,777,561
CANADIAN TRUCK						
AMERICAN MOTORS	855	0	869	2,669	0	12,382
CHRYSLER	8,704	9,000	8,572	26,161	207,422	210,506
FORD	3,048	3,613	3,620	10,917	86,092	86,461
GENERAL MOTORS	6,336	5,245	5,911	17,669	145,702	144,557
NAVISTAR	200	270	203	585	3,063	4,665
Total Trucks, Canada	19,773	19,128	19,504	58,020	446,079	458,801
N. American Trucks	95,802	92,175	94,477	285,552	2,158,539	2,236,362

* Includes vendor car production. ** Estimated.
Car totals include commercial cars. All General Motors government-owned vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended June 21, 1986	Week Ended June 22, 1985	Week Ended June 14, 1986	June to Date	Jan. 1 to June 22, 1986	Jan. 1 to June 21, 1985
AMERICAN MOTORS	2,000	0	2,335	6,069	54,142	28,327
Renault Total	2,000	0	2,335	6,069	54,142	28,327
Alliance	1,800	0	2,110	5,543	33,039	25,086
Encore	200	0	225	526	21,103	3,241
CHRYSLER CORP.	29,600	33,133	29,497	88,616	803,147	697,567
Plymouth Total	9,900	9,276	9,780	29,010	200,521	204,453
Horizon	4,000	3,655	3,795	11,764	73,567	79,900
Sundance	400	0	267	667	0	667
Reliant	4,000	3,969	4,269	12,089	89,780	88,439
Caravelle	900	1,201	919	2,736	27,599	26,363
Gran Fury	600	451	510	1,754	9,575	9,076
Chrysler Total	8,500	10,998	8,828	28,289	229,554	226,051
LeBaron	2,100	2,221	2,564	7,014	54,553	58,201
LeBaron GTS	1,800	2,757	1,811	5,306	50,586	32,926
Laser	800	1,538	825	2,407	28,531	24,762
New Yorker/E-Class	1,300	1,958	1,336	4,022	37,582	44,170
Fifth Avenue	2,500	2,524	2,292	7,540	58,290	66,990
Dodge Total	11,200	12,859	10,889	33,317	263,072	257,063
Omni	3,000	3,547	2,425	8,920	72,580	75,453
Shadow	400	0	270	670	0	670
Aries	3,300	3,137	3,537	9,782	72,761	66,776
Daytona	1,100	1,471	1,174	3,446	25,669	26,535
Dodge 600	1,600	1,750	1,841	4,859	36,537	41,951
Lancer	1,000	1,762	1,079	3,009	36,395	26,123
Diplomat	800	1,092	763	2,631	18,111	17,553
FORD MOTOR	39,328	32,834	38,999	117,076	882,101	904,025
Ford Division	26,692	20,993	26,503	79,065	572,544	617,171
Escort	8,038	7,626	7,999	23,885	161,806	195,998
Mustang	3,710	3,747	3,572	11,125	91,226	97,125
LTD	0	2,922	0	0	114,829	0
Taurus	7,780	0	7,839	23,196	0	149,749
Thunderbird	3,045	2,718	2,952	8,444	68,992	91,910
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,119	3,980	4,151	12,435	94,731	101,369
L-M Division	12,636	11,841	12,496	37,991	289,557	286,854
Mercury Total	8,946	8,323	8,815	26,974	207,585	196,599
Lynx	1,412	1,604	1,443	4,345	36,804	32,575
Capri	847	740	591	1,787	8,633	8,560
Marquis	0	1,406	0	0	57,729	0
Sable	2,307	0	2,304	7,193	0	62,247
Cougar	3,056	3,404	3,198	9,871	70,944	62,558
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,324	1,167	1,279	3,869	29,022	30,549
Lincoln Total	3,690	3,518	3,681	11,017	81,692	80,265
Continental	410	481	408	1,225	14,016	10,160
Lincoln	2,769	2,637	2,763	8,266	58,643	67,709
Mark VII	511	400	510	1,526	9,033	12,376
GENERAL MOTORS	94,347	101,755	85,606	272,429	2,478,914	2,211,364
Buick Total	18,583	21,336	18,399	55,048	409,514	365,717
Skyhawk (X-car)	0	0	0	0	40,953	0
Skyhawk	1,897	2,715	1,714	5,469	55,147	43,578
Somerset/Skylark	2,837	1,495	2,844	8,420	59,615	53,291
Century	5,000	6,174	5,076	14,926	126,106	123,801
Regal	2,233	3,487	2,230	6,636	81,560	32,160
Wagon/LeSabre (rwd)	349	3,172	346	1,059	70,547	7,203
LeSabre	4,160	0	3,972	11,838	0	63,165
Riviera	796	1,545	666	2,169	33,472	12,451
Electra	1,362	2,747	1,589	4,491	48,114	50,118
Cadillac Total	8,505	6,971	8,276	25,455	163,939	166,069
Cimarron	648	587	634	1,919	14,466	13,988
Seville	720	683	604	1,957	19,677	19,565
Eldorado	720	1,330	800	1,988	36,928	12,000
Cadillac (rwd)	2,400	489	2,426	7,532	25,877	46,861
DeVille (rwd)	4,085	3,872	4,014	12,071	55,990	64,655
Chevrolet Total	26,101	32,973	28,452	75,686	554,224	393,146
Chevette	2,205	3,532	2,229	6,427	60,473	55,191
Cavalier	8,703	10,730	8,467	25,843	247,189	210,652
Celebrity	4,725	5,645	4,686	14,316	142,128	143,099
Camaro	4,315	5,038	1,025	9,814	117,576	101,750
Citation	0	0	0	0	28,897	0
Monte Carlo	2,170	2,520	2,174	6,590	75,143	58,706
Chevrolet	3,645	4,777	3,623	10,818	141,000	111,985
Corvette	640	951	538	1,521	22,069	13,837
Oldsmobile Total	22,492	25,439	21,772	66,183	615,397	520,064
Firenza	400	1,445	325	1,177	34,598	22,008
Cutlass Supreme	1,787	8,032	1,760	5,349	115,967	30,324
Cutlass Ciera	6,162	7,736	6,163	18,511	183,697	195,780
88 (rwd)	600	5,346	606	1,478	118,406	11,222
98 (fwd)	8,557	0	8,517	26,147	0	172,252
Olds 98	1,983	2,432	1,828	5,545	89,310	57,255
Calais	2,405	1,799	2,091	6,431	73,034	62,881
Toronado	562	659	482	1,546	20,415	8,932
Pontiac Total	18,506	16,617	13,787	51,057	325,890	4*3,788
Acadian**	0	319	433	1,088	8,798	9,468
2000 Sunbird	3,137	3,173	2,778	8,921	68,015	71,067
1000	1,115	892	870	3,079	15,146	16,623
Firebird	3,005	2,827	1,186	6,278	51,322	57,570
6000	3,255	1,573	2,704	9,116	23,024	75,408
Fiero	946	1,979	776	2,616	35,510	36,276
Grand Am	1,758	2,670	1,370	4,798	57,007	38,316
Grand Am	4,890	1,784	3,810	13,171	68,868	109,052
HONDA	4,845	5,118	4,445	13,340	78,832	92,774
NISSAN	0	1,313	6	0	8,497	21,517
NUMMI*	3,800	1,450	3,800	10,800	10,450	87,506
VOLKSWAGEN	2,000	2,154	3,014	6,040	48,436	44,279
Total Cars, U.S.	175,520	176,757	166,588	514,378	4,235,521	4,077,381
Total Cars, Canada	25,990	25,769	25,603	76,675	523,316	567,325
N. American Cars	201,510	201,526	192,191	591,053	4,758,837	4,644,706
N. American Trucks	95,802	92,175	94,477	285,552	2,158,539	2,236,362
North American Cars and Trucks	297,312	293,701	286,668	876,605	6,917,376	6,881,068

* Estimated. ** All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Local OK's Taurus strike at Atlanta

By Mary Connelly
DETROIT REPORTER

The union at one of the two plants producing Ford Motor Co.'s hot-selling Taurus and Sable models has approved a strike-authorization vote.

No strike deadline has been set.

UAW Local 882 at Ford's Atlanta assembly plant authorized the local bargaining committee to call a strike if negotiations with the company fail.

The international UAW must also approve a strike.

"There's a lot of issues involved," said a Local 882 official. "One issue is overloading jobs, one is health and safety and one is outsourcing."

The union charges that Ford has reduced manpower at the plant and that employees have an excessive workload.

Talks between the two sides are continuing.

"Ford Motor Co. regrets the work-stoppage authorization vote," the company said. "We believe the work requirements at the plant are reasonable and consistent with similar jobs at similar plants throughout the country.

"We will continue to work with union leadership to come to a fair agreement on the issues at hand," Ford said.

An estimated 3,000 hourly workers are employed at the Atlanta plant.

The union said 90 percent of those voting approved the strike-authorization vote.

No similar dispute exists at Ford's Chicago assembly plant which, like Atlanta, assembles Taurus and Sable sedans and wagons.

Ford has been selling the models, which were introduced last Dec. 26, as fast as they can be produced.

The Atlanta and Chicago plants have an annual capacity of 500,000 units.

A total of 132,953 Taurus and 59,931 Sable models had been produced through mid-June since production began last October in Atlanta and last January in Chicago.

Both plants are scheduled for vacation shutdown the weeks of June 30 and July 7.

B-O-C Lansing producing V-6

LANSING, Mich. — Production of V-6 engines began last week at the Buick-Oldsmobile-Cadillac Group plant here.

The B-O-C Powertrain Product Team Lansing Engine Plant, which produces V-8 engines at a daily rate of 1,800 units, will add 2,400 of V-6 engines when acceleration is completed this fall.

The new engines will be shipped to nine assembly plants and will be used in the Oldsmobile Tornado, Cutlass Ciera and 98.

The plant had produced V-8 diesel engines until last fall when General Motors phased out that engine. The plant's 3,200 employees could have faced indefinite layoffs but GM, UAW Local 652 and Lansing city officials worked together to save the jobs.

C700-1A

Automotive News

June 30, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Ford seeks partners in Europe

By Richard Johnson
DETROIT REPORTER

In an effort to streamline operations, Ford of Europe is seeking opportunities to develop common car platforms and components with other European manufacturers.

But the Ford Motor Co. subsidiary has no immediate plans to close a major assembly plant to reduce capacity on the Continent.

The company is attempting to achieve efficiencies piecemeal that might have been accomplished in one bold stroke had Ford successfully completed a bread merger of European operations with Fiat.

"I think you will see us looking for opportunities to share one-offs and share components," Philip E. Benton Jr., executive vice president — Ford International Automotive Operations, told Automotive News.

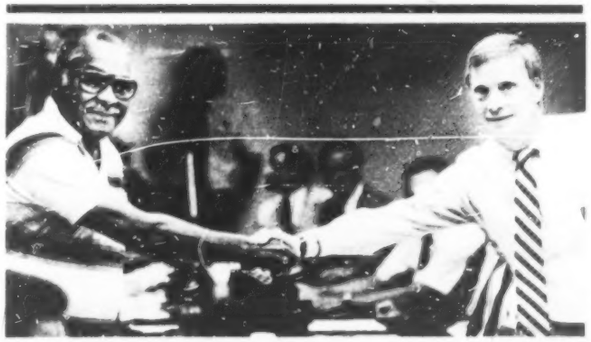
"On the next generation of transmissions, for example, we will be studying the opportunities to get together with other manufacturers and do that transmission jointly."

However, Benton, who assumed his new post in March, added that "there is nothing that is going to pop immediately."

A half-dozen major manufacturers each occupy about 12 percent of the European market and each of the six is either losing money or is marginally profitable.

Since the collapse of the Ford-Fiat talks last fall, the emphasis at Ford of Europe has been on less dramatic means of lowering costs. The concept of sharing specific

see FORD, page 54



AUTOMOTIVE NEWS/JOE WILSSENS

Chrysler, UAW bargaining begins
Marc Stepp, left, UAW vice president, and Anthony St. John, Chrysler Motors industrial relations vice president, begin labor negotiations at Chrysler's Trenton, Mich., engine plant. The future of the Trenton plant, as well as that of the Jefferson Avenue (Detroit) and Huntsville, Ala., plants will be determined in the upcoming weeks. More on the negotiations, Page 6.

Auto leaders average $620,000 in '85 pay

By Michelle Krebs
FINANCIAL EDITOR

Another solid year for the automotive industry meant another year of solid increases in compensation for the executives of automotive and supplier companies.

The annual Automotive News survey of executive pay showed that the average compensation — combined salary and bonus — in 1985 topped $660,000 for the first time. The average pay amounted to $620,044, up 9 percent from the $571,208 average compensation for 1984.

The survey is compiled from proxy statements of publicly traded companies. The proxy statements list compensation for a company's five top-paid executives.

The figures generally include only salary and bonus. They usually do not include stock bonuses, stock options, profits from stock options exercised or long-term and contingent remuneration.

The combined compensation of the 170 executives on the 1985 list broke the $100-million mark with $105 million. In 1984, the combined compensation for the same number of executives was short of $100 million.

In 1985, more executives joined the million-dollar club. Eighteen received $1 million or more in salary and bonus combined. That compares with 12 in 1984 and six in 1983.

Lewis W. Lehr, 3M chairman, became the highest-paid executive and the executive who received the largest pay raise. However, his compensation of nearly $5.2 mil-

see SALARIES, page 35

Ford nears pact on computer net

By Bill Kalb and Dave Zola

Ford Motor Co. is on the brink of awarding a $300 million to $500 million contract to one of three U.S. computer firms for the development of an integrated office communications system.

The communications network would link Ford offices and engineering facilities nationwide via personal computers, eliminating much of the paperwork and speeding communications.

Three firms, IBM, Digital Equipment Corp. and Wang Laboratories Inc., are bidding on the pact, valued at up to $500 million over the next three years.

One industry source indicated that IBM is heavily favored by Ford executives because of its position as the country's largest office automation firm.

Ford refused to allow some smaller computer companies to bid on the project because the automaker feels that only a large supplier will be able to handle the enormous job, one source said. The cost of putting together a bid for the program was estimated at $250,000.

Still, others indicate that Digital has the edge, because of the company's sterling reputation for mating non-compatible systems.

Ford could award the contract within the next week. The company began taking bids about one month ago.

Neither Ford nor the three computer firms involved would comment on the project.

However, sources characterized the Ford program as an attempt to keep pace with General Motors in the realm of electronic data transfer.

GM has undertaken an aggressive program to automate its administrative and manufacturing facilities through its acquisition of Electronic Data Systems.

Ford reportedly was interested in acquiring Sperry Corp. as an answer to its office automation problems, but that failed to materialize. Sperry later was bought by Burroughs Corp.

Last October, Ford raided EDS

see COMPUTERS, page 49

How is Acura doing? Indications are mixed

By Roger Rowand
AUTOMOTIVE NEWS STAFF

Full storage lots at some dealerships, a Wall Street Journal ad and lots of imagination have fueled conjecture about the sales strength of Honda's new entry, the Acura line.

Honda hasn't yet opened all of its initial Acura dealerships, but their allotments of cars are being shipped to points that have opened.

Open dealerships are doing hotcakes business. At the same time, however, some appear to have bulging inventories because of those extra cars.

The Journal classified ad was run by a Kansas dealer who promised low retail prices and delivery anywhere in the country. Some readers thought it smacked of distress.

The Kansas dealership, however, said the ad was just another way of trying to sell cars. Other dealers said they didn't blame the Midwest dealer at all but they could see how the ad could be misinterpreted.

Acura Automobile Division of American Honda Motor Co. markets the Japanese-built Legend and Integra, which went on sale at about 60 points March 27. About 150 dealers will be handling the lines by year-end, Acura has said.

Dealers have been told there will be 600 in the network two years after that.

"We don't have enough Integras, we have a waiting list," Joseph Posby, general manager at Tamaroff Acura, East Detroit, Mich., reported cheerfully.

Marc Treiber, sales manager at Martin Manhattan Acura in New York City, said, "Give or take, we've sold in excess of 300, plus 70 we have waiting for prep.

"We're taking a lot of business from Audi, Volvo and BMW and some of those are second- and third-generation owners. By that, I mean a guy in his second or third product in a line. Now he's buying a Legend.

"We're getting the cars we want because there are dealers who

see ACURA, page 49

Mixed future for Fiero concept

By Dave Zola
DETROIT REPORTER

The future of the Pontiac Fiero design concept — in which plastic body panels are draped over a steel space frame — appears solid at General Motors. But its chances of catching on elsewhere soon seem remote.

Both Ford Motor Co. and Chrysler Motors are cool to the design technique.

Chrysler, even more emphatically than Ford, declares that its future plastic-bodied cars won't utilize a Fiero-like steel cage underbody.

Ford has space-frame-based vehicles in the concept stage, but currently is debating internally whether it's worth building a plastic-bodied vehicle at all.

Like Ford and Chrysler, GM is painfully aware of the drawbacks of the Fiero design — chiefly its excessive weight, exorbitant cost and unproven track record in high-volume production.

The design also hasn't been demonstrated successfully in a four-passenger vehicle, GM President F. James McDonald pointed out in a recent interview.

Because plastic panels do not absorb energy the way sheet metal does, the space frame has to be engineered to take all the punishment in the event of a collision.

"A car has to be able to hit a barrier at 30 mph and protect even the unbelted passenger," McDonald said. "We've done it for a 2-seater.

"But there isn't a space-frame vehicle yet for four passengers," he added. "We're working on it, and I'm sure it will come."

On the plus side, use of the space frame and plastic panels gives GM great design flexibility. A styling change on the Fiero GT for 1986 is said to have been accomplished in a fraction of the time normally required.

While other automakers are taking a wait-and-see attitude about the plastic-paneled car, GM may be laying the groundwork for future car designs worldwide.

GM plans to be building more than one million plastic-bodied cars annually by the early 1990s — all of which could be using some form of space-frame design.

GM's next biggest tests will come early next decade as it goes the steel-space-frame, plastic-panel route for its front-wheel-drive Camaro/Firebird models, which are due in 1990-91. Around the same time, GM

see PLASTIC, page 49

...nese price edge
..., Greenwald says
Page 2

Buick reorganizes its sales staff
Page 7

Trading dirty cars for clean buses
Page 54

NEWSPAPER

0303229O8 O3OC 8626 COMP R72
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SIEB
BETHESDA MD 20814

Chrysler plans product barrage, then breather

AUTOMOTIVE NEWS/JOE WILCOCKS

Chrysler Vice Chairman Bennett E. Bidwell

By Mary Connelly
DETROIT REPORTER

Chrysler Corp.'s product plan through 1990 envisions a slackening pace following the company's current barrage of new models.

Chrysler is also expected to seek a larger share of the truck market and to try the streamlined manufacturing techniques of the Omni/Horizon America models on at least one more vehicle.

In an interview with Automotive News, Chrysler Vice Chairman Bennett E. Bidwell said product introductions will continue "by Chrysler standards at a fairly aggressive pace" but will not match the blizzard of vehicles now being launched.

Between March 1986 and May 1987, Chrysler has scheduled nine major product introductions.

"We had a little dry period. Now we've got a bubble. And if we are able to do it on time and as planned, it will be a more normal one to 1½ new products a year," Bidwell said in describing the pace of the future product plan.

Chrysler's current assault on the market includes the Dodge Omni and Plymouth Horizon America models, the Shadow-Sundance compact twins, the Dodge Dakota pickup, the long-wheelbase minivan, the Chrysler-Maserati luxury Q-coupe and the LeBaron coupe and convertible.

"For a company the size of Chrysler, that's straining our physical resources," Bidwell said. "Our people are really working, gutting plants and launching on time."

Chrysler is betting on the 1987 mid-sized Dakota to create a new market segment and strengthen its competitive position in the truck market.

The company is aiming for 150,000 annual sales and is producing the pickup at its renovated Dodge City truck complex in Warren, Mich.

In addition, Chrysler said last week that it would invest up to $1.2 billion in its aging Jefferson Avenue plant in Detroit for truck production if a "progressive" labor agreement can be reached with the UAW. The plant had had no product slated after the 1987 model year.

"We think we can do a lot better than 11 or 12 percent of the truck market," Bidwell said. "In the truck market, we are competing against Ford and General Motors only. We figure we can play those guys head up. The Japanese are jumping a chicken-war tax of 25 percent, and we can compete all day long against Nissan and Toyota."

Chrysler also has high hopes for the LeBaron convertible due to join the product line in the spring.

"I predict our new convertible will sell 40,000 on an annual rate," Bidwell said. "We're going to knock everybody in the head in the convertible business.

"I've been trying to tell my guys that in the first ad, we should just show the car and a headline which says 'This is what God intended a convertible to look like.' But the ad agency runs research and says you shouldn't use the name God, so we won't do it."

Chrysler may also copy the cost-saving techniques of the America subcompacts on an additional model.

"I think we'll try it at least one more time on at least one more vehicle. But how extensively we'll apply it after that, I don't know," Bidwell said. "We have only been in the marketplace with it for about six weeks, and you don't learn it all that quickly."

Bidwell described the K-car as "a logical place to try it at another time."

He also said Chrysler might have increased the $5,499 sticker price on the America model had it known the dramatic changes that would occur in the yen-dollar relationship.

Bidwell also said that Chrysler's North American business plan, to be presented to the board of directors July 10, calls for "significant productivity increases, some level of manpower reduction through attrition over a period of time and fixed-cost containment."

Personnel reduction would come from the salaried ranks, Bidwell said.

"We've got to learn how to do (renovate) plants cheaper than we've been doing them," he said. Bidwell also said Chrysler is "watching an overcommitment to automation."

"We don't know whether you should have 2,000 or 1,000 or 4,200 robots," he said. "We're watching what other people are doing. They are watching what we are doing. We don't want to go too far.

"There is some belief in some corners of the industry that some plants — I'm not talking about Chrysler — have become too automated. One of the problems with automation is that when something goes down, the plant goes down."

Bidwell says plans through 1990 rule out any new auto plant

By Mary Connelly
DETROIT REPORTER

Chrysler Corp.'s product plan through 1990 does not call for an additional domestic assembly plant, according to Vice Chairman Bennett E. Bidwell.

Chrysler has said it is running its assembly plants at 118 percent of straight-time capacity.

Officials earlier this year indicated that discussions were being held about adding another plant and confirmed that a review of possible "greenfield" sites for assembly was under way.

However, Bidwell told Automotive News that Chrysler will finalize its product program through 1990 next month and that an additional domestic assembly plant is not forecast.

"At the moment, we do not plan another plant in the next three to four years," Bidwell said. "And the Jefferson Avenue plant remains an open issue."

Chrysler and the UAW began negotiations last week aimed at reaching a new local contract which the company said is needed to keep the aging plant operating after the 1987 model year.

"We're working hard to see if there is some place for Jefferson in our system," Bidwell said.

Referring to Chrysler's constrained capacity, Bidwell said, "We've always had a problem. We haven't had the flexibility we would like to have.

"On the other hand, we made a lot of money in 1984 and 1985 because we stuffed the plants we had full."

Bidwell said current plant utilization is among the reasons Chrysler claims the lowest fixed cost per vehicle of the domestic automakers.

"One of the ways not to stay the lowest-cost-producer is to turn around and add another assembly plant willy-nilly just to get a little flexibility," he said.

Bidwell also noted that while Chrysler suffers from capacity constraints, excess production capacity is forecast for the domestic auto industry.

Chrysler's tight production fit has led it to launch talks with American Motors about the possibility of building the Fifth Avenue and related large rear-wheel-drive models at AMC's Kenosha, Wis., assembly plant. The models are being cleared out of Chrysler's St. Louis II plant to make way for additional minivan production.

"We are trying to make a deal with AMC," Bidwell said. "That's added capacity."

In addition, the capacity at Chrysler's joint-venture plant with Mitsubishi Motors Corp. in Bloomington-Normal, Ill., has been expanded to 240,000 units a year from the 180,000 originally planned.

The plant is slated to start production in 1988.

"That is now capacity of over 100,000 for Chrysler," Bidwell said, "because we've taken the total plant capacity over 200,000."

Contrary to what other Chrysler officials have said, Bidwell said there are no current plans to increase output significantly at Chrysler's Mexican plants to offset capacity constraints in the United States.

"What we have ahead of us are some further investments in Mexico to modernize our product line that is sold within Mexico," Bidwell said. "But there isn't a specific plan to add to our capacity in Mexico.

"At the moment, we are bringing in the Ramcharger and some K-cars but we have no plans to significantly expand that.

"It's conceivable if we were sold out of the new J-bodies that we may try to build a few of those in Mexico. That's kind of an if-come situation."

The 1987 J-body LeBaron coupe will be built in the United States at the St. Louis I plant.

INDEX

Auction reports	38-39
Classified advertising	40-47
Dealing with dealers	16
Editorial page	10
Obituaries	54
Production by makes	55
Recreation on wheels	14
Sales, car	7

61st year—No. 5134

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Fruehauf faces new difficulties

By Joseph Bohn
TRUCK EDITOR

Fruehauf Corp.'s move last week to fend off a hostile takeover bid will leave it highly leveraged and likely to dispose of some properties to reduce the debt it will incur.

Overall, the Detroit-based company is expected to retain its competitiveness in the marketplace as the leading producer of semitrailers and shipping containers.

To escape New York corporate raider Asher Edelman's hostile takeover bid, Fruehauf entered into a definitive merger agreement, following which it will be acquired by LMC Holdings Inc.

LMC is a newly formed holding company to be owned by members of Fruehauf management and Merrill Lynch & Co. Inc.

LMC Holdings will pay about $850 million in cash to acquire Fruehauf in a deal valued at $1.1 billion.

That includes a tender offer of $48.50 a share for 17.5 million shares which represent 78 percent of the company's outstanding stock.

Merrill Lynch, which will become an equity partner in LMC, will provide $375 million. Manufacturers Hanover Trust Co. will provide an additional $375 million.

Fruehauf itself will contribute another $100 million. Robert Eldred, vice president and senior analyst with First of Michigan Corp., Detroit, feels Fruehauf will have no trouble raising that amount.

LMC also plans to exchange the remaining 22 percent of Fruehauf's outstanding shares for preferred stock and shares in the new firm.

Fruehauf's top 27 officers and key employees have agreed to golden parachutes, according to filings with the Securities and Exchange Commission. Under the agreements, the employees would stay with Fruehauf for six months following a takeover. If their employment were terminated, they would receive, among other things, nearly three times their average annual compensation for five years following a takeover.

Meanwhile, Edelman's group hiked its takeover bid by $1 a share

see FRUEHAUF, page 54

Carroll, Hogue to fill AMC posts

American Motors reshuffled part of its top management ranks last week following the departure of sales executive Samuel Tucker to Jaguar.

William C. Carroll, formerly president of American Motors (Canada), will succeed Tucker as AMC's general manager for North American sales.

Carroll

Ronald Hogue, who has been director of dealer investment in the United States, replaces Carroll as the company's top man in Canada.

Carroll will head AMC's field sales organizations in the United States and Canada. He will report to Peter G. Guptill, group vice president for sales and marketing.

He joined AMC in 1975 and was zone manager in Philadelphia and Los Angeles before going to AMC (Canada) in June 1985. He was with Ford Motor Co. before joining AMC.

Hogue, 53, a native Canadian, joined AMC (Canada) in 1952 and moved to the United States as Detroit zone manager in 1981. He has been dealer investment director since 1984.

Tucker, 43, will take over July 14 as vice president — field operations for Jaguar Cars Inc., Jaguar plc's U.S. subsidiary. He will be responsible for all sales operations, including customer relations, dealer development and distribution.

Tucker started with AMC in 1971 and was director of marketing for AMC's international operations before becoming general manager for U.S. sales.

Edward C. Lumley has been elected to the AMC board of directors. He is a former Canadian minister of industry, trade and commerce.

Lumley is president of E.C.L. Associates Inc., a private management services firm in Ontario, and is chairman of Noranda Manufacturing Co. in Montreal. He held key Canadian government posts from 1974 to 1984. As minister of industry, trade and commerce, he was instrumental in AMC's decision in 1984 to locate a new assembly plant in Bramalea, Ont.

Bidwell sees change afoot in incentives

By Mary Connelly
DETROIT REPORTER

Chrysler Corp. Vice Chairman Bennett E. Bidwell predicts that financing incentives will diminish in the months ahead.

"As an industry, we're gradually de-emphasizing the magnitude of what we are giving away. And a lot of other things are happening that are of some significance," Bidwell said in an interview June 19.

He said new models are being introduced without incentives or rebates — such as Ford Motor Co.'s Taurus and Sable and Chrysler's 1987 Shadow and Sundance compacts and Dakota pickup. The upcoming LeBaron coupe and other new 1987 models will also be offered without incentives.

"You're beginning to see a chunk of the market now come into the non-incentive-bearing area," Bidwell said. "I think you'll see some continuation of incentives, but I doubt it will be of the across-the-board form it's been lately."

Bidwell also cited the Dodge Omni and Plymouth Horizon America models as an example of a successful sales effort without financing incentives or rebates. The low-cost subcompacts achieved a $5,499 sticker price through the streamlining of manufacturing techniques.

Bidwell said that if financing incentives are fewer, price increases will have to remain "modest."

"You can't stop incentives and take a big price increase," he said. "You can't do both. So I would expect price increases would remain modest or, if they are not modest, they are going to create another round of incentives.

"I'm not a General Motors basher, but their unique combination of raising the price and then the next day coming out with an incentive — I would hope they would learn that is not optimum."

However, Bidwell said he does not expect the complete disappearance of financing incentives.

Nevada heads for Paris
Renault will present the station wagon version of its new R21 — to be known as Nevada — at this fall's Paris auto show. The Nevada will be available as a five- or seven-seater using the full range of R21 gas and diesel engines.

Balloon notes soaring

By Michelle Krebs
FINANCIAL EDITOR

The finance subsidiaries of the Big Three auto manufacturers are now offering balloon-note financing on automobile loans.

Ford Motor Credit Co. announced last week its nationwide expansion of a balloon-note program. General Motors Acceptance Corp. made a similar announcement earlier this month, and Chrysler Credit said it is test-marketing a program which may go nationwide within the next month.

A balloon note is like leasing in that the consumer pays only for the time he or she uses the car, which makes the monthly payments lower than on a conventional loan.

As with an open-end lease, the consumer has three choices at the end of the term: pay off the note and buy the car at a guaranteed price depending on the condition of the car; return the car to the dealer; or refinance the balance.

However, unlike a lease, the title remains in the car buyer's name, not in the name of the financial institution. Also, as tax laws now stand, a consumer can write off the interest on the balloon note.

Ford Credit calls its program the Customer Option Plan. Richard L. Fenstermacher, executive vice president of Ford Credit's North American automotive financing operations, said the plan can reduce monthly payments by more than 20 percent compared with conventional 48-month financing.

Chrysler Credit calls its program the Fixed Value Payment Plan. It has been in a test-market phase since April in Michigan, Massachusetts and Oregon.

Gary G. Howe, Chrysler Credit marketing vice president, said the test period is about to run out and a nationwide introduction of the plan may come about in the next month.

"We're coming out with the program," Howe said, "because being No. 1 in quality and being the only company in the United States with five-year or 50,000-mile warranty we feel extremely comfortable guaranteeing the value of vehicle for four years."

General Motors Acceptance Corp. earlier this month introduced a similar balloon-note program called Buyer's Choice. It was test-marketed in Michigan and expanded nationwide except in Illinois, Nebraska, North Carolina, Pennsylvania and the District of Columbia, where balloon-payment financing is not allowed.

All three programs offer the choice of paying off the loan, returning the car or refinancing the balance of the loan at the original rate.

Many banks have introduced balloon-financing programs in the past year. A disadvantage of many of them is that they require that the balance be refinanced at used-car rates which are higher than new-car rates.

Domestic sales climb 5 pct. for June 11-20

By Jenny L. King
DETROIT REPORTER

Mid-June domestic new-car sales rose nearly 5 percent above the year-ago level.

They progressed 15.38 percent percent from the June 1-10 period, which had one fewer selling day.

After 17 sales periods, with eight ahead and nine behind the comparable 1985 segment, the year-to-date total was 5.38 percent below the 1985 figure.

With the most recent rounds of incentive programs living out their final days, consumers may have been making some last-minute decisions to buy. General Motors' programs are due to expire June 30, with Ford Motor Co. incentives expiring July 5. Chrysler Motors will have to make a decision by July 10.

June 11-20 sales of 252,092 were up 4.82 percent from 240,489 for the period a year earlier. The daily selling rate reached 28,010, up from 26,721 in 1985. There were nine days in the mid-month period both years. The early-June rate was 27,312, based on sales of 218,497.

Domestic sales since the first of the calendar year totaled 3,874,307, down from 4,094,787 in 1985.

Increases of 11.25 percent for General Motors, 8.00 percent for Chrysler Motors and 10.03 percent for Honda made up for mid-month losses by the remaining domestic makers.

GM reported sales of 149,086, compared with 134,014 a year earlier. Chrysler advanced to 34,467 from 31,915, and Honda climbed to 5,135 from 4,667.

Ford Motor Co. sales were down 7.07 percent, to 59,785 from 64,333. Volkswagen slipped 19.03 percent, to 1,749 from 2,160. American Motors sales of 1,620 were down 38.87 percent from 2,650, and estimated sales of buildout Nissan Sentras were 250, down 66.67 percent.

GM's sales increase helped balloon its share of the market to 59.14 percent from 55.73 percent. Ford tumbled to 23.72 percent from 26.75 percent. Chrysler edged up to 13.67 percent from 13.27 percent. Honda earned 2.04 percent, up from 1.94 percent. AMC had 0.64 percent, down from 1.10 percent. VW slipped to 0.69 percent from 0.90 percent, and Nissan was down to 0.10 percent from 0.31 percent.

Sales by individual makes were a mixed bag for the mid-June period, ranging from an estimated 66.67-percent drop for Nissan to an 86.91-percent climb and a June 11-20 record for Pontiac.

Plymouth was up 43.75 percent and Dodge was up 9.87 percent, while Chrysler dropped 16.90 percent. Ford was down 5.68 percent, Mercury was down 8.84 percent and Lincoln was off 13.38 percent.

Buick was up 7.14 percent, Cadillac dropped 14.99 percent, Chevrolet climbed 24.34 percent, Oldsmobile skidded 30.90 percent and Pontiac was up 86.91 percent to a record 36,452 from 19,502.

AMC dipped 14.29 percent, while Renault domestics were off an estimated 42.61 percent. VW was down 19.03 percent, Honda was up 10.03 percent and Nissan plunged an estimated 66.67 percent.

DOMESTIC SALES

	June 11-20, 1986	June 11-20, 1985
Renault		
Alliance-Encore	1,320†	2,300†
AMC	300†	350†
AMERICAN MOTORS	1,620†	2,650†
Chrysler	10,067	12,138
Plymouth	11,251	7,827
Dodge	13,129	11,950
CHRYSLER CORP.	34,467	31,915
Ford	40,489	42,926
Mercury	15,120	16,586
Lincoln	4,176	4,821
FORD MOTOR CO.	59,785	64,333
Buick	18,249	17,033
Cadillac	7,087	8,348
Chevrolet	57,850	46,527
Oldsmobile	29,438	42,604
Pontiac	36,452	19,502
GENERAL MOTORS	149,086	134,014
VOLKSWAGEN	1,749	2,160
HONDA	5,135	4,667
NISSAN	250†	750†
U.S. INDUSTRY TOTAL	252,092	240,489

†—Estimate

Buick begins overhauling field sales operations

By Michelle Krebs
FINANCIAL EDITOR

FLINT, Mich. — Buick dealers will receive more attention than ever under a major reorganization of the division's sales department.

"We'll be able to support dealers like never before," said William J. Atkinson, Buick Motor Division general sales manager.

Atkinson announced last week that Buick's sales organization will be realigned from six to four areas — Northeast, Southeast, Central and Western. The number of zones within those areas will be cut to 24 from 26. The Newark, N.J., zone will be consolidated into the New York zone and Oklahoma City will move into the Dallas zone.

Atkinson said General Motors' goal for each division to reduce its salaried headcount by 25 percent during the next few years was not the impetus for the reorganization.

"I've never been told I have to reduce the headcount by 25 percent," he said.

Instead, the reorganization was prompted by Buick's realization that competition will intensify and, in light of GM's overall cost-cutting efforts, Buick could not ask for more than its present 800-member sales staff to do the job.

That realization prompted Atkinson to appoint a core group of Buick sales personnel to reorganize the sales operation. The group was charged with finding a way to make the existing staff more effective and more productive while finding ways to improve Buick's customer satisfaction. A lower headcount and reduced costs were to be side benefits.

"Customer satisfaction will be *the* product discriminator before the end of the decade," said Atkinson. "We're Number One within GM in terms of customer satisfaction, and we want to keep it going."

The study group came up with a number of conclusions and possible solutions to problems that will be implemented during the next two years.

For example, the group discovered that 53 percent of Buick's 2,996 dealers account for 92 percent of Buick's annual sales. The other 47 percent account for the remaining 8 percent of sales.

The number of dealers per district manager and district service manager ranged from 12 to 33, and dealers say they want more contact with the district managers.

The group concluded that district managers and district service managers should concentrate their efforts on the 1,586 dealers who sell 92 percent of the cars, yet the smaller dealers should not be ignored.

The group suggested that Buick establish a telephone Dealer Assistance Center. District managers and district service managers will man phones and will be assigned to about 60 smaller dealers each. A small dealer can be called every two weeks under the system.

"They have not had that kind of attention ever," Atkinson said.

The reorganization reduces the workload of the district personnel to 10 dealers per district service manager and 14 per district manager.

In addition, the group concluded that a district service manager's time is being consumed more and more by Better Business Bureau arbitration cases. Now, those cases will be handled by arbitration specialists.

"Instead of constantly putting out fires," Atkinson said, "the district managers will be able to do some fire prevention."

The group also found that, excluding the cost of the central office sales staff and travel expenses, it costs Buick an average of $14,000 per dealer for field representatives to maintain a relationship with a dealer. Atkinson called the number "shocking."

Buick's central office in Flint now will provide support, including training, distribution and office management, instead of each zone having a full support staff.

Atkinson sees business being conducted as usual for the next nine to 12 months, but in about 15 months the reorganization will come to fruition. In the meantime, an implementation team has been appointed to put the reorganization in place.

The team will set up the Dealer Assistance Center and determine which dealers will be assigned to the center, define the overall organization and set up the necessary computer systems.

Atkinson said the study group identified 22 systems needed for the reorganization, 10 of which exist but a dozen of which do not. The team will manage the systems after they are in place until recruits are brought in from the field.

Robert E. Coletta, formerly Northeast manager, will head the Buick Study and Implementation Team, located in Flint. Other team members are: G.L. Walbrun, Newark zone manager; Paul R. Morgensen, Buffalo zone manager; Earl C. Liston, Denver zone manager; and Chris Wolf, special projects manager.

Other personnel assignments announced in conjunction with the reorganization are: Fred H. Dorgin, formerly Midwest area manager, to Northeast manager; Jack J. Faerber continues as Southeast manager; W. Knox Ramsey, formerly Southwest manager, to Western manager; R.J. Adams, formerly assistant general sales manager — administrative, to Central area manager.

Also, Darwin E. Clark, formerly Western area manager, replaces Adams; L.D. Robbins continues as assistant general sales manager-service; and Robert L. Ingersoll, formerly Central area manager, is on special assignment pending his Oct. 1 retirement.

BEST AVAILABLE COPY

Hunting used-car quality

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — Used cars more than seven years old bought through newspaper advertisements are of lower average quality than those brought from any other source.

That is the conclusion of a Bureau of Economics staff study released by the Federal Trade Commission.

The highest quality older used cars came from franchised dealers and friends and relatives of the purchaser, according to the study. Those bought from used-car dealers varied widely in quality, according to "Product Quality and Information in the Used Car Market," written by James M. Lacko.

The study suggests that older cars bought from private sellers through newspaper ads are of low average quality because the private sellers do not have as much incentive to keep a reputation for honesty and high quality as dealers who sell many cars or as friends and relatives.

"In general, however, comparisons of average quality across type of seller for newer model-year cars shows no pattern of significant differences," he concludes. "The results are markedly different for older model-year cars."

Lacko explains that the sellers of the newer used cars generally did not have good information to disclose to buyers about mechanical quality or future costs for repairs.

The Lacko study finds the percentage of the older used cars repaired within the first year after purchase was 40 percent lower for those bought from friends and relatives and from new car dealers than through newspaper ads.

In addition, the average repair costs for these older cars bought through ads were much higher: $265 compared to $65 from franchised dealers; $80 from friends and relatives; and $153 from used-car dealers.

The Lacko study concludes the existence of a warranty increased used-car prices by about 10 percent, but the average quality of the car was the same, with or without a warranty.

Used cars with reputations for below-average reliability were generally priced 12 percent below models of average reliability. But models of above-average reputations did not command a significant price premium.

The study, which was based on a 1979-1980 survey of used-car buyers who had bought the previous year, reflects the views of the author, not the FTC.

Leaks found in fuel-storage tanks

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — EPA has released results of a study of underground storage tanks containing motor fuels which suggests that the problem of contaminated drinking water may be worse than anticipated.

That is partly because leakage occurred in more than one-third of the 433 underground motor-fuel tanks surveyed in the national probability sample — which, for technical reasons, may be higher than real life. Another important factor is that, contrary to expectations, the failure rate for fiberglass tanks was as high as for steel tanks.

Almost all auto dealers have at least one gas pump and one underground storage tank with gasoline; some also have diesel-fuel storage tanks. In addition, dealers have another problem EPA is starting to probe: leaking hydraulic lifts.

Under the 1984 Resource Conservation and Recovery Act, EPA set up an Office of Underground Storage Tanks to assess problems.

Ron Brand, director of OUST, said this study will help EPA propose rules early next year on "new and already installed petroleum and chemical tanks that will include provisions on leak detection, tank design and construction, installation, compatibility, repair and closing of tanks."

Those tanks are not be to confused with tanks of hazardous wastes, for which EPA will issue final rules soon.

EPA's two-year study covered only motor fuel stored at gas stations, trucking companies, auto dealerships and marinas; fuel stored for company and private fleets; and fuel stored at farms.

The survey was conducted with a national probability sample of 890 establishments with 2,400 tanks. A random sub-sample of 218 establishments was chosen for physical inspection and at those sites, 433 tank systems were tested for leaks.

Some major findings included:

1. There are an estimated 796,000 individual motor-fuel storage tanks, located at an estimated 326,000 establishment with an average of two to four tanks per establishment.

2. Some 35 percent of the tank systems failed the tightness test, but not under normal conditions since EPA had them filled above normal operating levels with slightly elevated pressure on the tank.

3. Average rate for leaking tanks, adjusted for typical operating conditions, was 0.31 gallons per hour. Half the leaks were 0.25 gallons per hour or less.

4. There was not any one variable (type of material or fuel type) that correlated strongly with test failure.

5. Fourteen percent of the places have one or more abandoned tanks on site.

6. Mean age of tanks is 12 years.

7. Twenty-one percent are installed partly or completely below the water table.

The 1984 law banned placing in the ground tank systems that are not protected from corrosion. EPA has already told all tank owners, including auto dealers, to tell state agencies of the existence and number of their tanks.

OUST has searched tank-leak and spill records in all 50 states to assess the cause and the extent of damage. EPA has told its Edison, N.J., lab to test commercial leak-detection methods and figure out ways to improve them, especially since none of them are reliable.

EPA is also working with state and county official and is looking specifically at programs in Florida, California, and Suffolk County, N.Y.

MVMA issues data on world vehicles

The 22nd edition of the Motor Vehicle Manufacturers Association's World Motor Vehicle Data — a unique compendium of automotive data from around the world — is now available.

The 1986 edition, like each of its predecessors, is largely the work of Jacques Evers, MVMA manager of policy analysis — statistics. The 372-page volume provides information through 1984.

The book contains worldwide data on production/assembly, diesel engines, exports, imports, registration/sales and vehicles retired from circulation.

This year, there are several new tables presenting export data by country of destination.

The first edition of World Motor Vehicle Data had 35 pages. Through the years, Evers said, data has been expanded for Japan and Korea and the section on the European Economic Community has been added.

Evers said he keeps in constant touch with his counterparts at foreign motor vehicle associations. He said that World Motor Vehicle Data has been used extensively by automotive suppliers and manufacturers, government and university researchers, the media "and to an increasing extent by consultants and brokerage houses."

The book, which costs $35, is available from: Motor Vehicle Manufacturers Association, 300 New Center Building, Detroit MI 48202.

Renault de Mexico opening short-lived

MEXICO CITY — Renault de Mexico, which was pressured into reopening its Ciudad Sahagun assembly plant, has again shut down operations because of slow sales.

The plant, about 44 miles northeast of Mexico City, is scheduled to resume production in early August, according to a company statement.

The facility was closed for almost three months at the beginning of the year.

At that time, management had planned a nine-month shutdown, but pressure by union leaders, the Ministry of Labor's arbitration board and Gov. Rosell de la Lama caused Renault to reopen the plant.

Renault made a concession to unions and government officials and agreed to pay 70 percent of workers' compensation, plus 100 percent of Social Security payments during the plant closings.

The industry has avoided widespread shutdowns, though March sales plunged 44 percent from the total for the year-ago month, and difficulties in the automotive industry continue to be enormous.

But the makers are reluctant to discuss domestic sales, generally pointing to continued export growth.

Compact-producer Volkswagen, however, has a huge — though unspecified — backlog of unsold cars, and dealer sales show no signs of improvement.

TOP-SALARIED EXECUTIVES IN U.S. AUTO INDUSTRY

Rank	Executive, Position & Company	1985 Salary & Bonus	1984 Salary & Bonus
1	Lewis W. Lehr, chairman,[1] 3M	$5,194,690	$806,999
2	Lee A. Iacocca, chairman, Chrysler Corp.	1,617,455	1,194,838
3	Donald E. Petersen, chairman,[2] Ford Motor Co.	1,437,234	1,237,770
4	Robert Anderson, chairman, Rockwell International (FY end 9-30)	1,326,156	1,154,500
5	Harold A. Poling, president,[2] Ford Motor Co.	1,240,218	1,090,249
6	Edward L. Hennessy, Jr., chairman,[3] Allied-Signal Inc.	1,218,750	1,100,000
7	Roger B. Smith, chairman, General Motors Corp.	1,190,000	1,117,000
8	Gerald Greenwald, chairman[4] Chrysler Motors, Chrysler Corp.	1,166,787	877,480
9	E. M. DeWindt, chairman, Eaton Corp.	1,146,837	968,368
10	David I. Margolis, chairman & president, Colt Industries	1,141,900	994,320
11	Harry J. Gray, chairman,[5] United Technologies	1,118,750	1,250,000
12	Harold K. Sperlich, president,[4] Chrysler Motors, Chrysler Corp.	1,084,585	828,496
13	Will M. Caldwell, executive VP,[2] Ford Motor Co.	1,061,906	1,050,397
14	F. James McDonald, president, General Motors Corp.	1,025,000	968,000
15	Bennett E. Bidwell, vice chairman,[4] Chrysler Corp.	1,022,810	549,131
16	Edward G. Jefferson, chairman, E. I. du Pont de Nemours and Co.	1,015,933	1,091,988
17	David M. Roderick, chairman, United States Steel Corp.	1,008,103	970,833
18	Gerald B. Mitchell, chairman & president, Dana Corp.	1,005,063	677,725
19	Louis R. Ross, executive VP,[2] Ford Motor Co.	995,090	NA
20	Paul F. Oreffice, president, Dow Chemical Co.	991,522	1,185,172
21	Forrest N. Shumway, vice chairman,[3] Allied-Signal Inc.	986,750	926,663
22	Michael D. Dingman, president,[3] Allied-Signal Inc.	986,750	926,663
23	Robert E. Mercer, chairman, Goodyear Tire & Rubber Co.	983,809	933,738
24	Donald R. Beall, president, Rockwell International (FY ended 9-30)	955,549	827,500
25	Howard H. Kehrl, vice chairman, General Motors Corp.	920,000	888,000
26	Ruben F. Mettler, chairman, TRW	910,000	840,000
27	Philip E. Benton Jr., executive VP,[2] Ford Motor Co.	885,858	NA
28	Don T. McKone, chairman, Libbey-Owens-Ford Co.	882,650	685,000
29	Alexander F. Giacco, chairman & president, Hercules Inc.	865,958	885,996
30	Stephan Sharf, executive VP, Chrysler Corp.	851,230	687,327
31	James A. Thwaits, president of international operations, 3M	828,814	574,919
32	Robert F. Daniell, president,[5] United Technologies	812,500	656,250
33	Richard E. Heckert, vice chairman, E. I. du Pont de Nemours and Co.	797,164	808,188
34	Frederick J. Mancheski, chairman, Echlin Inc.	791,660	558,400
35	Donald D. Lennox, chairman,[5] International Harvester	775,000	475,000
36	F. Alan Smith, executive VP, General Motors Corp.	755,000	709,000
37	Ralph E. Bailey, vice chairman, E. I. du Pont de Nemours and Co.	753,103	808,188
38	Walter B. Kissinger, chairman & president, Allen Group	741,700	647,400
39	Chester Devenow, chairman, Shelter-Globe Corp.	733,334	661,666
40	Robert M. Keil, executive VP, Dow Chemical Co.	726,430	778,658
41	Raymond A. Hay, chairman, LTV Corp.	718,680	743,315
42	Tom H. Barrett, president, Goodyear Tire & Rubber Co.	717,923	661,997
43	Alexander A. Cunningham, executive VP, General Motors Corp.	708,000	671,000
44	Robert D. Rowan, chairman, Fruehauf Corp.	698,100	743,750
45	Hubert Faure, senior VP, United Technologies	693,542	700,000
46	Paul M. Montrone, executive VP,[3] Allied-Signal Inc.	688,712	670,000
47	Daniel W. Derbes, executive VP,[3] Allied-Signal Inc.	686,212	670,000
48	James R. Stover, president, Eaton Corp.	679,206	619,058
49	Charles W. Parry, chairman, ALCOA	666,828	739,734
50	Thomas F. Russell, chairman, Federal-Mogul Corp.	660,410	635,029
51	William E. Swales, vice chairman, U.S. Steel Corp.	649,715	NA
52	Hunter W. Henry, executive VP & president of Dow Chemical U.S.A., Dow Chemical Co.	643,374	682,160
53	Thomas C. Graham, vice chairman, U.S. Steel Corp.	634,353	607,292
54	Ben H. Cook, executive VP, Colt Industries	625,000	570,080
55	Salvatore J. Cozzolino, executive VP, Colt Industries	625,000	570,080
56	Andrew C. Hilton, executive VP, Colt Industries	625,000	570,080

Rank	Executive, Position & Company	1985 Salary & Bonus	1984 Salary & Bonus
57	Guy C. Shafer, executive VP, Colt Industries	625,000	NA
58	Martin D. Walker, executive VP, Rockwell International (FY ended 9-30)	617,909	547,750
59	William W. Boeschenstein, chairman & president, Owens-Corning Fiberglas Corp.	615,410	561,000
60	John C. Crean, chairman, Fleetwood Enterprises, Inc. (FY ended 4-28)	607,439	775,949
61	E. Paul Casey, president, Ex-Cell-O Corp.	605,487	564,417
62	W. Bruce Thomas, vice chairman, U.S. Steel Corp.	601,437	580,417
63	James C. Cotting, vice chairman,[6] International Harvester	600,000	265,000
64	Joseph T. Gorman, president,[7] TRW	600,000	450,000
65	Stillman B. Brown, executive VP, United Technologies	596,458	625,000
66	Allen F. Jacobson, president of U.S. operations, 3M	592,223	414,933
67	Edgar S. Woolard, Jr., vice chairman, E. I. du Pont de Nemours and Co.	588,861	539,728
68	Vincent A. Sarni, chairman, PPG Industries Inc.	586,250	449,719
69	Gale L. Galloway, chairman, Celeron Corp., Goodyear Tire & Rubber Co.	585,104	545,127
70	William C. Purple, executive VP,[3] Allied-Signal Inc.	582,917	550,500
71	Harry A. Holzwasser, president, Arrow Automotive Industries Inc.	581,603	646,439
72	Darryl F. Allen, president, Libbey-Owens-Ford Co.	578,850	417,917
73	John A. Teske, executive VP-Garrett Corp.,[3] Allied-Signal Inc.	577,567	NA
74	Richard J. Jacob, chairman, Dayco Corp.	574,850	526,698
75	Joseph G. Temple, Jr., executive VP, Dow Chemical Co.	561,349	395,232
76	James A. Graham, president, Sheller-Globe Corp.	558,334	491,666
77	Harvey H. Lamm, president, Subaru of America (FY ended 10-31)	557,254	513,132
78	Frank P. Popoff, executive VP, Dow Chemical Co.	547,986	435,455
79	Edward W. Large, executive VP, United Technologies	547,750	NA
80	Elmer A. Graham, executive VP, Marathon Oil, U.S. Steel Corp.	542,603	NA
81	Gerard L. Seelig, executive VP,[3] Allied-Signal Inc.	537,917	536,359
82	Glenn F. Kummer, president, Fleetwood Enterprises, Inc. (FY ended 4-28)	533,384	678,005
83	J. Mason Reynolds, executive VP-automotive,[3] Allied-Signal Inc.	532,917	565,500
84	John C. Bierwirth, chairman, Grumman Corp.	529,833	524,700
85	Alan Belzer, executive VP,[3] Allied-Signal Inc.	527,917	516,758
86	John R. Eastman, vice chairman, Sheller-Globe Corp.	525,000	461,666
87	A. William Reynolds, president,[8] Gencorp. Inc.	516,666	450,000
88	Ib Thomsen, vice chairman, Goodyear Tire & Rubber Co.	510,317	523,896
89	David K. Barnes, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728
90	Robert C. Forney, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728
91	Constantine S. Nicandros, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728
92	Wilfred P. Schmoe, executive VP, E. I. du Pont de Nemours and Co.	506,407	544,816
93	William G. Simeral, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728
94	Richard J. Mahoney, president, Monsanto Co.	500,000	708,361
95	George E. Solomon, executive VP, TRW	495,000	440,000
96	David P. Reynolds, chairman, Reynolds Metals Co.	488,562	572,899
97	Robert L. Kirk pres, LTV Aerospace & Defense Co., LTV Corp.	486,145	544,898
98	Stephen R. Hardis, executive VP, Eaton Corp.	485,828	431,394
99	C. Fred Fetterolf, president, ALCOA	485,431	520,080
100	E. E. Richter, president, Modine Manufacturing Co.	477,500	455,000
101	Robert A. dePalma, senior VP, Rockwell International (FY ended 9-30)	476,269	426,500
102	Jacques R. Sardas, executive VP, Goodyear Tire & Rubber Co.	474,474	523,896
103	Ronald W. Skeddle, VP and president of LOF Glass, Libbey-Owens-Ford Co.	464,150	310,750
104	Robert E. Byrket, executive VP, Dana Corp.	460,901	289,786
105	John J. Nevin, chairman & president, Firestone Tire & Rubber Co.	460,000	675,000
106	Elden L. Smith, VP-RV Group, Fleetwood Enterprises, Inc. (FY ended 4-28)	457,129	616,995
107	George M. Skurla, president,[9] Grumman Corp.	455,749	465,000
108	James A. Walsh, chairman, Armstrong Rubber Co.	453,011	688,761
109	Donald J. Yockey, VP, Rockwell International (FY ended 9-30)	451,017	NA
110	Jack L. Heckel, VP, chairman of Aerojet-General Corp., Gencorp	440,000	400,000
111	William C. Adams, president, Federal-Mogul Corp.	437,497	407,698
112	Samuel Salem, VP & president of DiversiTech General Inc., Gencorp	434,471	423,443
113	Robert M. Adams, senior VP, 3M	434,010	362,774
114	William O. Bourke, president, Reynolds Metals Co.	433,424	600,000
115	Boyd R. Plowman, Senior VP, Fleetwood Enterprises, Inc. (FY ended 4-28)	428,302	542,465
116	Frank P. Coyer, Jr., vice chairman, Fruehauf Corp.	427,100	455,000
117	Keith R. McKennon, group VP, Dow Chemical Co.	425,461	274,329
118	James K. Baker, president, Arvin Industries, inc.	420,617	429,187
119	George A. Schaefer, chairman, Caterpillar Tractor Co.	418,750	NA
120	Sidney C. Howell, executive VP, Dana Corp.	416,227	270,275
121	Wallace Barnes, chairman, Barnes Group Inc.	413,727	390,006
122	Edward J. Slack, president, PPG Industries Inc.	413,150	337,749
123	Ernest F. Dourlet, president, Dayco Corp.	409,920	374,808
124	Thomas E. Petry, president, Eagle-Picher Industries Inc.	407,353	407,290
125	Robert A. Stranahan Jr., chairman, Champion Spark Plug Co.	404,496	451,000
126	Jon A. Nord, VP-Housing Group, Fleetwood Enterprises Inc. (FY ended 4-28)	394,027	459,383
127	Joseph G. Gavin Jr., president,[9] Grumman Corp.	388,385	490,000
128	S. J. Morcott, president of North American operations, Dana Corp.	387,732	NA
129	Thomas J. Reghanti, president, Fruehauf Corp.	386,000	411,250
130	William E. Butler, president-automotive groups, Eaton Corp.	385,861	338,074
131	B. R. Reimer, executive VP, Dana Corp.	385,667	NA
132	Louis Fernandez, chairman, Monsanto Co.	385,000	519,602
133	Robert W. Gillison, president truck components group, Eaton Corp.	384,894	338,398
134	John F. Carr, vice chairman, Grumman Corp.	376,857	355,600
135	Richard A. Campbell, executive VP, TRW	375,000	NA
136	Robert M. Lynas, executive VP, TRW	375,000	NA
137	Frank V. Breeze, vice chairman, PPG Industries Inc.	374,800	374,746
138	William S. Leonhardt, vice chairman, Reynolds Metals Co.	373,604	476,611
139	Manuel J. Monteiro, executive VP,	371,556	355,533
140	James A. D. Geier, chairman, Cincinnati Milacron	370,450	464,030
141	Frank R. O'Keefe, Jr., president, Armstrong Rubber Co.	369,270	581,126
142	Harry A. Bancroft, VP and president of Aeroquip Corp., Libbey-Owens-Ford Co.	364,300	302,000
143	Salvatore Giordano, chairman, Fedders Corp.	359,125	320,020
144	J. Patrick Kaine, vice chairman,[6] International Harvester	355,288	265,000
145	James J. Paulos, executive VP, LTV Corp.	354,427	375,294
146	Richard W. Muzzy, vice chairman, Owens-Corning Fiberglas Corp.	354,278	286,666
147	Robert D. Tuttle, chairman, Sealed Power Corp.	350,000	365,000
148	Edward J. Schlegel, executive VP, Caterpillar Tractor Co.	346,954	309,000
149	G. W. Leisz, president of Aerojet-General Corp., Gencorp	346,000	314,491
150	Peter P. Donis, president, Caterpillar Tractor Co.	345,657	291,250
151	William R. Fenoglio, president, Barnes Group Inc.	344,861	NA
152	David H. Hoag, president, LTV Steel Co., LTV Corp.	344,365	337,129
153	William H. Patterson, executive VP, Sheller-Globe Corp.	336,666	290,666
154	Alfred H. Grava, executive VP, Sheller-Globe Corp.	335,194	NA
155	Jack D. Rutherford, vice chairman, International Harvester	327,500	265,000
156	Neil A. Springer, president,[5] International Harvester	327,500	195,000
157	R. Bern Crowl, executive VP, Reynolds Metals Co.	322,500	589,333
158	Carl E. Pfeiffer, president, Quanex Corp.	320,052	329,909
159	Francis J. Fitzgerald, executive VP, Monsanto Co.	320,000	403,895
160	Seymour S. Feuer, executive VP, Ex-Cell-O Corp.	317,132	290,605
161	M. Gerald O'Neil, chairman, Gencorp	316,667	462,007
162	Arnold P. McIlwain, executive VP, Fruehauf Corp.	312,100	332,500
163	Nicholas L. Reding, executive VP, Monsanto Co.	310,000	386,704
164	Theodore N. Duncan, VP and president of Vickers, Inc., Libbey-Owens-Ford Co.	308,550	337,500
165	Robert C. Doban, senior VP, Owens-Corning Fiberglas Corp.	308,142	279,666
166	Earle H. Harbison Jr., executive VP, Monsanto Co.	305,000	388,379
167	Thomas R. Gibson, executive VP, Subaru of America (FY ended 10-31)	303,762	257,591
168	Ivan W. Gorr, president, Cooper Tire	301,630	293,502
169	Clifford R. Meyer, president, Cincinnati Milacron	300,305	387,415
170	Leon R. Brodeur, vice chairman, Firestone Tire & Rubber Co.	300,000	420,000

SALARIES

FROM PAGE 1

lion, up 544 percent from 1984, included profit sharing and the company's contribution to the savings program, as did 1984's compensation. The company does not break out salaries and bonuses from other compensation.

Chrysler Corp. Chairman Lee Iacocca was No. 2 on the list with $1.6 million in salary and bonus, moving up from fourth place in 1984's standings. Ford Motor Co. Chairman Donald E. Petersen, Rockwell International Chairman Robert Anderson, and Ford President Harold A. Poling rounded out the five highest paid executives.

In 1985, executives of the auto companies kept ahead of their counterparts at automotive supplier companies. Two years ago the opposite was the case. In 1985, 13 Big Three executives were among the industry's 35 highest-paid executives. Five from Chrysler made the Top 35, as did five from Ford Motor Co. and three from General Motors.

In 1983, 10 auto company executives were among the Top 35, while the year before only GM's top two executives were included.

Chrysler's top four executives were members of the million-dollar club in 1985. A year earlier, only Iacocca received more than $1 million. Three Ford executives earned $1 million or more last year, as did two from GM.

The 1985 listing, however, showed that, if executive compensation is any indication, all is not well throughout the entire automotive industry.

While 96 of the 170 executives listed in the survey saw bigger paychecks in 1985, 56 suffered a drop in pay — nearly three times as many as in 1984 vs. 1983.

Pay declines were most evident at supplier companies whose primary business is chemicals, steel and other metals as well as rubber and tires.

Executives at chemical companies including E. I.du Pont de Nemours & Co., Dow Chemical Co. and Monsanto Co. received less compensation in 1985 than in 1984. So did executives of Aluminum Company of America and Reynolds Metals Co. Executives at Goodyear, Firestone and Armstrong also received less compensation in 1985.

Executives at LTV Corp., Fleetwood Enterprises and Grumman Corp. suffered declines in compensation for the second consecutive year.

NOTE: List is compiled from proxy statements of publicly traded companies, which contain compensation for five top-paid executives. Figure includes salary and bonus, not stock bonuses, stock options, profits from stock options exercised, nor long-term and contingent remuneration unless otherwise noted. Salaries and bonuses awarded are for calendar 1985 unless otherwise noted.

1—Proxy for 3M includes salaries, profit sharing and the company's matching share of the savings program. Salaries and bonuses are not broken out.

2—Petersen, previously president, and Poling, previously executive VP, became chairman and president respectively in February, 1985, following the retirement of Philip Caldwell as chairman. Ross replaced Poling as executive VP of North American Automotive Operations. Benton became executive VP of international. Will Caldwell retired Jan. 1, 1986.

3—Allied-Signal Inc. is the result of the merger of Allied Corp. and Signal Cos. Before the merger, Shumway had been chairman. Dingman president of Signal Cos., Montrone, Derbes, Teske were executive VPs of Garrett Corp., a Signal subsidiary. They became executive VPs of Allied-Signal Inc. Hennessy became chairman of the merged companies.

4—Chrysler Corp. reorganized in November, 1985. Greenwald was vice chairman and became chairman of Chrysler Motors; Sperlich was Chrysler Corp. president and became Chrysler Motors president; and Bidwell was executive VP and became Chrysler Corp. vice chairman.

5—Gray was chief executive officer in 1984 but not in 1985. Daniell became ceo.

6—International Harvester was renamed Navistar after selling its farm equipment business. Kaine and Rutherford, both vice chairmen of the Transition Agricultural Equipment Operations, retired 5-31.

7—Promoted to president from executive vice president.

8—Reynolds became Gencorp ceo in August 1985.

9—Skurla became president succeeding Gavin on 2-14.

TIME AUTO TRANSPORT

1-800-624-2021

313-545-2200 or 305-463-7024
or New Jersey 201-370-2070

1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service

1-800-624-2021

LAKELAND AUTO AUCTION

JULY 2, 9, 16, 23, 30

BUYERS BONUS – DAYS – WEDNESDAYS

JULY 2, 9, 16, 23, 30

7 COME 11 SALE

BUY 7 CARS, GET A **CASH BONUS . . . $100.00**
— BUY 4 MORE —

TOTAL OF 11 CARS, GET AN ADDITIONAL CASH BONUS — $50.00
BUY 3 MORE (TOTAL 14), RECEIVE GRAND TOTAL — $250.00
CASH + PLUS EVERY ADDITIONAL LOAD OF SEVEN UNITS PAYS $100.00 CASH

BID — BUY $ CASH $ BID — BUY

CALL FOR INFORMATION, SPECIAL HOTEL RATES, FREE AIRPORT LIMO SERVICE
— 813-984-1551 —

LAKELAND AUTO AUCTION
INTERSTATE NO. 4 AT HIGHWAY NO. 33
LAKELAND, FLORIDA 33802
"PROFIT THE LAKELAND WAY"

a manheim auction COX Communications, Inc

OUR COMMITMENT TO EXCELLENCE: We Care! • SERVICE • PERFORMANCE • RESULTS

FLORIDA

...DO INVITES YOU TO BE OUR GUEST

...ER APPRECIATION Sale

JULY 15TH

...A MARKET ACTION ...NES

OVER $35,000.00

$15,000.00 CASH
$15,000.00 PRIZES
OVER 100 PRIZES

GRAND PRIZE $5,000.00 CASH
THREE (3) PRIZES @ $1,000.00 CASH
NINE (9) PRIZES @ $500.00 CASH
TEN (10) PRIZES @ $250.00 CASH

MICRO-WAVE OVENS, GRAND FATHER CLOCKS, 25" COLOR REMOTE T.V.'s, RADIOS, AE-1 CANNON CAMERAS, OFFICE REFRIG/FREEZERS, 19" COLOR REMOTE T.V.'s CHARCOAL GRILLES, 10 SPEED BIKES, POCKET T.V.'s, TELEPHONE ANSWERING MACHINES, STEREO SYSTEM CONSULS, V.C.R.'s, SILVER SERVICE, ANTIQUE CLOCKS, 13" COLOR REMOTE T.V.'s

...NED NEW!! TWO IMPORT LANES – OVER 500 IMPORTS

MILLER MOTORS	450	UNITS	ROY SIMPSON'S "BEST"	100	UNITS
BUDGET OF FLORIDA	400	UNITS	VALUE R.A.C.	150	UNITS
BUDGET OF MIAMI	150	UNITS	TRANSPORTATION LEASE	100	UNITS
BUDGET OF ATLANTA	100	UNITS	AVIS R.A.C.	100	UNITS
BUDGET OF SAVANNAH	100	UNITS	ABRAHAM CHEVROLET	125	UNITS
PRECISION LEASING	125	UNITS	ORLANDO AUTO SALES	100	UNITS
G.M.A.C.	75	UNITS	TOYOTA W.O.F. CO.	100	UNITS
TRANS AMERICA LEASE	50	UNITS	SUN BANK REPO	75	UNITS

...OVER 1,500 DEALER CONSIGNED VEHICLES

...S AT AUCTION REDUCED RATES, AND/OR FREE LIMO, PLEASE CALL ORLANDO (305) 656•6200

AUCTION DATES

American Motors

July 1 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 2 — Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

July 3 — Northway Exchange Auto Auction, Clifton Park, N.Y., and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

July 1 — NuCarPrep Systems, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 2 — Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; and South Seattle Auto Auction, Kent, Wash.

July 3 -- Fredericksburg Auto Auction, Fredericksburg, Va.

July 8 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif. (tentative)

Ford Motor Co.

July 2 — Northway Exchange Auto Auction, Clifton Park, N.Y.

July 8 — Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

July 1 — Southwest Auto Auction, Phoenix, Ariz.

July 2 — Indianapolis Auto Auction, Indianapolis

Used Car Sales
Auction Averages

June to date	$5,176
Month ago	$5,139
Year ago	$5,296

Model Breakdown
Auction Averages

	JUN 1986	MAY 1986	APR 1986
1986	$11,729	$11,292	$11,490
1985	$8,564	$8,650	$8,803
1984	$6,351	$6,384	$6,363
1983	$5,525	$5,516	$5,515
1982	$4,370	$4,361	$4,308
1981	$3,427	$3,423	$3,458
1980	$2,561	$2,560	$2,516
1979	$2,172	$2,195	$2,199
Overall Average	$5,176	$5,143	$5,093

PRODUCTION

U.S. car output slips

By Kathy Boyer
DETROIT REPORTER

United States auto makers scheduled assembly of 170,295 cars last week, down 5.48 percent from the previous week's 180,166.

The prior week's build was the highest since the week ended March 8, when 182,516 cars were produced.

The targeted output last week was 0.39 percent above the year-ago week's 169,626.

So far this year, 4,252,322 cars have been assembled, 3.80 percent below the 4,420,534 built last year at this point.

Companies split last week's scheduled production as follows: General Motors, 55.40 percent; Ford Motor Co., 23.07 percent; Chrysler Motors, 15.50 percent; Honda of America Manufacturing Inc., 2.75 percent; New United Motor Manufacturing Inc., 2.11 percent; and Volkswagen of America, 1.17 percent.

Nissan Motor Manufacturing Co.'s car line at the Smyrna, Tenn., plant remains down for model changeover.

American Motors' Kenosha, Wis., plant was idle last week (June 23) for inventory adjustment. The plant is scheduled to resume production today (June 30).

Honda's Marysville, Ohio, plant is down this week for plant maintenance.

GM announced it will halt production today at its Detroit Clark Avenue plant for model changeover. The plant will resume operations July 31. A total of 6,000 employees will be laid off, bringing the number of temporary layoffs at GM to 14,700.

The Detroit plant produces the Cadillac Fleetwood Brougham, Oldsmobile 88 station wagon and Chevrolet Caprice.

All Ford plants except Dearborn will begin a two-week vacation today.

No Saturday overtime was scheduled at GM or Ford plants last week.

Chrysler has slated both Saturday overtime and daily overtime this week (June 30) at its St. Louis (No II) and Belvidere, Ill., plants.

Trucks climb fractionally

Domestic truck output rose a fraction last week as the makers scheduled 76,088 units, up 0.29 percent from the previous week's 75,871. The figure was 14.49 percent higher than the year-ago week's 66,457.

Year-to-date, 1,853,491 trucks have been assembled, 3.84 percent more than the 1,785,009 completed last year at this time.

Starting today (June 30), all Ford Motor Co. truck assembly plants except Wayne, Mich., will be idle for two weeks for vacation. The Wayne plant is not scheduled for vacation until August.

General Motors slated Saturday (June 28) overtime at its Baltimore plant.

Canadian output reduced

Canadian auto makers scheduled production of 24,864 cars last week, 3.45 percent below the previous week's 25,753 but 9.27 percent more than the year-ago week's 22,754.

So far this year, 591,952 cars have been assembled, 7.58 percent more than the 550,236 completed last year at this point.

Truck output was pegged at 17,535 units last week, 11.47 percent below the previous week's 19,807 but 2.16 percent more than the year-ago week's 17,165.

Year-to-date, 476,370 trucks have been built, 2.90 percent more than the 462,949 units assembled last year at this time.

CANADIAN CAR	Week Ended June 28, 1986	Week Ended June 21, 1986	Week Ended June 21, 1986	June to Date	Jan. 1 to June 28, 1986	Jan. 1 to June 28, 1986
AMERICAN MOTORS	0	0	0	0	5,493	2,405
FORD MOTOR	11,645	11,440	11,209	45,157	262,976	264,021
GENERAL MOTORS	12,994	11,089	14,319	55,245	276,391	299,975
VOLVO	225	225	225	900	5,376	5,551
Total Cars, Canada	24,864	22,754	25,753	101,302	550,236	591,952
U.S. TRUCK*	Week Ended June 28, 1986	Week Ended June 28, 1985	Week Ended June 21, 1986	June to Date	Jan. 1 to June 28, 1986	Jan. 1 to June 28, 1985
CHEVROLET	22,730	23,755	22,337	89,331	507,136	522,300
DODGE	3,705	4,709	4,000	16,115	110,165	33,846
FORD	30,319	20,403	30,744	122,949	527,497	754,619
GMC	7,962	8,525	7,390	29,465	188,004	184,909
NAVISTAR	1,631	998	1,630	6,499	41,031	38,614
JEEP	3,565	3,507	3,600	14,141	110,742	95,797
NISSAN	3,826	2,693	3,920	16,071	53,154	64,334
AM GENERAL*	50	50	50	200	1,260	1,272
MISCELLANEOUS*	2,300	1,739	2,300	9,200	43,020	57,400
Total Trucks, U.S.	76,088	66,457	75,871	303,482	1,785,009	1,853,491
CANADIAN TRUCK	Week Ended June 28, 1986	Week Ended June 28, 1985	Week Ended June 21, 1986	June to Date	Jan. 1 to June 28, 1986	Jan. 1 to June 28, 1985
AMERICAN MOTORS	872	0	885	3,540	0	13,254
CHRYSLER	7,133	7,498	8,833	33,423	215,286	217,798
FORD	3,573	3,566	3,648	14,490	90,712	90,034
GENERAL MOTORS	5,780	5,830	6,241	23,354	150,619	150,222
NAVISTAR	197	271	200	782	6,352	5,092
Total Trucks, Canada	17,535	17,165	19,807	75,589	462,949	476,370
N. American Trucks	93,623	83,622	95,678	379,051	2,247,958	2,329,861

*—Includes window van production. **—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended June 28, 1986	Week Ended June 21, 1986	Week Ended June 21, 1986	June to Date	Jan. 1 to June 28, 1986	Jan. 1 to June 28, 1985
AMERICAN MOTORS	0	0	2,288	8,337	54,111	28,595
Renault Total	0	0	2,288	8,337	54,111	28,595
Alliance	0	0	2,043	5,786	33,144	25,329
Encore	0	0	225	551	20,967	3,266
CHRYSLER CORP.	26,400	29,296	31,049	116,456	722,810	715,497
Plymouth Total	6,500	8,046	10,887	36,497	208,545	213,940
Horizon	3,500	3,149	4,796	16,000	76,580	84,204
Sundance	500	0	455	922	0	922
Reliant	3,900	3,500	3,980	15,979	93,048	92,329
Caravelle	500	377	986	3,202	28,866	26,829
Gran Fury	400	420	780	2,334	10,049	9,656
Chrysler Total	7,300	9,867	8,008	33,697	236,282	233,459
LeBaron	2,000	2,130	1,596	8,512	56,354	59,699
LeBaron GTS	1,500	2,673	1,903	6,909	53,092	34,531
Laser	600	1,364	774	2,981	30,087	25,330
New Yorker/E-Class	1,200	1,609	1,513	5,436	39,503	45,583
Fifth Avenue	2,000	2,091	2,820	9,860	60,250	66,310
Dodge Total	10,600	11,383	11,545	44,262	273,979	266,008
Omni	3,500	2,999	2,372	11,792	76,815	78,325
Shadow	200	0	392	882	0	882
Aries	3,000	3,150	3,889	13,371	76,286	70,367
Daytona	900	1,246	1,067	4,333	26,818	27,422
Dodge 600	1,500	1,497	1,717	6,476	38,240	43,586
Lancer	800	1,593	1,116	3,925	37,945	29,039
Diplomat	700	806	972	3,503	18,953	18,425
FORD MOTOR	39,288	32,826	39,404	156,440	835,979	943,389
Ford Division	26,870	21,349	26,774	106,037	594,931	644,123
Escort	8,023	7,501	7,964	31,854	170,229	203,967
Mustang	3,782	3,686	3,707	14,904	95,055	100,904
LTD	0	2,809	0	0	117,585	0
Taurus	7,875	0	7,873	31,164	0	148,717
Thunderbird	3,068	3,281	3,054	11,521	102,312	84,967
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,836	0
Tempo	4,122	4,072	4,156	16,594	98,810	105,548
L-M Division	12,118	11,477	12,630	50,403	301,048	299,266
Mercury Total	8,740	7,925	8 940	35,708	215,647	205,323
Lynx	1,427	1,725	1,466	5,826	36,588	34,156
Capri	763	759	835	2,558	9,384	9,311
Marquis	0	1,471	0	0	59,134	0
Sable	2,189	0	2,297	9,282	0	64,426
Cougar	3,043	2,843	3,068	12,926	73,885	85,613
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,318	1,127	1,274	5,136	30,123	31,817
Lincoln Total	3,678	3,552	3,690	14,695	85,201	93,943
Continental	407	507	408	1,630	14,504	10,585
Lincoln	2,765	2,656	2,768	11,030	61,274	70,473
Mark VII	506	389	514	2,035	9,423	12,885
GENERAL MOTORS	94,317	99,286	97,940	370,339	2,591,395	2,309,256
Buick Total	18,684	21,887	18,602	73,669	522,412	404,320
Skyhawk (X-car)	0	0	0	0	40,980	0
Skylark	1,904	2,412	1,900	7,436	58,617	45,545
Somerset/Skylark	2,805	2,310	3,281	11,608	61,714	56,470
Century	5,003	6,129	4,973	19,901	135,400	128,777
Regal	2,233	2,556	2,221	8,907	65,154	34,381
LeSabre/Electra(fwd)	350	3,090	349	1,409	73,553	7,553
LeSabre (fwd)	4,310	0	3,761	15,749	0	67,076
Riviera	855	1,585	693	2,922	34,997	13,154
Electra(fwd)	1,224	3,825	1,384	5,737	51,997	51,364
Cadillac Total	8,363	7,092	8,462	33,775	190,732	176,389
Cimarron	640	632	647	2,565	15,048	14,345
Seville	770	693	627	2,644	20,359	11,242
Eldorado	770	1,352	647	2,663	36,244	12,697
Cadillac (rwd)	2,158	403	2,493	9,783	27,303	49,102
DeVille (fwd)	4,025	4,012	4,048	16,119	89,688	89,003
Chevrolet Total	25,538	32,303	25,962	101,087	690,047	718,565
Chevette	2,205	3,775	2,284	8,711	86,266	57,475
Cavalier	8,701	11,196	8,815	34,656	257,932	219,435
Celebrity	4,720	5,690	4,649	18,951	147,689	147,685
Camaro	4,020	5,980	3,942	13,761	122,292	105,703
Citation	0	0	0	0	28,748	0
Monte Carlo	1,570	1,340	1,980	8,010	77,066	58,186
Chevrolet	3,582	4,256	3,659	14,414	144,922	115,591
Corvette	640	983	633	2,574	23,013	14,490
Oldsmobile Total	23,145	23,273	22,381	88,247	643,849	573,726
Firenza	401	1,118	445	1,618	35,566	22,449
Cutlass Supreme	7,787	3,789	1,772	7,121	121,319	82,096
Cutlass Ciera	6,162	7,857	6,139	24,670	193,186	141,939
88 (rwd)	491	5,109	619	1,985	123,597	11,732
88 (fwd)	9,572	0	8,573	34,735	0	181,840
Olds 98	2,121	2,799	1,982	7,645	72,485	59,355
Calais	2,008	1,955	2,336	8,389	76,597	64,829
Toronado	605	686	513	2,104	21,109	9,488
Pontiac Total	18,587	14,731	22,513	73,561	344,355	436,292
Acadian**	0	293	566	1,843	7,353	10,011
2000 Sunbird	3,134	3,389	3,557	12,475	70,130	74,641
1000	1,115	718	1,457	4,527	16,365	18,060
Firebird	3,600	2,625	3,934	12,208	64,005	61,499
6000	3,255	1,800	3,944	13,080	26,093	79,352
Parisienne	945	1,928	1,132	3,747	38,141	37,407
Fiero	1,738	2,682	1,987	6,783	59,827	40,302
Grand Am	4,800	1,512	5,947	19,118	62,441	115,000
HONDA	4,690	3,982	3,900	17,285	61,872	98,719
NISSAN	0	1,383	0	0	6,870	21,517
NUMMI*	3,600	1,500	3,600	14,400	12,857	91,106
VOLKSWAGEN	2,000	2,273	2,014	8,092	51,640	46,293
Total Cars, U.S.	170,295	169,628	180,166	689,319	4,420,534	4,252,322
Total Cars, Canada	24,864	22,754	25,753	101,302	550,236	591,952
N. American Cars	195,159	192,380	205,919	790,621	4,970,770	4,844,274
N. American Trucks	93,623	83,622	95,678	379,051	2,247,958	2,329,861
North American Cars and Trucks	288,782	276,002	301,597	1,169,672	7,218,728	7,174,135

*—Estimated estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Peterbilt to close in California

By Joseph Bohn
TRUCK EDITOR

Peterbilt Motors is planning to shut down truck production at its Newark, Calif., plant indefinitely on or before Dec. 31.

Newark is one of three North American plants manufacturing Peterbilt Class 8 trucks. The others are in Denton, Tex., and Madison, Tenn.

Newark also houses Peterbilt's divisional headquarters. Its sales and engineering offices will continue to be housed there for the time being.

But there have been rumors that Peterbilt would move its divisional headquarters to one of its other two plant locations.

Now that Newark production is being mothballed, the likelihood of the company relocating its headquarters is substantially greater.

Peterbilt owns a large tract of land in Newark, principally housing its soon-to-be discontinued production facility. The land would be worth a considerable amount of money on the California market.

Newark's shutdown will eliminate one-third of the division's manufacturing capability.

Peterbilt is a subsidiary of PACCAR.

Its sister division is Kenworth, also a heavy truck manufacturer.

On April 30, Kenworth closed its Kansas City, Mo., facility, eliminating one-third of its truck manufacturing capacity. Like Peterbilt, it had three manufacturing plants of roughly similar capacity.

In the Kenworth shutdown, few people were relocated to either of the two other plants. A PACCAR spokesman anticipated that few would be relocated in the Peterbilt move, except for those with very special expertise.

Industry sources speculated that Peterbilt's plant shutdown could be tied into discussions it is having with General Motors, which earlier announced it was seeking a heavy-truck partner.

A PACCAR spokesman said that "to my knowledge" the two companies weren't having discussions.

However, GM and PACCAR dealers at the American Truck Dealers convention in Anaheim, Calif., earlier this year reported that the companies had had some discussions.

Some observers feel that Peterbilt's consolidation of manufacturing operations could be more than simply a reflection of the stagnant Class 8 market and that it could tie into negotiations with GM.

Along with the Peterbilt consolidation, Western Star, Bellevue, Wash., announced it would move its headquarters to Nashville, Tenn., July 1.

And Freightliner Corp. has also shifted some engineers from its Portland, Ore., headquarters to its plant in Mt. Holly, N.C., an action which some observers said was designed to cut costs.

They pointed out that salaries on the West Coast are considerably higher than in the South. There have been fears among some Freightliner personnel that the company would seek to cut costs by such relocations and changes in personnel.

C2700-4

Automotive News

July 7, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Korea's growth rapid and solid

By Matt DeLorenzo
LOS ANGELES REPORTER

Hyundai's success in Canada and more recently in the United States underscores the speed with which Korea has entered the mainstream of worldwide auto manufacturing.

Already there is talk of another Japan, a thought not too comforting to manufacturers on both sides of the Atlantic.

From a total of about 9,200 automobiles produced in 1974 to a Korean government estimate of 1.2 million units annually by 1990, the growth is remarkable indeed for a country that did not begin building cars in the form of knockdown kits from Japan until the early 1960s.

Despite the rapid growth, it is difficult to conceive the Koreans reaching the scale of the Japanese industry, which produced 12 million cars and trucks in 1985.

A number of factors will limit the scale of the Korean industry, including the current restrictive worldwide trade climate, the number of Korean manufacturers and how they are organized, increased competition from other lesser developed countries and the size and scope of the Korean economy itself.

Many comparisons have been made between Japan and Korea. However, the differences between the two stand out starkly.

Korea, a debtor nation, had a trade deficit of about $1 billion in 1985 and foreign debt is $46 billion, which is nearly half its gross national product. It expects to have a trade surplus of $600 million to $1 billion this year.

Japan, on the other hand, with a GNP six times that of Korea, enjoys a trade surplus with the rest of the world of about $34 billion and is the world's largest creditor nation.

Korea's per capita income is about $2,000, compared with Japan's $13,000, and Korea's population of 35 million is about a third of Japan's.

Japan has a domestic market of about five million new cars and trucks annually and total registrations of more than 44 million vehicles or more than 300 for every 1,000 persons.

Korea's domestic market, on the other hand, is miniscule in comparision, with 1985 sales of 157,000 passenger cars and just over 100,000 commercial vehicles. According to government firgures, Korea today has only 15 vehicles per 1,000 population, which is behind other less-developed countries such as Taiwan at 26 per 1,000, Mexico at 79 and Brazil at 85.

see KOREA, page 20

Asia Motor Co., Kwangju, trucks and buses. Daewoo Group, Pusan, trucks and buses. Daewoo Motors, Pupyong, joint car-making venture of Daewoo Group and General Motors. Dong-A, Pyungtaik, trucks and buses. Hyundai Motor Co., Ulsan, cars, trucks and buses. Keo-Ha Co., Pusan, utility vehicles. Kia Industrial Co., trucks, with car production beginning in 1987.

CHARLOTTE J. WINTER

KOREA: A RISING POWER

A special report

Latest, hottest topic: Pacific Rim . . . . . Page 20
Trade threatens economic miracle . . . . . Page 22
Domestic market up with exports . . . . . Page 22
Korea, Inc. takes on Japan, Inc. . . . . Page 22
Parts exporters plan for growth . . . . . Page 26
A country unified by Northern threat . . . Page 30

Domestic sales fall in first half; 4 pct. below '85

By Jenny L. King
DETROIT REPORTER

Despite consumer incentives, domestic new-car sales in the first half of 1986 missed the year-ago mark by 175,000 units, or 4.1 percent. June sales, however, were up 8.81 percent over the 1985 total.

Domestic sales January through June totaled 4,139,979, off 4.05 percent from 4,314,667 last year. Import first-half sales were up 14.56 percent, to 1,508,744 from 1,316,960. The industry's first half was up 0.30 percent, to 5,648,723 from 5,631,627.

Imports claimed 26.71 percent of the market.

In June, the domestic automakers reported sales of 736,261, up 8.81 percent from 676,675 last year. The import total reached a record 265,297, up 6.73 percent from 248,561. Imports represented 26.49 percent of the total market of 1,001,558.

In the first half, Honda and Nissan were the only domestics to top their 1985 sales. General Motors was down 2.57 percent, to 2,373,738 from 2,436,247. Ford Motor Co. reported sales of 1,006,493, off 6.97 percent from 1,081,872. Chrysler Motors slipped 5.99 percent, to 567,651 from 603,818.

American Motors plunged 43.61 percent, to 35,206 from 62,430. Honda was up 11.29 percent, to 92,430 from 83,051. Volkswagen reported first-half sales of 39,091, off 2.18 percent from 39,962. Nissan was up 248.15 percent, to 25,370 from 7,287. Nissan began selling U.S.-built cars in the spring of 1985.

GM sales for June were up 9.39 percent, to 417,292 from 381,471. Ford reported sales of 179,301, up 3.02 percent. Chrysler soared 21.08 percent, to 109,052 from 90,065.

AMC's June sales of 5,726 were off 36.84 percent from 9,066. Honda reported any-month-record sales of 18,220, up 50.07 percent from 12,141 in 1985. VW was up 5.82 percent, to 6,453 from 6,098, while Nissan, undergoing a model changeover, had sales of just 217 units in June compared with 3,759 in 1985.

Analysts tend to agree that the die is cast: The domestic makers will have to continue to offer incentives to sell cars during the second half of 1986. "Consumers wait for them. They are part of the market now," said Jean-Claude Gruet, of Salomon Brothers.

PaineWebber Inc. auto analyst Ann Knight said the record-low interest rates haven't had the desired sales impact because few customers want loans for less than 48 or 60 months.

Big losses hit makers in Mexico

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Oscar Marx III, who is being called back to the United States after three years as president of Ford of Mexico, said that Mexico's six automobile makers have lost a total of about $1.5 billion in the last five years.

"What is particularly disturbing is that the losses continue," he said in an interview. "The motor companies are beginning to question whether Mexico will be as profitable as it has been historically."

see MEXICO, page 58

Mojave concept car, designed at Chrysler Pacifica advance styling center

Chrysler tries 'checkerboarding'

By Dave Zola
DETROIT REPORTER

Chrysler Motors is counting on a new product design/marketing philosophy to help put it one step ahead of the competition.

"Most of our efforts the last few years have been on getting our quality up," said Thomas C. Gale, vice president, product design. "Now, we're in a position to get more competitive in our development programs."

The result is the beginning of a design/marketing strategy the automaker calls checkerboarding, a concept whereby some vehicles will be sold under just

see DESIGN, page 57

AMC paying 'wheel tax;' plant periled

By Mary Connelly
DETROIT REPORTER

American Motors last week spent $2 million as the first payment for concessions made by workers at its Toledo Jeep plant — a move which could signal the death knell of the Ohio operation.

AMC said UAW workers at the plant refused to "budge" from their position that concessions be repaid via a so-called "wheel tax" based on AMC's North American production. AMC estimates that would cost $27 million over three

see TOLEDO, page 57

NEWSPAPER

0303229O8 0300 8627 COMP H02
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SIEB
BETHESDA MD 20814

ault begins
nised layoffs
Page 2

Shakeout begins
in heavy trucks
Page 3

Bertone shows
prototype in U.S.
Page 6

Long-promised layoffs begin as Renault reorganizes

By Jean-Jacques Renaux
SPECIAL CORRESPONDENT

PARIS — Renault last week announced that 850 persons will be laid off at the old Billancourt plant and at the company's headquarters in Paris.

These are the first straight layoffs announced by Renault since Georges Besse, president-director general, said a year ago that he planned to reduce the workforce by 21,000.

The reduction should be achieved by the end of this year, but it is becoming clear that early retirements and financially encouraged voluntary departures will not be nearly enough to reach the goal. More layoffs are expected toward the end of the year.

In other moves, Besse is seeking $2.2 billion to $2.8 billion in additional capital from the French government, Renault's sole stockholder, and sales chief Jose Dedeurwaerder plans extensive marketing changes for the 1987 model year, including a five-year rust warranty on cars sold in France.

The Billancourt plant, built on an island in the River Seine at the gate of Paris, is the company's oldest plant — it is in the place that Louis Renault started his car business in 1898.

It is also a symbol and a stronghold of the communist CGT union. For some time the closing of the plant has been a sensitive issue at Renault, and the decision was always delayed.

At Billancourt, Renault makes the recently introduced Express light truck, some Renault 5s and most of the 25-year-old little Renault 4s (still produced at the rate of some 575 units a day in several plants in France, Spain, Portugal and Yugoslavia).

At the beginning of the summer, Renault closed the engine shop at Billancourt after discontinuing the tiny 850-cc, three-bearing, four-cylinder powerplant. More than 10 million units had been produced since 1948, and the engine powered most of the small Renault cars through nearly four decades.

In announcing the layoffs, Besse said that the company's turnaround is on schedule. A year ago, the group was losing some 1 billion francs a month ($140 million at current rates). Now, the financial loss is about half that, some 500 million francs per month, Besse said.

Renault could reduce its corporate loss by 50 percent for the full year, he said. Last year, Renault announced a loss of 10.93 billion francs.

The state-owned company is expected to receive a substantial injection of new capital from the French government.

"We cannot refer to it as a capital increase," a Renault representative said, "since we actually have no capital left.

"If Renault didn't have a very special stature as a state-owned group since a law enacted in 1945 by Gen. de Gaulle, we would have gone bankrupt by now."

Said a French secretary of state: "It is a well-known fact that Renault was always undercapitalized."

According to sources in the industry and close to the administration, Besse asked for 16 billion to 20 billion francs ($2.2 billion to $2.8 billion). It is assumed he will get a substantial part of it, but maybe not in one big bailout package.

Jacques Calvet, president of PSA, the privately owned maker of Peugeot and Citroen, reportedly considers such massive aid to Renault potentially "unfair."

Yet, he agreed with the principle in an interview with the French magazine L'Expansion. Said Calvet: "It is the state's duty to determine whether the proposed (turnaround) plan is convincing enough, and whether the figure asked for is of a sensible size and would not distort the competition."

For the 1987 model-year, Dedeurwaerder announced a major marketing overhaul with many new services offered to dealers and customers. The model year traditionally begins July 1, even if the main product changes won't be introduced before the Paris Motor Show in October.

Beginning July 1, every new Renault sold in France will carry a five-year rust warranty. The warranty will be extended to some other markets, depending upon local competition in the warranty field.

Renault said that after three years of financial losses, most of its French dealers have been showing a profit since mid-1985.

The distribution network in France has been trimmed from 580 main dealerships at the beginning of 1984 to 473 at the beginning of this year.

Dedeurwaerder has initiated a large-scale modernization of the distribution system in France, using some ideas he brought with him from the United States. For instance, the dealers are beginning to work with computer terminals linked to the company and its various plants.

Several training systems are also provided for dealers, salespersons and service people.

Renault last week showed pictures of the Nevada, a station wagon derived from the 21 sedan. The Nevada (Automotive News, June 30) will bow at the Paris Motor Show in early October and go on sale throughout Europe during the fall.

The wagon has an extended wheelbase, making it 7 inches longer than the sedan. The Nevada will be exported to the United States to complement the Medallion sedan, which American Motors is scheduled to introduce during the second half of next year.

It will use the same engines as the Medallion sedan: a 2.2-liter four and a 2.8-liter V-6, both with electronic port injection.

Irish adoption, GM-style

DUBLIN — General Motors has instituted an "adopt-a-company" program here to curb unemployment.

The idea was dreamed up by GM's Irish boss, Arnold O'Byrne. GM once manufactured Opels in Ireland, but now has only a marketing operation here.

After a recession began in 1981, unemployment in Ireland reached 18 percent.

O'Byrne decided to help an unemployed couple, Philip and Ann Noonan, and said that GM would provide all sorts of aid, short of cash. The Noonans started Nice Ideas, a small manufacturing operation turning out chess sets in metal, based on Celtic designs going back to the 12th century.

The Noonans have a small plant near GM in Dublin. GM executives, marketing people and accountants visit the Nice Ideas plant to help with specifics, and Nice Ideas people visit GM, even to use the photocopier.

The GM aid to the Noonans is limited to one year and will end shortly. After that, GM will look for another company to adopt. O'Byrne has asked the country's top 100 companies to do likewise.

Correction

The June 30 issue of Automotive News incorrectly reported the compensation for 3M Chairman Lewis M. Lehr.

Lehr earned $828,814 in cash compensation for 1985 which ranked him 30th on the list rather than first as reported. The $5.2-million figure reported represented the cash compensation paid to 3M's top executives as a group.

The revised list ranks Chrysler Chairman Lee Iacocca as the highest paid automotive executive.

The change brings the total cash compensation — salary and bonus combined — for the 170 executives of automotive and supplier companies to $100.2 million, not $105 million as reported. It also changes the average compensation of the executives to $589,587 for 1985, up 3 percent from $571,208 in 1984.

Premiere of Premier
An American Motors designer puts the finishing touches on the logo of Renault Premier, the company's new intermediate line. The cars will be produced at the new Bramalea, Ontario, assembly plant for the 1988 model year.

French sourcing likely for next Alliance/Encore

By Jean-Jacques Renaux
SPECIAL CORRESPONDENT

American Motors and Renault will stay in the market segment of the current Alliance and Encore after the models are phased out in 1987 or 1988. But their replacements will probably be imported from France rather than made in America.

Renault representatives have not confirmed it, but they do not deny that this plan fits best into their picture.

The current Alliance and Encore models are now produced in Kenosha, Wis., at a declining rate of some 350 cars a day, down from a peak rate of more than 1,100 daily. Production can go on at that rate for some time while the plant is tooling to produce up to 150,000 Chrysler cars a year.

But once the Chrysler operation is running at full rate, there will be no significant capacity left in Kenosha to launch any new AMC/Renault volume model.

"Of course, it can be assumed that we will stay in that market segment," a Renault spokesman said. "With the Jeeps, the imported Medallion and the Bramalea-made X58 carrying the nameplate Premier, we will cover about 60 percent of the U.S. market. It would certainly not be a good idea to drop a market segment like that of the Alliance and Encore."

According to Renault, President-Director General Georges Besse has stressed that he wants Renault to stay with AMC in the United States, marketing cars of three sorts: truly American-made cars (the Jeeps), cars made in America with some imported content (such as the forthcoming Bramalea X58 and X59), and cars imported from Europe (such as the forthcoming Medallion).

It would be an obvious move to source one more new car from Europe to replace the Alliance and Encore, so far as the market there and the exchange rates make it profitable.

It would help Renault increase its production in France, thus reducing the between the company's current production and its break-even point.

Renault will unveil its replacement for the Renault 9 and 11 this fall at the Paris motor show.

AMC-Chrysler pact is hailed by Cappy

By Mary Connelly
DETROIT REPORTER

In the wake of the unprecedented announcement that American Motors will likely begin building cars for Chrysler Corp. in 1987, AMC President Joseph Cappy said the company would like to become a leader in similar innovative joint ventures.

AMC and Chrysler announced last week that a memorandum of understanding has been signed under which AMC is to assemble large, rear-wheel-drive cars for Chrysler at its Kenosha, Wis., assembly plant. AMC Alliance and Encore models will be simultaneously produced at the plant.

It will cost $13 million to $15 million to retrain the Kenosha workforce and launch production at the under-utilized plant in February, 1987, Cappy said in an interview with Automotive News. State and federal aid is being sought to help pay for training.

Cappy said about 200,000 cars are expected to be produced over the 2½-year life of the contract. The agreement carries an extension option. Renewal will be based on market demand for the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury.

The two companies are also discussing the possibility of Kenosha doing some stamping for those cars, Cappy said.

AMC is also interested in discussing production of other components for Chrysler, he said.

Cappy indicated that AMC is actively seeking similar ventures with other manufacturers.

"Frankly, we've been kicking around this thing for some time now," he said. "There have been other possibilities in the past that didn't pan out."

He said the company is talking to "quite a few people" and has received an inquiry from an Asian company he declined to specify.

Even with the assembly of the Chrysler models, AMC has excess capacity in its Kenosha and Brampton, Ontario, plants, he said.

In addition, AMC "for a price" would be willing to expand capacity at its $675 million plant under construction in Bramalea, Ontario, Cappy said. It will begin producing the Renault Premier, a new line of intermediate size cars, in the summer of 1987.

Stating the "possibilities are endless," Cappy cited joint assembly operations such as the General Motors-Toyota plant and joint development of product or components.

Cappy said an agreement with Chrysler would boost AMC's financial and economic outlook.

AMC lost $125 million in 1985 and posted a net loss of $19 million in the first quarter of 1986.

Chrysler is expected to make a fixed payment to AMC and subsequent variable monthly payments based on production.

The large M-body cars expected to be produced by AMC are being moved out of Chrysler's St. Louis II plant for the launch of a second minivan plant. Continued demand for the cars, coupled with constrained assembly capacity, led Chrysler to the deal.

Chrysler has said it is running its domestic assembly plants at the equivalent of 118 percent of straight-time capacity and has no plans through 1990 for an additional domestic assembly plant.

Cappy said there are no talks being held regarding production of additional Chrysler models.

Employee training is a "required element" for finalization of the AMC-Chrysler agreement.

Cappy said he is "very confident" the state of Wisconsin will approve training money. AMC also is seeking federal training aid.

An estimated 3,200 hourly and 300 salaried employees are expected to be recalled from layoff at AMC's Kenosha and Milwaukee plants if the agreement is finalized.

UAW Local 72, which represents workers at Kenosha, agreed to reduce job classifications as an enticement to win the Chrysler work.

Chevy sets timetable for new small cars

By Michelle Krebs
FINANCIAL EDITOR

Chevrolet Motor Division will introduce the second-generation Sprint, Spectrum and Nova in 1989 and 1990.

General Manager Robert Burger said the new cars will be introduced over a two-year period.

"I have been urging the Chevrolet dealer body to use their selling muscle and do the very best job they can with today's products to give us a new owner base to spring from when we launch the new vehicles," Burger said.

By the time the second-generation models arrive, Burger said, Chevrolet would like to be importing 200,000 Spectrums a year from its Japanese partner, Isuzu. Increased volume of the Suzuki-built Sprint hinges on General Motors and Suzuki building a plant in Canada. An announcement on those plans is expected this month.

Chevrolet today is limited to 80,000 Spectrums and 60,000 Sprints because of self-imposed restraints by the Japanese from April 1, 1986, to March 31, 1987.

In the meantime, Burger said, the imported Chevrolets will be updated, particularly in terms of powertrains. The Sprint will have a turbocharged engine for 1987 as will the Spectrum in mid-1987.

Burger said the Sprint, Spectrum and Nova will fill the void left by the Chevette, which will disappear from Chevrolet's product line after the 1987 model year.

"The Chevette, frankly, is a car that in some degree gets in the way of the Sprint and Spectrum, particularly at retail," Burger said. "In the fleet end of the business, the Chevette is still considered one of the best for daily rental. For this year, that's where the bulk of the sales are."

Burger said that in 1987, Chevrolet will push Spectrum as the fleet replacement for Chevette in the daily rental business.

Chevrolet is still on target to sell 1.81 million cars and 1.29 million trucks in the 1986 model year, Burger said. That compares with sales of 1.60 million cars and 1.25 million trucks sold in the 1985 model year. Burger expects Chevrolet's share of the new-car market to be 15.8 percent for the model year.

Included in Chevrolet's 1986 totals are projections to sell nearly 750,000 small cars — 265,000 Sprint, Spectrum and Nova models combined, up to 70,000 Chevettes and up to 400,000 Cavaliers.

Some observers say Chevrolet has too many small cars, causing confusion among consumers.

"We have enough," Burger said. "I don't think we have too many. Every car that we have in the subcompact segment is a vehicle that has found itself a niche in the marketplace.

"We can handle Sprint, Spectrum, Nova and Cavalier in total and not let any one of them get in the way of the others," he added.

Chevrolet touts the Sprint as the highest mpg car in the United States; its advertising boasts that the car can run from California to New York on $66 worth of gas.

Burger said Chevrolet could sell more if it could get more.

Not so with the Spectrum. "That piece of the subcompact pie is a little more blurred, not quite as easily identified," he said. "I wouldn't say that we struggle there, but we have to keep the heat on."

AUTOMOTIVE NEWS/JOE WILSSENS

Burger says Chevrolet has the right number of small cars

Burger said a number of good vehicles with many of the same characteristics compete in Spectrum's category.

Burger said Chevrolet relies on its dealers to push the car and has given the car a disproportionate share of attention this year compared with last.

Cavalier, Burger predicted, will be the the No. 1 or No. 2 best-selling car in the United States. "It's well accepted from the East to the West and the North to the South," he said. "And it poses no threat to Nova sales, and neither does the Nova pose any threat to Cavalier sales."

Sales of the Nova, the Corolla derivative built at the GM-Toyota joint-venture plant in Fremont, Calif., are doing better than they did earlier.

"The Nova is another car that has found itself in a niche alongside the imports," Burger said.

Burger said Chevrolet cut back on advertising after the Nova's introduction, and that was a mistake.

"We assumed that it was the product of a joint venture of two very successful companies in the automobile business and that *that* — in and of itself — would ensure its success," he said.

Chevrolet since has shifted its advertising from the joint-venture and Toyota angle to "ask the woman or man who owns one."

Burger said the division began to treat Nova as a Chevrolet. When interest-rate support was put on Cavaliers, Spectrum and the rest of the Chevrolet line, it also was put on Nova, and that boosted sales.

Next leading compacts Chevys, vows Burger

By Michelle Krebs
FINANCIAL EDITOR

Chevrolet General Manager Robert Burger predicts the all-new Corsica and Beretta models, to be introduced in the spring of 1987, will be the best-selling cars in the compact segment in 1988.

He said Chevrolet will sell between 425,000 and 450,000 of them during the 1988 calendar year.

The Corsica four-door sedan and the Beretta coupe, codenamed L-body cars as part of the GM25 program, are compacts exclusive to Chevrolet. Renovated plants at Linden, N.J., and Wilmington, Del., will assemble the cars.

"The Corsica and Beretta put us right smack back in the compact market in which we were so successful with the Citation," Burger said.

Chevrolet feels it abandoned the segment more than a year ago when it dropped the X-body Citation because of bad publicity and litigation concerning its quality. Chevrolet considers the Cavalier a subcompact, not a compact.

Because of the difference in their personalities, Corsica and Beretta will be marketed as separate models, even though they are built from the same platform.

Burger likens the Beretta to the Monte Carlo coupe. The Beretta was designed and built as a sporty coupe, not a derivative of a sedan. Burger expects it to attract the Chevrolet Camaro- or Ford Mustang-type buyer.

"It will appeal more to the sporty end. It probably will have a lot of interaction with some cars within General Motors and, most important, those offered by the imports," he said.

The Corsica is a roomy four-door, four-passenger model.

"The market is pretty well defined — demographically and psychographically," he said. "It's a large market, and it has a certain individual within it, so we'll just take the car right after the compact-type buyers, whether they're Citation owners or whether they're owners of the same size cars offered by competitors.

"If tradition holds," Burger added, "the four-door will do much better as the cars settle in. Initially, the coupe may take off a little quicker. I think it'll settle down in the 60-40 range in favor of four-doors."

Burger said the acceleration curve for startup at the two plants will be slow. However, he said he hopes the acceleration will be faster than that of the Nova, the joint-venture car made by GM and Toyota in Fremont, Calif., and sold by Chevrolet.

He said he believes Chevrolet will be very short of cars right after introduction. Full production is targeted for June 1987.

Japan sets European export cap

By Francis J. Gawronski
TOKYO BUREAU CHIEF

TOKYO — The Ministry of International Trade and Industry has officially urged Japanese automakers to abide by Japan's self-imposed "orderly export policy" in regard to shipments of vehicles to the Common Market.

Alarmed by the brisk rise in exports to the Common Market, MITI moved to head off possible friction with Europe over auto trade.

The request was made directly to representatives of the auto manufacturers because MITI expects Japan's car exports to the Common Market for April through June to be approximately 40 percent above last year's level.

According to export figures compiled by the Japan Automobile Manufacturers Association, cumulative shipments of all vehicles to the Common Market for the first two months of fiscal 1986 — April and May — totaled 211,796 cars, trucks and buses (112,442 in April and 99,354 in May).

That represents an increase of 61.7 percent over the 130,952 units (66,485 in April and 64,467 in May) exported the year before.

Through its administrative guidance policy, MITI has expressed concern about the possible spiraling escalation in shipments to the Common Market for the fiscal year ending next March.

MITI said a 10 to 15 percent increase in exports would be acceptable, tied to a projected 15 to 20 percent increase in annual auto sales in the Common Market.

However, if the current pace continues, the government fears the export volume will exceed an acceptable level in fiscal 1986.

In fiscal 1985, Japanese makers exported 6,848,493 units, of which 1,061,870 went to the Common Market, an increase of 15.1 percent over the year before.

Japan is maintaining a four-year, self-imposed export moderation policy for the Common Market and has been watching for any brisk rises in exports, especially in eight major trade products, including motor vehicles.

According to industry analysts, Japanese auto exports to the Common Market nations have been rising since last September as the car companies seek to make up for declining profits caused by the yen's appreciation.

Shoichiro Toyoda, JAMA president, said recently that "it is not necessary to reduce Japanese car exports to the Common Market countries."

INDEX

Auction reports	44-47
Automotive World News	33
Classified advertising	48-54
Editorial page	10
Engineering	16
Marketing and Media	55
Personnel	54
Production by makes	62
Registrations, car	42
Truck highlights	12

61st year—No. 5135

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Shakeout begins in heavy-truck industry

By Joseph Bohn and Rik Turner
AUTOMOTIVE NEWS STAFF

The heavy-truck industry is gaining momentum in its inevitable consolidation.

Several companies, including PACCAR, Freightliner and Mack, are reducing production capacity and/or laying off employees.

In addition to two permanent plant closures, PACCAR plans to consolidate the parts marketing operations of its Peterbilt and Kenworth divisions.

Effective Jan. 1, 1987, it will distribute and market parts for the two divisions from its current central PACCAR parts operation.

Sources said that while marketing and distribution are being consolidated, there will continue to be separate parts lines available for Peterbilt and Kenworth trucks.

Brent Johnston, currently general manager of the PACCAR parts operation, will head the new organizational structure. Neither Johnston or PACCAR's spokesman were available for comment at press-time.

Sources said a new organizational chart has been drawn up, but not yet distributed.

PACCAR's parts marketing consolidation, coupled with two permanent plant shutdowns and the recent defection of Kenworth's general manager to Navistar, fueled speculation that the entire operations of Kenworth and Peterbilt would be merged.

Dealers seem to regard that as totally unrealistic, pointing to strategies, styling and engineering differences between the divisions' products.

A more compelling argument against the move, however, is that it would end up eliminating half of PACCAR's dealer network.

In the first five months of this year, heavy-truck sales for the industry were down 20 percent from last year. Furthermore, PACCAR's special niche in the owner-operator segment is being eroded by a market shift to more fleet purchases.

Some truck companies have been phasing out use of owner-operators and going back to company-employed drivers as the best way to control their costs.

That is forcing PACCAR to shift strategies and pursue small and medium fleets more aggressively. Those customers are being courted aggressively by competitors.

The shutdown of Peterbilt's Newark, Calif., plant by Dec. 31 coupled with an earlier shutdown

see TRUCKS, page 58

Seminar points to growing interest

How hot is South Korea among U.S. businessmen?

Ask Dr. Jack G. Lewis, associate director of international programs at the University of Southern California's graduate school of business.

Lewis administers a series of Pacific Rim management programs on doing business with China, Taiwan, Korea and Japan for USC's International Business Education and Research Program.

"Last year, we had only five enrollments on Korea and had to cancel the program," he said, adding that in contrast, both China and Japan drew 13 attendees each.

"This year, we had 17 from upper middle management attending the Korea seminar." Only China outdrew Korea with 20, while 14 attended the program for Japan and 13 for Taiwan.

"We saw a very big shift in one year from Japan to Korea," he said. "People have become sated with Japan — they either have given up on Japan or feel they can deal with Japan."

Lewis said he felt "a real strong shift of dynamism toward Korea" in the seminar, even away from the People's Republic of China.

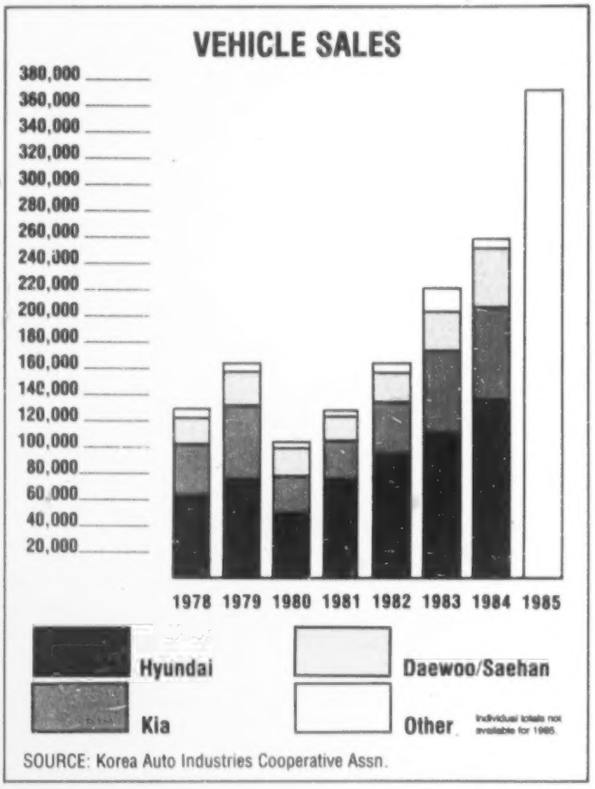
"In the PRC seminar, it was a little bit jaded," he said. "People are concerned with the risks of doing business in the PRC. There is a foreign exchange problem and people are worried about getting their earnings out of the country."

However, on the Korean front, Lewis said he senses a higher level of activity than with the other three countries. "You get a sense that much more is happening in terms of building organizational linkages between the United States and Korea than with Taiwan," he said.

The annual three-day seminars are divided into segments dealing with the overall business; trade and cultural conditions; micro- and macro-economic organization of business; and the practices involved in marketing, negotiating, purchasing and establishing operations in those countries.

According to Lewis, about a third of the attendees at the seminar on Korea were from the automotive industry, including some Hyundai Motor America executives and representatives from tire and other automotive supplier companies. Lewis expects the seminar to become more popular as U.S. businesses become more familiar with such Korean brand names such as Lucky-Goldstar and Samsung.

— Matt DeLorenzo



CHARLOTTE J. WINTER

KOREA

FROM PAGE 1

According to one analyst, "comparing Korea with Japan on equal footing is like mistaking a pygmy for a giant."

Although small in comparison with Japan, the Korean auto industry is viewed by the government as vital to attaining an annual GNP growth target of 7 to 9 percent. As a result, the government has taken an active role in fostering conditions that have permitted the rapid expansion of the nation's automotive manufacturing base.

There are currently six producers of vehicles: Hyundai, Daewoo, Kia, Asia, Dong-A and Keo-Hwa.

Until recently, only Hyundai and Daewoo have produced cars. Kia is just re-entering the car market; it has built vans and light-duty and medium-duty trucks. Asia builds heavy-duty trucks and buses, while Dong-A manufactures only buses and Keo-Hwa builds Jeep-type vehicles. Asia is affiliated with Kia, and Dong-A recently took over Keo-Hwa.

The three majors, Hyundai, Daewoo and Kia, represent virtually all of Korea's production. All three have ties with either Japanese or American companies. Hyundai is 15 percent owned by Mitsubishi; Daewoo is tied up with General Motors; and Kia has a relationship with Ford and Mazda.

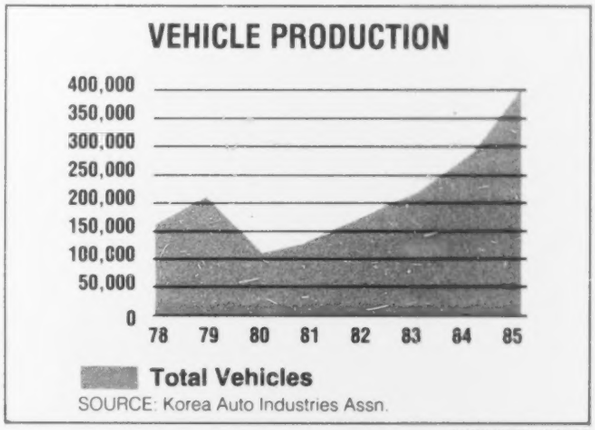
GM's joint venture dates back to 1972, when it signed an agreement with Shinjin, which was renamed Saehan Motors in 1976. Three years ago, that company became what is now known as Daewoo.

The Korean auto industry's roots go back to the mid-1950s following the Korean War, when companies repaired and built vehicles for military use as well as rebuilding military Jeeps for civilian use. The first cars were partially knocked-down Toyota Corona kits assembled by Shinjin Motor Co.

Kia began building three-wheeled trucks in 1962 and added four-wheeled models in 1971. Hyundai, now Korea's largest auto maker, was founded in 1967 and assembled Ford Cortinas in 1968, while Asia assembled Fiat kits in 1970.

By 1974, total production was just over 32,000 units, of which 9,200 were cars, 19,000 were trucks and just over 3,900 were buses.

In 1975, the government unveiled a long-range auto industry promotion plan and three new cars were developed that year, the Hyundai Pony, the Kia Brisa and the Daewoo Gemini. While the latter two were essentially badge-engineered versions of cars manufactured elsewhere in the world, the Pony was an original model developed and built by a Korean maker with the aid of Giugaro's Italian design house.



CHARLOTTE J. WINTER

Production grew dramatically and exports began. By 1979, capacity was 231,000 cars and 110,000 trucks and buses, according to Anthony Geber, writing in Korea's Economy, a publication of the Korean Economic Institute. Actual production was 112,000 passenger cars, 70,000 trucks and 12,000 buses.

Geber, a former foreign service officer assigned to Korea, wrote that "the Korean government has come to regard the automotive industry as one of the new generation of leading export industries. It realizes the large part that automotive exports play in such successful industrial economies as West Germany and Japan."

As a result, the government has had a keen interest in the fortunes of the Korean auto industry.

In 1980, the worldwide economic downturn triggered by the 1979 oil crises hit Korea as well and passenger-car production dropped by more than 50 percent with factories running at a third of their capacity.

As a result, the government stepped in and reorganized the auto industry. Passenger-car production was limited to Hyundai and Daewoo, while light trucks were assigned to Kia. Trucks over five tons could be built by Hyundai and Daewoo, while Asia was given trucks in the eight-to-nine-ton range. Keo-Hwa assembled Jeep-type vehicles, while the other five could build buses. Hyundai, Daewoo and Kia could also build special-purpose vehicles.

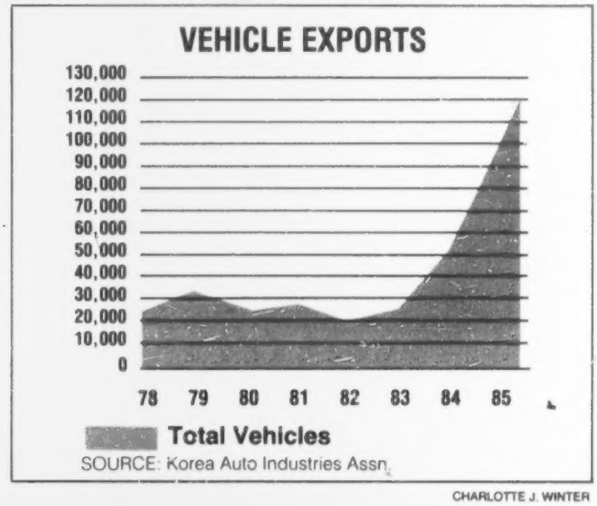
Hyundai, the largest, controlled 54.5 percent of the Korean domestic car-truck market in 1984. It has two basic car lines, the original rear-wheel-drive Pony and the Stellar. Two new models, the front-wheel-drive Excel (which is being exported to the United States) and the new Sonata, are also being sold alongside the older cars in Korea.

Daewoo, which has about 16 percent of the market, builds the Maepsy, which is a minicar, and is finishing work on its version of the Opel Kadett, which in addition to being sold in the home market, will be exported to the United States for sale by Pontiac as the LeMans.

Kia, which had been prohibited from building cars until 1987, will return to the market with a minicar developed jointly with Ford and Mazda. Kia, which has had the light-duty and mid-range truck market to itself, will also face competition in that segment when Hyundai and Daewoo are permitted to re-enter that arena. Kia had about 29 percent of the nation's new-vehicle market in 1985.

Although the internal Korean market will be somewhat freer with more companies allowed to build cars, the government is continuing to limit the involvement of others in auto manufacturing to ensure an orderly market. That strategy is evidenced by the government's refusal to let Samsung, an electronics giant in Korea that has a joint-venture relationship with Chrysler, to enter auto manufacturing.

With the industry reorganized, an economic recovery in North America and the successful launch of Hyundai's Pony in the Canadian market, vehicle production recovered from its 1980 low to nearly 160,000 cars by 1984. Hyundai's launch in the United States and Daewoo's pending export of the LeMans have resulted in a major expansion of capacity.



CHARLOTTE J. WINTER

The Korean government is predicting a 60 percent increase in capacity over 1985 to 600,000 units this year. Next year, capacity will increase by another 60 percent to nearly 1 million units, according to S. Kim Song, commodity manager of GM's Purchasing Activities Staff.

In a presentation to the Sixth United States-Japan Auto Industry Conference at the University of Michigan, Song estimated that Hyundai would have capacity for 450,000 units, Daewoo, 300,000 and Kia, 200,000. Hyundai has since upped its estimate to 600,000 units.

In addition to opening new export markets, Song expects the Korean domestic market to expand greatly. As noted earlier, Korea has relatively low penetration of autos per thousand population.

"There is a large reservoir of pent-up demand in Korea," Song said. Domestic demand might hit 800,000 units per year by the 1990s. The strong domestic demand coupled with tight worldwide trade policies will move the Koreans to foreign assembly in a much shorter time than the Japanese, who sold cars in the United States for more than 10 years before beginning U.S. assembly.

Hyundai, for example, has been selling cars in Canada for only 2½ years and has already begun work on an assembly plant in that country.

According to Geber, "Korean development strategists subscribe to a concept called the 'product life-cycle theory' according to which the comparative advantage of a given product gradually declines in a mature economy and is finally lost to other countries still in an earlier stage of development."

KOREA: A RISING POWER

Exports are vital; protectionism spells trouble

Korea hopes to avoid fire aimed at Japan

By Matt DeLorenzo
LOS ANGELES REPORTER

As South Korea prepares to plunge headlong into auto exports, it is facing waters muddied by strained trade relations worldwide that threaten an outbreak of protectionism. That spells trouble for the "economic miracle."

The dramatic growth in Korea's economy and its newly gained status as an industrialized nation is predicated on exports, and the automobile is a major part of the country's overall strategy.

While the Koreans look to neighboring Japan as a model of success, it is Japan's success in exporting cars and other consumer products that has fanned protectionist fires.

Korea is struggling to join the ranks of developed nations by posting a trade surplus for the first time in its history and is seeking to repay its $46 billion foreign debt. Therefore, it is sensitive to any doors closed in its face, and it is sensitive to any pressure to open its fledgling economy to the rest of the world.

As a result, Koreans are going to great lengths — in their business dealings in the United States and lobbying efforts in Washington — to put as much distance as possible between themselves and the Japanese on trade issues. They hope to head off any protectionist legislation aimed at their rival that might catch Korea in the crossfire.

In putting Korean trade issues into perspective, three things must be considered:

1. The importance of exports to the Korean economy.

2. Factors that give Korean products an advantage in world trade.

3. The effects that internal and external trade policies will have on Korea.

It cannot be denied that exports are critical to the continued growth of the Korean economy. According to S. Kim Song, a commodity manager for General Motors' Purchasing Activities Staff, Korea views export as an engine of growth."

She said that because Korea has lost some of its competitive edge in shoes, steel, shipbuilding, textiles

see TRADE, page 24

KOREANS CATCH ON
After a 1984 introduction, Hyundai soared to the top of Canada's import-sales charts within two years with the Stellar sedan and Pony hatchback, shown here as 1986 models. After just four months in the United States, Korea's Number One carmaker now claims the title for most cars sold by any importer in the first six months of operation. Its U.S. record is based solely on the subcompact Excel.

Domestic sales sharing in boom

By Matt DeLorenzo
LOS ANGELES REPORTER

South Korea's rapid development of its automotive export capacity has overshadowed the progress being made in building a domestic market for cars and trucks, one that has the potential of growing from just 9,000 passenger cars in 1974 to nearly 660,000 in 1990.

R.E. Gene Williams, head of Strategy Support Associates, Garfield Heights, Ohio, estimates that the number of passenger cars in use in the country will reach 2.2 million in 1990.

Williams, who previously worked for TRW, has put together a computer forecasting model that indicates a healthy domestic market for the developing industrialized country.

There were 460,000 passenger cars on Korean roads on Jan. 1, 1985, and that's expected to grow to 738,000 this year on domestic sales of 240,000 units.

According to the Korea Herald, first-quarter sales were 30,467 units, a 23-percent increase over a year earlier. The debut of Daewoo's version of the Opel Kadett and Kia's re-entry into the domestic-car market later this year with the Mazda-designed Festiva minicar are expected to push sales even higher.

The newspaper attributed the increase to a drop in oil prices, which had resulted in an average saving of 15,000 won per month by a person driving 100 kilometers a day and using 10 liters of fuel.

Williams expects sales to jump to 462,000 cars in 1988 and to 658,000 in 1990.

He predicts that Hyundai will continue to dominate the market in 1988, selling 304,000 units; Daewoo will produce 113,000 for domestic use; and Kia, 43,000. He said that Keo-Hwa, a utility-vehicle maker which is expected to join the minicar ranks in Korea, will build 1,800 of those units in 1988.

Breaking it out by model for 1990, Williams said Hyundai will produce 105,000 of its Pony Excel; 109,000 of the Sonata; 5,000 of the L-model, which is expected to be a version of Mitsubishi's large car, the Debonair; and 120,000 yet unnamed minicars for a total of 339,000 units.

Daewoo, which will produce 239,000 cars for the home market, will build 66,000 Royale models, which is a mid-sized car similar to Sonata; 53,000 of the Opel Kadett design; and 120,000 minicars. Kia is expected to produce 78,000 cars — 18,000 subcompacts in the Mazda 323 class and 60,000 Festiva minicars. Keo-Hwa will produce 2,200 minicars in 1990.

The light-truck market will be more stable, according to Williams, although their number on Korean roads will increase from 306,000 in 1986 to 556,000 in 1990. Sales are expected to be about 66,700 this year, moving to 115,000 in 1990.

The dominant company in that segment is Kia, which is expected to sell about 48,000 light trucks and vans in 1986 and 77,000 in 1990.

Hyundai is a distant second, selling 11,000 this year and 24,000 by 1990, Williams said. Daewoo will build 6,000 light trucks in 1986, moving up to 14,000 by 190. He expects Keo-Hwa to reduce production, slipping from 1,700 units this year to about 800 in 1990.

Government-business: Tie differs from Japan

By Matt DeLorenzo
LOS ANGELES REPORTER

The rapid development of South Korea as an industrialized nation owes much to the close relationship between government and business, similar to the Japanese model.

There exists "Korea Inc.," but because of cultural, economic and political factors, there are significant differences between the two nations' approach to the government/business combine.

"Korea's cooperative business-government relationships owe much to both its fear of war with the North, which makes economic growth a matter of survival, and its Confucian tradition," according to John T. Bennett, president of the Korea Economic Institute.

Bennett said that starting with basically an agrarian society that was shattered by the Korean War, the government viewed business as a way "to develop higher wages and to provide its own armaments." A series of five-year plans started by President Park Chung Hee in the early 1960s started the country on its rapid climb.

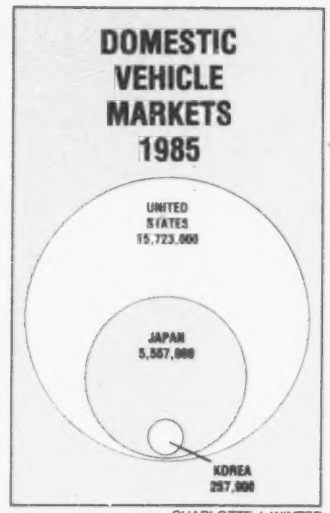
Working through large, family-run conglomerates known as Chaebol — which are similar to the Japanese industrial groups called Zaibatsu — the government "has clearly been the dominant partner, largely immune to any business-generated pressure," according to Glenn Lehmann, a consultant with Korean experience.

Because South Korea is smaller than Japan in both land and population, the number of those large conglomerates is fewer than in Japan and, as a result, their impact on the economy is much greater The sales of the four largest — Hyundai, Daewoo, Lucky-Goldstar and Samsung — account for 45 percent of Korea's gross national product.

Like the Japanese Zaibatsu, Korea's Chaebol are involved in such diverse fields as car and ship building, construction, textiles, electronics and petrochemicals. With such power concentrated in a relatively small number of companies, it would seem that they would have tremendous influence on the government. But, according to Bennett, that is not necessarily the case.

"Government tends to be dominant in the relationship as a spokesman for Korean values," he said, adding that "government is viewed as a failure if the economic miracle doesn't work."

As a result, government still calls the shots, as when the 1980 recession rocked the country's fledgling auto industry and government stepped in and decided which companies were to produce certain vehicles.



CHARLOTTE J. WINTER

Only recently, with a recovered economy and an auto industry ready to plunge into exports on a large scale, has the government reopened the auto industry to a degree.

It is allowing those companies which had been limited to trucks to produce cars and vice versa. However, it is keeping Samsung, which had no auto building experience, out of the assembly business for the time being.

Jack Lewis, a professor at University of Southern California's Graduate School of Business, said the large groups, once they are allowed to compete in a given area, are given a free hand by the government.

"A high level of competition leads to better products," he said, noting that stiff competition among consumer goods "has helped Japan. The South Korean government may help certain industries, but it lets the companies compete. They may have three or four companies in a target area. The competition leads to better products for export."

The large groups, according to Lewis, "are incredibly young. Most were started in the late 1960s. They have benefited from personal contacts in government and have grown quickly."

It is those contacts, as well as Korea's clumsy attempts at influence peddling in Washington in the early 1970s, that raised questions

see BUSINESS, page 28

KOREA: A RISING POWER

TRADE

FROM PAGE 22

and similar products to other developing countries, Korea sees the "automobile as one of the leading strategic export products and the locomotive for the renewed economic expansion for Korea to the year 2000."

A study by the Korea Institute for Economics and Technology put Korea's car exports at $1.8 billion by 1990 and $10 billion by the turn of the century.

Song noted that from 1959 to 1962, the gross national product in Korea grew 3.2 percent annually and the country suffered from severe economic stagnation and high inflation.

Following the takeover by Park Chung Hee's military dictatorship, a series of five-year plans aimed at developing heavy industry with the goal of expanding exports was instituted. From 1963 to 1979, Korea's economy grew at an annual rate of 7.9 percent and real export growth was just over 30 percent a year.

Since 1979, annual GNP growth peaked at 9.3 percent in 1983 and leveled off at 7.5 percent in 1984, according to U.S. Commerce Department figures. In 1985, that figure fell to 4.2 percent, but it is expected to return to the targeted 7 to 9 percent this year, fueled by auto exports.

However, the 1985 figure was an embarrassment to the administration of President Chun Doo Hwan and any slowdown in the "economic miracle" could undermine his regime politically.

As a result, the government has become even more sensitive to trade pressure from the United Sates that would either choke off exports or open the domestic market completely. Either of those occurrences would slow South Korea's economic growth.

In seeking export markets, Korea has been able to get in the door with low-cost products because of wage rates that are a fraction of those in the rest of the industrialized world. According to the Korean Ministry of Finance, the average hourly wage in 1984 for the manufacturing sector was $1.46, a rate that does not include benefits. The automotive sector was slightly higher at $1.64 per hour.

The work week in South Korea averages 50 hours. According to several analysts, benefits add 50 percent to the basic wage rate, which would put the automotive labor cost at about $2.50 per hour.

In Japan, the wage rate in the automotive sector is estimated at $12 to $13 per hour including benefits. That is figured at 238 yen to the dollar. It would be higher if figured at 170 yen to the dollar.

In the United States, the base rate for wutoworkers is $13.75 per hour without benefits and $24 to $25 per hour with benefits.

One analyst estimated the direct labor costs of a Korean small car at $300, compared with $800 for a similar Japanese model and $1,800 for an American model.

David C. Cole, a specialist on the Far East for the Harvard Institute for International Development, feels that the South Koreans will be able to take advantage of those low labor costs "to take over a significant share of the lower (automobile) market area. This is more of a threat to the Japanese manufacturers and less of a threat to the U.S. makers."

Cole added that since the Korean economy is so small in comparison to the Japanese economy, "What is a high rate of growth for them in automotive exports won't make a big dent in the U.S. market, especially for U.S. makers who have given up the low end of the market."

Cole added that while Korea's share of the U.S. market will be small, the Japanese and American companies are aware of the threat.

Korea's advantage goes far beyond just the basic labor rate, according to Cole.

"They have new equipment, new factories," he said. "They have good workers and they work very hard. Their tremendous advantage stems from their substantial cost advantage over the Japanese, and that is because the won (Korea's currency) has remained the same against the dollar while the yen has gone up."

Using the cost advantage to expand trade, Korean products have found quick success. An example is the Hyundai Pony, which in two years became the leading imported car in Canada.

'Their tremendous advantage stems from their substantial cost advantage over the Japanese, and that is because the won (Korea's currency) has remained the same against the dollar while the yen has gone up.'
— David C. Cole

Coming out of nowhere to be a force in foreign markets tends to make the Koreans an easy target. Faced with the prospect of rising trade tensions, it is generally felt that South Korea will be more flexible and will move more quickly than Japan in opening its markets and investing overseas.

"They (the Koreans) want to be an absolute success and they are seeking praise for what they've accomplished," said Max Jamiesson, executive vice president of Hyundai Motor America.

"But," he added, "they're running into criticism. They weren't expecting that and they're getting the feeling that they've done something wrong. That is why they've committed to putting up a plant in Canada within 18 months and are buying U.S. components for their cars."

In addition to seeking U.S. investments, Korea has also implemented a program to liberalize its market, including a reduction in tariffs designed to lower the average rate from 22.6 percent in 1983 to 16.9 percent by 1988.

The program also calls for reducing import licensing restrictions to less than 5 percent of total import categories. A total of 235 products are scheduled to be removed from the import embargo list this year.

However, Robert McElheny, a former assistant secretary for trade development in the U.S. Commerce Department, said there is a limit to how far the Koreans will go in opening their markets. Writing in Business Korea last October, he said, "The Korean government confronts a difficult situation. A slip in its GNP has spurred critics in the country to voice complaints on the government's policy of market liberalization.

"Rising protectionism abroad has made it extremely difficult for the Korean government to garner domestic support for liberal reforms that increase the percentage of foreign products that can be imported without prior official approval, and for reforms that ease restrictions on foreign investment in Korea."

Kum Jin-Ho, Korea's minister of trade and industry, told Business Korea last December that of the 31 items liberalized in January 1984 at the urging of the United States, Japan supplied 44 percent of those items, while the United States supplied only 16 percent. Since then, the appreciation of the yen has given American companies a boost in the Korean market, while at the same time spurring Korean exports to Japan.

'Korea's economic policies and development process have been similar to those of Japan only in that both countries have high population density and are poorly endowed with natural resources. But the magnitude of Korea's economy is only one-fifteenth of Japan's in GNP terms.'
— Park Un-Suh

Despite the distance Korea is trying to put between itself and Japan, the futures of the two countries are closely linked, according to Dr.Jack Lewis, of the Graduate School of Business at the University of Southern California.

"There is a deep relationship between Korea and the Japanese, he said. "Korea is benefiting from the Japanese example. How far they go will depend on two factors. One is the degree to which the Japanese will let Korea transfer technology from them. The second is how well they adopt quality control from Japan. What they're doing is using retired executives from Japan."

Park Un-Suh, director general of trade promotion for Korea's Ministry of Trade and Industry, said in Korean Economic Institute's Korea's Economy that his country, although resembling Japan in terms of development, will never reach the same economic scale that Japan enjoys today.

"Korea is sometimes perceived as a second Japan," he wrote. "This misleading perception is probably due to Korea's rapid economic and trade growth which is, however, only one side of the Korean economic reality.

"In fact, Korea's economic policies and development process have been similar to those of Japan only in that both countries have high population density and are poorly endowed with natural resources. But the magnitude of Korea's economy is only one-fifteenth of Japan's in GNP terms."

Park estimated that the Korean economy is almost 30 years behind Japan's in terms of ecomomic development.

Park said the most telling evidence on this point is that Korea has run chronic trade deficits "while Japan has recorded unbroken trade surpluses since 1964, totaling $34 billion last year alone."

The fact remains that this year, Korea will go into the black on trade while the United States posts a record trade imbalance. Korea's presence in the United States with highly visible products, such as Hyundai and Daewoo automobiles and consumer electronics from Lucky-Goldstar and Samsung, means that it will have to deal with trade issues on a continuing basis.

Hyundai's Jamiesson, however, feels that Japan's experience in the United States has clearly marked the pitfalls and that Korea intends to avoid them.

On trade, Jamiesson believes that the saber-rattling by politicians, business and labor in the United States is "sending a message to Japan. I also think the message will reach Korea, and the United States will get a result quicker from Korea than from Japan."

Automobile Red Book®
National Market Reports, Inc.
A Maclean Hunter Publication
Official Used Car Valuations
75
YEARS
Call or write for subscription and advertising information:
National Market Reports, Inc.
300 West Adams Street
Chicago, Illinois 60606
(312) 726-2802
A Maclean Hunter Publication

DOUBLE YOUR PARKING!
Indoor or Outdoor!
SPACE-MAKER a unique 2-car parking system sold world-wide for hospitals, apartment & office buildings, parking garages, auto dealerships, car rentals, colleges or wherever parking space is a problem.
For Use Almost Anywhere!
Now, without buying or renting additional property you can double your parking capacity INDOORS OR OUT, by using Air Space!
$3995
PLUS INSTALLATION
SPACE MAKER
FOR INFORMATION
201-385-1010 Ext 31
SPACE-MAKER International
77 South Washington Ave
Bergenfield, NJ 07621

KOREA: A RISING POWER

Parts industry grows with eye on world sales

By Matt DeLorenzo
LOS ANGELES REPORTER

Moving beyond the export of built-up vehicles, South Korea's Ministry of Trade and Industry has targeted the automotive parts sector for development as one of the nation's strategic export markets.

Fueled by the expansion of Korea's automakers, the component industry is looking for sales of $1.5 billion this year, an increase of 50 percent over 1985's $1 billion. Exports are expected to reach about $200 million this year.

MTI's strategy in favoring auto parts works on several levels. On one level, it is designed to help the smaller suppliers expand to meet Korea's own original-equipment requirements as well as to allow them to supply foreign manufacturers.

'The economy has gotten larger and too complicated for the government to get as involved as it was before. . . '

— John T. Bennett

It is also designed to protect those smaller companies and make them more competitive as it opens up the sector to the larger manufacturing companies and joint ventures which have previously been kept out by the government.

Of overriding importance, according to one government official, is a move toward "systematization" or cooperative assembler-supplier relationships similar to those found in Japan.

The government feels that tighter bonds between suppliers and manufacturers will result in components of better quality and a more stable business environment in which the smaller firms will thrive by being locked into long-term relationships with a single manufacturer.

It is that interest in the smaller companies which marks a change in the South Korean government's attitude toward business, according to John T. Bennett, president of the Korean Economic Institute.

"The economy has gotten larger and too complicated for the government to get as involved as it was before" with the larger Chaebol groups, he said. "The government is now more deeply involved with the thousand or so smaller companies it has targeted for growth." Auto parts manufacturers are among those companies.

The Chaebol are the large, family-run conglomerates.

Currently, parts manufacturing is spread among more than 800 suppliers in South Korea, most of which are classified as small-to-medium-sized companies by the government.

Anthony Geber, a former state department official assigned to Korea, estimated in a paper for the Korea Economic Institute that 66 percent of those firms employ 100 persons or less and a corresponding number are capitalized at no more than $250,000 each.

The recession of the early 1980s caused a shakeout in that segment and in order to protect the companies that were left, the major conglomerates were restricted from producing many components.

However, the drive to make autos a major export commodity has forced changes in that policy. MTI not only recognizes the need for additional parts capacity to supply OEM demands, but it also recognizes that world-class quality requires the capital and volume that only a large company can provide.

In addition, the government encourages joint ventures and licensing arrangements with foreign firms in order to upgrade the quality and capacity of component manufacturing.

In the May issue of Business Korea, Noh Hee-Mok, an economist with the Korea Institute for Economics and Technology, said that the auto parts industry is expected to grow at an average annual rate of 20 percent during the next decade. Much of that growth will come from joint ventures and from the large companies which have absorbed smaller suppliers.

Among the joint ventures reported in Business Korea are three units set up by General Motors and Daewoo.

They are: DHMS Industries, which provides steering gears, axles, brakes, radiators and air-conditioner parts; Koram Plastics, a venture between Daewoo's Korea Steel Chemical and GM's Fisher Guide, which will produce polyurethane bumpers; and one between GM's Delco Remy and Daewoo Automotive Components, which makes starters, alternators, distributors and coils.

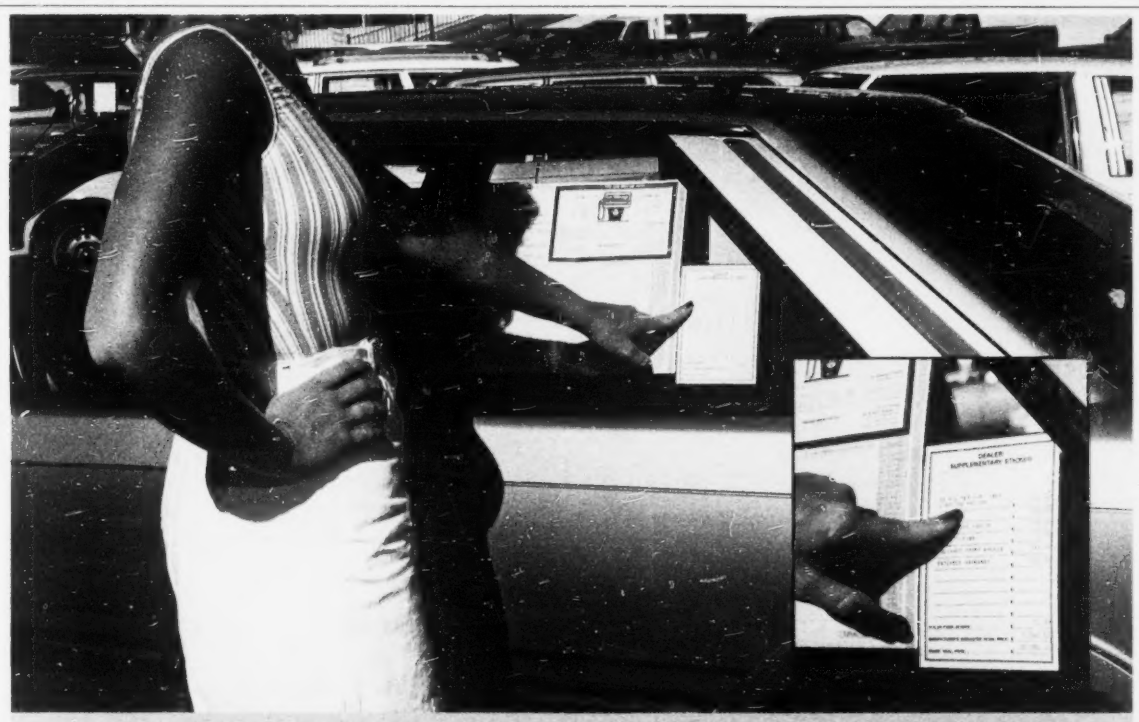
Those three represent an investment of just over $180 million. Ford Motor Co. is tied with Mando Machinery, which is affiliated with Hyundai, to produce radiators. Kia has an agreement to produce steering gears with TRW.

Beyond supplying the Korean OEMs, those joint ventures provide the stepping-stone for Korea to begin supplying parts to manufacturers throughout the world.

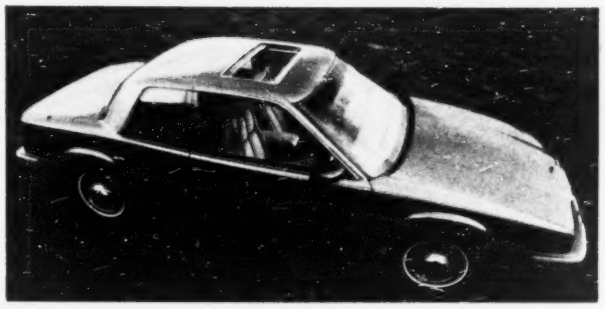
A key example of that scenario is the relationship between Chrysler and Samsung. Samsung, which has made its name in electronics, has so far been denied permission to get into auto manufacturing. However, with the easing of restrictions on parts manufacturing, Samsung will be able to produce components for vehicles assembled by Chrysler Corp.

American firms aren't the only ones seeking to exploit the low-cost advantages of a South Korean joint venture. According to Geber, at the end of 1983, there were 14 joint ventures with foreign companies and 50 technical-assistance

see PARTS, page 28


With KC On The Sticker,
Your Profits Come Quicker!
KC HiLiTES has a full line of highway approved auxiliary driving & fog lighting systems that are easily & profitably installed on sports coupes, 4X4's, RV's, commercial vehicles and light trucks; and they all feature unbreakable LEXAN® lenses. There are rectangular black space-age nylon composite housings that look like OE on today's performance cars and the popular round chrome KC's that bolt right on light bars. No extras to buy; everything is included and the universal mounting brackets make it easy and quick to install KC HiLiTES right in your new car make-ready department.
Pre-sold with color ads in SPORTS AFIELD, POPULAR MECHANICS, TRAILER LIFE and 4 WHEEL & OFF ROAD, KC HiLiTES are not only a familiar brand name to your customers, but they're the acknowledged leader in auxiliary lighting systems. And, they're so technologically advanced, they carry a factory-direct 5 YEAR WARRANTY.
Call or write today for information on increasing your dealer-installed accessory margin with KC HiLiTES.
KC HiLiTES
5 YEAR WARRANTY

Added Personality!



The 1986 Buick Riviera and a SKY-TOP® Power Moonroof.

The all new, luxurious E-Body cars from General Motors take on an exciting new personality with the addition of a sporty SKY-TOP Power Moonroof.

SKY-TOP Power Moonroof's sleek, elegant appearance and smooth, quiet operation offer exactly what Buick Riviera, Cadillac Eldorado and Oldsmobile Toronado owners expect. And SKY-TOP's large opening and unique design guarantee the widest viewing area with maximum headroom retention.

Offering a variety of features, including a push-button venting system, automatic wind deflector, privacy sunshade and optional charcoal trim finish, the SKY-TOP Power Moonroof is the most versatile moonroof available.

Over 90 SKY-TOP Installers nationwide offer excellent service backed by a 12 month, unlimited mileage, parts and labor warranty. For our brochure and the name of your nearest Installer, call SKY-TOP today.

Sky-Top® power moonroof

SKY-TOP® Sunroofs Ltd.
4700 Le Bourget Dr. • St. Louis, MO 63134 • (314) 427-1441
TOLL FREE: 1-(800) 327-1331 (OUTSIDE MO)

©1986

Important notice to car dealers who service with Quaker State products.

Quaker State's 1986 Retail Advertising Programs are available to all retailers, regardless of size, who advertise Quaker State products. Semi-annual funds accrue at 8¢ per gallon for packaged motor oil, ATF, greases, lubricants, and anti-freeze; 10¢ per filter, 50¢ per battery and 1¢ per chemical unit. (10¢ per gallon on products sold in metered form.) The Retail Advertising Program is based on purchases made during the corresponding 6 month period from the previous or current year. Eligible advertising includes radio, television, newspapers, circulars or inserts, outdoor advertising and transit signs, and service fliers. Point-of-purchase material and sales aids from Quaker State's selection are also available.
For additional information write:

QUAKER STATE OIL REFINING CORPORATION
P.O. Box 989 Oil City, PA 16301
Attention: Advertising Department

MELVIN D. THOMAS
A Professional Accountancy Corporation

Auto Dealers and Related Businesses

- Audits/Taxation/Accounting - Consolidations - All States
- Buy - Sell Evaluations - Tax Planning - Corp. & Individual
- Consolidations/Mergers/Reorganizations
- Management Reviews & Services - Monthly - Annually, Etc.
- Special Engagements

MELVIN D. THOMAS - Licensed CPA-Attorney-Real Estate Broker
A Professional Accountancy Corporation
1651 East 4th - Ste. 251
Santa Ana, CA 92701
(714) 953-9986

KOREA: A RISING POWER

PARTS

FROM PAGE 26

agreements. Most of those were with Japanese firms.

Given the strength of the yen, the Japanese are likely to count more heavily on those relationships for low-cost components to offset higher vehicle prices resulting from unfavorable exchange rates.

The emergence of South Korea as a major player in outsourcing gives pause to labor leaders and suppliers in the United States, especially in view of the fact that Korea's auto parts exports are expected to reach $200 million this year and $500 million billion by 1988.

However, Max Jamiesson, executive vice president and chief operating officer of Hyundai Motor America, sees it differently. He feels that while the Koreans are eyeing the U.S. OEM market, U.S. suppliers should also be looking at Korean OEMs as potential customers, not only for components, but also for the machinery to build cars.

According to Jamiesson, trade has emerged as such a sensitive issue with the Koreans that opportunities exist for U.S. suppliers, despite the fact that those components may cost more than Korean-produced items. However, he stresses that the "window of opportunity" may not stay open forever.

Jamiesson noted that Korea has relied on Japanese-manufactured components in the past, but the steep appreciation in the value of the yen is giving U.S. suppliers a chance to become competitive. He feels that American companies have yet to take advantage of that opportunity.

"All we do is sit around and moan that we can't export our product, and I don't know if we've even tried," Jamiesson said of the U.S. suppliers.

Pointing to the Hyundai Excel, he said that the tires, cloth for the interior, spark plugs and glass are sourced in the United States.

"We're not doing that we because we couldn't locate suppliers in Korea," he said.

Jamiesson admitted that trade pressures may be contributing to the window of opportunity. But, he declared, "If you're a good vendor, who says you can't have a lasting relationship with our company? If you're competitive, and I mean competitive in quality and not necessarily price, they'll use you."

BUSINESS

FROM PAGE 22

of corruption in Park's administration as he pushed Korea forward.

A 1980 study by the Korean Development Institute and the Harvard Business School said corruption was minimal, but Bennett said those knowledgeable about Korea's history may think differently.

"That it existed, no one can deny," Bennett wrote in 1983 on Korea's business government relations. "Accepting the fact of past corruption raises another question: the degree to which government played an aggressive role. If government decisions could be bought, then the businessman might be in control.

"The answer seems to be that business could buy small favors (e.g., by which an otherwise qualified firm was permitted to make diesel engines), but not the important ones, at least after Syngman Rhee was replaced. The difficult decisions on exchange rates, duties and interest rates were made in the national interest. The objectives of growth and equitable income distribution have remained constant."

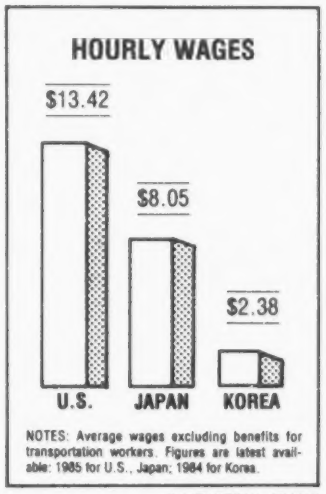
In contrast to Park's policies, which focused primarily on the larger companies involved in heavy industries like steel and shipbuilding, the government under President Chun Doo Hwan has recognized that the Chaebol have matured rapidly. Consequently, it is giving more autonomy to the large groups and is concentrating on smaller businesses.

"Beyond the large Chaebol, the economy is really more fragmented," USC's Lewis said.

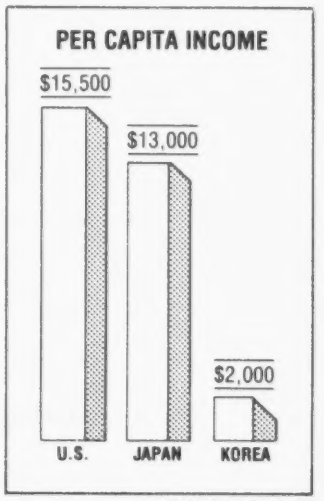
According to Lehmann, Korea's fifth five-year plan, which ends at the end of 1986, "acknowledged that the increased complexity of the economy and the distortions produced by the policies of the 1970s called for a change. The government will now intervene less and rely more on market forces and non-discretionary general incentives."

Another important change — and an important difference between Japan and Korea — is that the Korean government is selling its dominant position in the five commercial banks in the country. However, unlike Japan, where large conglomerates control their own banks, no one, including the Chaebol, will be allowed to own a majority or controlling interest in those financial institutions.

Beyond the similarities between the closeness of government and business in Korea and Japan, the manner in which business is conducted differs greatly between the two countries. In fact, American businessmen may feel more at home in Seoul than in Tokyo.



CHARLOTTE J. WINTER



CHARLOTTE J. WINTER

"Business in Korea at the macroeconomic level is organized in a way that is more familiar to Americans," Lewis said.

Max Jamiesson, executive vice president of Hyundai Motor America, agrees.

"Management is set up more like a pyramid," he said, noting that all the Chaebol have strong leaders willing to make decisions and take risks. Unlike the Japanese, who rely on a broad consensus where management decisions rise from the lower levels, Jamiesson said, "it doesn't take a lot of people to make a decision" in South Korea.

While the more traditional top-down style is similar to U.S. companies, Jamiesson adds, "they've infused some of the consensus style with that."

Another cultural trait that differentiates the Korean style of business from the Japanese style is that "Koreans are very confrontational," according to Bennett. He added that while the Japanese may acknowledge your position by saying yes when they actually disagree with you, the Koreans are more direct.

Jamiesson said that to an outsider, some meetings may seem like a fight — that each position is spelled out in no uncertain terms.

"But it is a means of communication on an issue, a means of building a strategy or a policy," he said. He added that while the discussions may be loud, the participants "will walk out of the room friends, and everyone will be committed to the idea."

A leading factor in this similar organization of business is education. "There is a high percentage of U.S. education among the troops; that is why their management style is closer to the U.S. pyramid," Jamiesson said.

"Koreans are terribly literate," Lewis said, noting that their literacy rate is above 95 percent. "There is a tremendous amount of information, and many are U.S.-educated."

Korea's educated and skilled workforce has resulted in a rapid transition to industrialized status. In 1963, 63 percent of the workforce was employed in agriculture, forestry and fishing, while manufacturing accounted for 8 percent.

By 1982, the non-industrial segment was only half as large at 32 percent, while manufacturing jobs nearly tripled to 21 percent, according to Korea Economic Institute figures. The service sector also has increased greatly, rising to 47 percent from 29 percent.

Compared to other industrialized nations, South Koreans work much longer for much less. The average work week is 50 hours, and in manufacturing the average pay is just over $2 per hour.

While few Koreans are involved in labor unions and businesses are organized into trade associations that set wages, it's expected that pay will increase as the economy expands to meet export requirements. With unemployment at 4.4 percent, which is viewed as virtually full employment, the demand for skilled workers will push up their compensation levels.

According to Bennett, "Because of competition for skilled workers, however, job changing has proved to be frequent compared to both Japan and the United States."

Bennett expects unions or trade associations representing workers to become a greater factor in the future.

KOREA: A RISING POWER

The threat from the North is part of daily life

By Matt DeLorenzo
LOS ANGELES REPORTER

Workers on auto assembly lines in South Korea wear reversible blue jackets that have a camouflage pattern on one side.

Neither a hunting jacket nor a fashion statement, it reflects the state of military preparedness in the country as it moves forward in its quest to become a leading industrial nation.

Ever mindful of North Korea, the South views its security as a top priority even as it grapples with internal politics as part of the transition from an authoritarian regime to a democracy.

"They take the threat (from the North) very seriously," said Daniel Murphy, a retired admiral in the U.S. Navy and former deputy director of the Central Intelligence Agency. "People don't have to be reminded that they were at war with those guys. When you visit Korea, you know you're in a country that is on wartime footing."

That threat contributes to South Korea's almost single-minded devotion to its "economic miracle."

"I believe that a major factor is that South Korea had enjoyed a remarkable consensus ever since the North Korean invasion of 1950 — a fundamental consensus often obscured by soaring political rhetoric," Gaston Sigur Jr., the State Department's assistant secretary for East Asian and Pacific, told Congress in testimony last April.

"From the experience of the Korean War, the people of South Korea became — and remain — virtually unanimous in their concern over the threat posed by the North."

The unifying influence of that threat hasn't stopped South Koreans from engaging in political jockeying between the ruling party and the opposition parties for position when President Chun Doo Hwan steps down in 1988 following the Olympics.

That jockeying has given way to large-scale demonstrations and violent clashes between left-wing student elements and the police.

But are those clashes a threat to the stability of Korea? Many analysts think not and argue that it is a mistake to compare the situation in Korea today to that in the Philippines.

First of all, according to Murphy, "The military is very loyal, professionally trained and highly respected. The economy is booming, although not as much as the government would like. The threat South Korea faces is more of an external threat rather than an insurgency as in Philippines."

He added, "Chun has agreed to step down, and it appears that he is going to give ground on the most important point of open rule rather than using the electoral college in the next election."

Much of the opposition's protest has been centered around the use of a 5,000-member electoral college rather than a direct election after Chun steps down. The opposition feels that the party in power stands a better chance of controlling the college and, as a result, the election overall.

Aside from that point, those on the extreme left are calling for Chun to step down earlier. However, in view of the government's commitment to making sure the 1988 Olympics go off without a hitch, it's not likely that will happen. The Olympics are viewed as a rite of passage into the industrialized world, much as the 1964 Olympics were for Japan.

While the spotlight may be on the Korean political scene — primarily as a result of the attention focused on the Philippines — politics in Korea have never been easy. "Korean politics have always been confrontational," said John T. Bennett, president of the Korean Economic Institute.

"There is more fragmentation in Korean politics than in Japan," said Dr. Jack Lewis, associate director of international programs at the University of Southern California's Graduate School of Business.

However, that fragmentation is also tempered with concern about the North. "In serious conversations, they always raise the threat from the North," Lewis said.

Murphy said history has a lot to do with Korea's political climate and why it seems so disorderly when compared to the Japanese.

"The Japanese never have had to live under the heel of a conqueror like Korea did," he said. "That had a big impact on people. They're more willing to accept a more authoritarian rule." However, finding their way into a democracy for the first time will be a turbulent process.

Korea's peninsula location between China and Japan has contributed to a history of occupation by both countries, yet, according to the State Department's Sigur, the country was able to survive as a "strong and culturally unique nation." The country was a monarchy until the 20th Century when Japan invaded and occupied the country from 1910 to 1945. That period was followed by the devastation of the Korean War.

Following the war, the country was led by President Syngman Rhee, whose policies, according to the Korean Economic Institute, were unsuccessful in promoting economic growth and whose corruption eventually led to his being forced from office in 1960.

He was followed by Park Chung Hee, whose export-based policies began to push the country forward. Violence ended Park's presidency; he was killed by his intelligence chief in 1979.

Chun rose to power and in 1981 announced that he would step down after serving a seven-year term as president.

While internal politics are being played out on the nightly news and may give South Korea an unstable appearance, some of those who have been there view the disturbances in the same light as the protests in the United States during the late 1960s.

"We've had our protests here," said Max Jamiesson, executive vice president of Hyundai Motor America, adding that broadcasts of violent demonstrations in the United States did not mean our government was about to collapse.

Murphy agreed, adding that the left in Korea is moving even farther out of the mainstream in its criticism of opposition leader Kim Young Sam. Murphy, who feels that some of those protests may be instigated by Communist elements, said "maybe they don't want anything," and added that the shift away from recognized opposition leaders may eventually discredit the movement.

Any discussion of the internal stability of South Korea returns to the question of North Korea. North Korea is perceived as such a threat that any political differences are secondary. While North Korea would like to share in some of the Olympic activities, the South remains wary of any dealings with the North.

As recently as 1983, four members of the South Korean cabinet and 13 other government officials were killed in a bomb blast in Rangoon, Burma, that was linked to North Korea. In 1984, four North Koreans were killed in a border clash when a defector ran across the demilitarized zone. So the threat remains very real.

But South Koreans also take comfort in the fact that there are 43,000 U.S. troops stationed in their country. When President Carter suggested in the late 1970s that the United States reduce its presence in the country, it touched off an outcry from South Korea and the plan was quietly dropped.

THE NU-STAR POWER PUSHER is the safe, easy and economical way to move vehicles. Push it. Pull it. Jump start it. The Power Pusher keeps employees productive and healthy.

To order your Power Pusher, contact:
Nu-Star, Inc. 1425 County Rd. 89
Shakopee, MN 55379
Telephone (612) 445-8295

nu+star

Stretch | Dealer Profits

Limousines are the traffic-building franchise for additional profit. Distributor points available now. We'll train your people. Cadillacs and Lincolns in production and in-stock for nationwide delivery.

LIMOUSINE·WERKS

Contact: Matthew Baines, president, 312/382-4777

AT YOUR SERVICE

Dealer and Service Managers, be sure to look for our upcoming EXTRA section, written just for you. The July 21 Service Profits EXTRA will showcase successful service operations around the country, and help you improve your department's profits.

Automotive News
Service Profits EXTRA
July 21, 1986

Korean chassis for American Roads
Asia Motors Co. will manufacture trucks in Korea using U.S. components. The chassis models will be sold by The Smith Cos., Plaistow, N.H., beginning this year.

AUTOMOTIVE WORLD NEWS

Japanese makers gain market share in Europe

By Richard Feast

The accompanying table indicates why the export-restraint alarm is ringing at Japan's Ministry of International Trade and Industry: Japan improved its new-car market penetration in all 16 countries of Western Europe in the first five months of 1986.

Total car sales in Western Europe this January-May were up 7.5 percent over a year ago. Sales of Japanese makes rose more than 20 percent. Sales of Europe's domestic makes increased less than 6 percent.

The five-month Japanese share was 11.8 percent, a 1.4 percentage point gain over last year. As a group the Japanese are outselling all but the Volkswagen and Fiat groups in Europe. Toyota and Nissan each have 2.9 percent of the market; that's more than such local nameplates as BMW (2.6 percent), Audi (2.5), Volvo (2.4), Alfa Romeo (1.6) and Seat (1.4).

A combination of events has led to Japan's strong showing, including an increase of the yen against the dollar, and U.S. export restraints which led the Japanese to focus more attention on Europe. Also, Japanese domestic demand for cars is flat, while Europe is enjoying a comparative boom.

Another factor is Japanese products themselves. A few years ago Japan was producing mini American-type cars that by their nature were not targeted at European consumers. Today's Japanese cars are as technically advanced as Europe's and are styled more for European — and changed American — tastes.

These events have allowed Japan to make market gains on a total European front. Though some European manufacturers are protected in their domestic markets — Fiat in Italy; Renault and Peugeot in France; Austin Rover, Ford and General Motors in the U.K. — they are still losing out in non-producing nations.

Japan gained 7.9 percentage points in Greece (now 32.6 percent) and 5.3 points in Denmark (35.1 percent). In Ireland's newly liberalized market, Japan added 8.4 points this year to reach a five-month share of 40.9 percent.

In sheer numbers, however, nothing compares with the structural change taking place in West Germany, Western Europe's biggest national market. New-car registrations climbed there almost 30 percent, or 40,700 units above the same period last year. At 14.4 percent, the Japanese share of the West German market is approaching Adam Opel's and has long passed such domestic makers as Ford, Daimler-Benz and BMW.

What worries West German manufacturers is that there seems to be no end in sight. Consumers are turning to Japanese cars, and the country has no trade restrictions on volume.

The Japanese are taking an average market share of more than 18 percent in Western European countries that do not have some form of sales restriction. (Those that do are Italy, France, Spain, the U.K. and Portugal.)

The Japanese have made even greater inroads in the medium-van market. In the first quarter of 1986 they accounted for about one of every four vehicles sold. Their presence will grow in the next few years, thanks to a step-up in selling built-up imported vehicles.

Nissan is developing an important van-production center at its majority-owned Motor Iberica in Spain.

At the same time, companies as diverse as Daimler-Benz and GM's Bedford Commercial Vehicle Division are strengthening their manufacturing links with Japanese companies — Daimler with Mitsubishi in Spain, and Bedford with Isuzu and Suzuki in the U.K. Also, Ford has started selling Mazda-made vans in certain European markets.

Of the nearly 161,000 medium vans sold in Europe in the first three months of 1986, 24.8 percent were Japanese, 15 percent were Volkswagens and 10.5 percent were Fords. Other market shares: Peugeot, 9.5 percent; Fiat, 9.2 percent; Renault, 8.6 percent; Mercedes-Benz, 8.1 percent. ■

Where Japan is Advancing

Western European new-car sales: January-May 1986

Country	Total sales	Japan share	Japan change	Market change
Austria	112,900	28.6	+ 7.5	+ 0.4
Belgium/Lux	205,100	19.8	+12.5	+ 6.7
Denmark	85,800	35.1	+44.3	+22.4
Finland	68,800	42.1	+17.0	+ 7.6
France	787,900	3.4	+18.8	+ 4.5
Greece	23,800	32.6	+ 0.7	−23.7
Ireland	29,500	40.9	+13.0	−10.2
Italy	864,400	0.2	+90.0	+ 4.4
Netherlands	292,400	22.8	+21.8	+11.4
Norway	82,800	37.5	+51.0	+35.3
Portugal	40,200	9.8	+21.5	+ 8.3
Spain	236,700	1.0	+50.0	+ 1.2
Sweden	109,300	19.3	+19.2	− 5.2
Switzerland	139,700	26.8	+21.0	+13.4
United Kingdom	822,000	10.3	+ 7.1	+ 1.7
West Germany	1,236,800	14.4	+29.6	+17.1
Total	5,138,100	11.8	+21.5	+ 7.3

So that's *why* Japanese cars are so popular

By Richard Feast

Highway breakdown statistics compiled by the ADAC motoring organization in West Germany provide additional reasons for the growing popularity of Japanese cars there.

Japanese-built models, now accounting for an unprecedented 14.4 percent of Europe's largest national market, proved to be the most reliable cars on the road.

The domestic Mercedes-Benz did well in larger-car categories. But for a country that prides itself on the quality and reliability of its products, the ADAC findings are a heavy blow to West German self-esteem. Such statistics, together with road-test reports published in newspapers and magazines, have a strong influence on West German consumers.

When he was chairman of Ford of Europe, Robert A. Lutz, an automotive executive with a wealth of knowledge about Europe, estimated that the West German customer is the most demanding in Europe, and that its automotive press is the most influential. (Lutz recently joined Chrysler Motors as executive vice president.)

ADAC's ratings are based on cars that break down on highways and are attended to by the organization's patrol vehicles. The number of cars totaled 95,000 last year. A car make's reliability ranking is based on the number of breakdowns per 1,000 of those models on the road.

The most reliable model was the Mercedes-Benz 190D (diesel) at 17.6 breakdowns per 1,000. Least reliable was Fiat Panda at 72.7. Those statistics indicate that every 14th Panda buyer in West Germany is destined to be stranded on the highway, while only one in 57 M-B 190D owners is likely to suffer that fate.

The most frequent breakdowns, reports ADAC, concerned electrical systems and electrical equipment. Engine troubles were the third most common cause.

Results are divided into car categories. In the small-car class, Toyota Starlet (18.7) was best, followed by Honda Civic (20.7). Worst in the class were Panda and Citroen 2CV (70.7).

In the medium-car class, Toyota Corolla (18.3) and Mazda 323 (21.0) were best. Worst were Ford Orion (49.9) and Volkswagen Scirocco (55.9).

Among larger cars, Mazda's 626 (above) was rated second only to the Mercedes-Benz 190D in reliability.

Among larger cars, the Mercedes 190D was followed by Mazda 626 (24.8). At the bottom were Ford Sierra diesel (41.5) and Sierra gasoline (55.1).

In ADAC's very-large-car segment, the Mercedes-Benz 200-300 series was first with its diesel (21.3) and second with its gasoline engine (35.2). Mercedes-Benz S-class (57.2) and Opel Rekord (62.4) were worst.

In another consumer survey, the U.K.'s Consumer Association compiled a list of safe cars. It reports a number of Volvo and Mercedes-Benz models as safest, and the three-wheeler Reliant Rianto as least safe.

"In the absence of any official action," the organization reports, "Consumers' Association has carried out its own safety assessments and come up with some important advice for safety-conscious drivers. These are believed to be the first-ever safety ratings available to European consumers to enable them to compare potential safety designs of recent cars."

Each car in the test fleet was examined for 45 potential safety hazards. Inevitably, heavier (and more expensive) cars had better ratings; so CA divided them by category.

In the simplified results, the only models to gain six points were the Volvo 360 GLE, Mercedes-Benz 190E, Volvo 240 wagon and Volvo 740 GLE. Five points were given to Talbot Solara, BMW 323i and Renault 25 GTX.

Relatively high points (four) went to two cheaper models, the Lada Riva and Toyota Starlet. ■

OVERSEAS PRODUCTION

JAPAN

Cars

	4 mos., 1986	4 mos., 1985
Daihatsu	56,807	56,580
Fuji	102,421	78,788
Honda	352,682	312,897
Isuzu	72,342	57,906
Mazda	268,585	267,781
Mitsubishi	201,124	173,411
Nissan	596,937	629,734
Suzuki	90,661	68,062
Toyota	888,830	852,369
Total	2,630,389	2,497,528

Vans, trucks, buses

Daihatsu	143,915	143,772
Fuji	111,763	103,140
Hino	21,554	19,019
Honda	74,919	57,033
Isuzu	117,985	114,712
Mazda	142,718	123,257
Mitsubishi	196,689	187,280
Nissan	181,209	233,797
Nissan Diesel	11,811	12,042
Suzuki	192,828	165,149
Toyota	345,159	385,747
Others	264	139
Total	1,540,814	1,546,046
Total vehicles	4,171,203	4,043,574

UNITED KINGDOM

Cars

	3 mos., 1986	3 mos., 1985
BL	114,363	139,086
Austin Rover	110,595	135,372
Range Rover	3,768	3,714
Carbodies	575	536
Ford	66,309	82,790
Jaguar	11,652	10,573
Lotus	169	239
Panther	66	28
Peugeot	17,467	15,071
Reliant	52	149
Rolls-Royce	610	552
TVR	129	105
Vauxhall	42,210	41,989
Others	156	165
Total	253,757	291,283

Vans, trucks, buses

Bedford	11,877	14,922
BL	20,953	24,034
Austin Rover	5,813	7,139
Freight Rover	4,764	5,331
Land Rover	6,742	7,568
Leyland	3,634	3,996
ERF	556	597
Foden	161	158
Ford	17,481	27,831
Hestair Dennis	137	212
MCW	48	128
Reliant	13	27
Renault	1,014	1,347
Seddon Atkinson	371	422
Others	60	62
Total	52,671	69,740
Total vehicles	306,428	361,023

FRANCE

Cars

	4 mos., 1986	4 mos., 1985
Peugeot SA	526,141	439,303
Citroen	193,462	162,574
Peugeot	332,679	276,729
Renault	424,447	476,161
Total	950,588	915,464

Vans, trucks, buses

CBM	19	20
Heuliez	26	N.A.
Iveco-Unic	36	39
Peugeot SA	58,965	55,666
Citroen	28,087	23,946
Peugeot	30,878	31,720
Renault	98,928	85,520
Sovam	25	30
Total	157,999	141,275
Total vehicles	1,108,587	1,056,739

Decal business is no sticky wicket for Stylistick

A company started less than 10 years ago in a garage in England has come a long way.

Stylistick Auto Ltd. produces adhesive striping for cars. First the company borrowed that idea from the U.S. Now it plans to sell its products here. They currently are exported to more than 60 countries.

Stylistick chairman Michael Person believes his stars and stripes for cars will be marketed in the U.S. within two years, at latest.

The company, with annual sales now topping $3 million, has 50 employees and a modern factory in Great Haseley, not far from the university town of Oxford.

Pearson, 39, learned the art of car customizing in Chicago and on the West Coast, then set up a business in England in 1977.

He recalls, "It was a low-key, low-budget start, but perfectly timed. Within a year we'd done well enough to move to bigger premises. With new ideas and aggressive selling, we soon grabbed the majority share of the market from our competitors. As our confidence grew, so did our output of ideas."

Soon the company started making kits for specific cars, sharpened its marketing skills and looked for opportunities outside of England.

The latest idea was to sponsor a competition for students in an honors degree course in industrial design transportation at Lanchester Polytechnic in Coventry.

As part of the course, the students came up with 600 graphic ideas, and some of them -- sculptures, stripes, symbols — will decorate cars around the world.

The students' work was shown recently in London, will be displayed at the Birmingham auto show this fall, and will be incorporated into Stylistick's product line.

Says Pearson: "Our strength is new designs. We'll pay for the students' ideas; many of them are highly ingenious and commercially viable." ■

— Anne Hope

Among the winners of Stylistick's design competition was this Astra GTE by Mark Goodall.

OVERSEAS REGISTRATIONS

UNITED KINGDOM
Cars

	5 mos. 1986	5 mos. 1985
Alfa Romeo	931	1,371
BL	138,592	148,523
Austin Rover	136,546	147,115
Range Rover	2,046	1,408
BMW	16,4[illegible]	15,612
Daihatsu	2,326	1,933
Fiat Auto	27,859	24,950
Ford	215,922	207,965
FSO	2,123	2,563
GM-Vauxhall	131,963	140,678
Honda	8,422	7,163
Hyundai	2,696	2,076
Jaguar	3,420	3,624
Lada	7,670	5,737
Lotus	201	265
Mazda	8,164	6,524
Mercedes-Benz	8,745	8,442
Mitsubishi	5,187	5,577
Nissan	41,900	40,323
Panther	15	33
Peugeot SA	50,349	45,271
Citroen	14,262	11,133
Peugeot/Talbot	36,087	34,138
Reliant	144	225
Renault	29,157	32,734
Saab	4,351	3,670
Seat	2,412	0
Skoda	5,080	3,760
Subaru	1,299	1,234
Suzuki	1,913	1,787
Toyota	15,355	14,569
VW-Audi Group	50,957	49,433
Volvo	32,218	26,295
Zastava	3,491	3,207
Others	2,355	2,165
Total	822,010	807,928

SWEDEN
Cars

	5 mos. 1986	5 mos. 1985
Alfa Romeo	453	550
BMW	2,066	1,870
Daihatsu	643	535
Fiat Auto	2,775	2,909
Ford	12,204	13,514
GM-Opel	10,263	12,753
Honda	1,859	1,789
Jaguar	15	12
Lada	697	654
Mazda	5,054	4,910
Mercedes-Benz	3,336	3,972
Mitsubishi	904	1,088
Nissan	5,887	3,628
Peugeot SA	2,751	3,360
Citroen	1,164	1,497
Peugeot/Talbot	1,587	1,863
Porsche	246	163
Renault	1,425	797
Saab	11,932	12,712
Skoda	59	169
Subaru	619	694
Suzuki	390	294
Toyota	5,727	4,744
VW-Audi Group	13,728	13,558
Audi	4,862	4,956
Volkswagen	8,866	8,602
Volvo	26,265	30,574
Others	15	16
Total	109,314	115,265

AUSTRIA
Cars

	4 mos. 1986	4 mos. 1985
Alfa Romeo	808	883
Austin Rover	103	91
BMW	2,505	2,805
Daihatsu	410	239
Fiat Auto	5,880	4,952
Ford	8,468	8,212
GM-Opel	11,262	12,598
Honda	1,914	1,581
Lada	487	521
Mazda	7,831	7,902
Mercedes-Benz	3,247	3,234
Mitsubishi	1,891	1,861
Nissan	4,196	4,469
Peugeot SA	5,445	5,792
Citroen	2,186	2,695
Peugeot/Talbot	3,259	3,097
Porsche	181	162
Renault	4,215	4,316
Saab	125	102
Seat	503	304
Skoda	300	374
Subaru	1,395	1,237
Suzuki	560	511
Toyota	5,472	3,812
VW-Audi Group	16,978	17,007
Audi	2,939	3,907
Volkswagen	14,039	13,100
Volvo	1,214	1,237
Others	30	76
Total	85,420	84,278

JAPAN
Cars

	4 mos. 1986	4 mos. 1985
Daihatsu	36,309	39,146
Fuji	26,308	28,048
Honda	101,991	94,057
Isuzu	21,934	12,820
Mazda	69,561	70,242
Mitsubishi	53,514	63,597
Nissan	277,172	291,625
Suzuki	21,926	27,357
Toyota	480,669	478,531
Imports (all)	19,229	15,681
Total	1,108,613	1,121,104

Vans, trucks, buses

Daihatsu	135,647	123,706
Fuji	79,127	79,036
Hino	14,078	14,369
Honda	62,277	46,302
Isuzu	43,563	46,386
Mazda	58,712	56,000
Mitsubishi	124,841	127,538
Nissan	90,483	98,062
Nissan Diesel	7,715	7,188
Suzuki	144,656	138,491
Toyota	126,834	123,882
Imports (all)	59	43
Total	892,992	860,760
Total vehicles	2,001,605	1,981,864

IRELAND
Cars

	4 mos. 1986	4 mos. 1985
Alfa Romeo	28	65
Austin Rover	1,231	1,329
BMW	205	210
Daihatsu	261	82
Fiat Auto	1,600	1,572
Ford	3,288	5,393
GM-Opel	2,636	3,596
Honda	371	172
Mitsubishi	698	230
Nissan	2,887	2,615
Peugeot SA	757	806
Citroen	178	166
Peugeot/Talbot	579	640
Renault	1,270	2,118
Subaru	173	27
Suzuki	376	116
Toyota	4,015	4,699
VW-Audi/Mazda/ Mercedes-Benz	3,598	2,598
Volvo	371	402
Others	495	206
Total	24,260	26,236

FRANCE
Cars

	3 mos. 1986	3 mos. 1985
Alfa Romeo	3,840	4,200
Aro	66	164
Austin Rover	7,456	4,999
BMW	7,515	6,304
Ferrari	54	34
Fiat Auto	28,815	20,824
Ford	28,657	34,478
FSO	235	451
GM-Opel	22,581	21,089
Honda	2,020	1,357
Innocenti	241	274
Jaguar	100	56
Lada	4,463	4,857
Maserati	23	25
Mazda	4,123	3,409
Mercedes-Benz	5,183	4,126
Mitsubishi	1,046	821
Nissan	4,972	3,337
Peugeot SA	146,868	152,591
Citroen	51,615	56,165
Peugeot/Talbot	95,253	96,426
Porsche	405	257
Renault	123,370	136,721
Saab	537	362
Seat	4,831	4,308
Skoda	742	698
Suzuki-Santana	393	4
Toyota	3,478	2,389
VW-Audi Group	26,903	25,956
Audi	5,637	6,466
Volkswagen	21,266	19,490
Volvo	4,234	4,857
Zastava	340	326
Others	9	21
Total	433,210	438,899

WEST GERMANY
Cars

	4 mos. 1986	4 mos. 1985
Alfa Romeo	2,570	3,048
BL	4,073	2,569
Bertone	132	149
BMW	52,367	47,305
Daihatsu	4,142	2,461
Fiat Auto	47,409	37,963
Ford	106,902	80,084
GM-Opel	149,736	132,366
Honda	14,837	11,325
Isuzu	1,924	1,393
Jaguar	655	825
Lada	3,491	2,901
Mazda	28,846	25,269
Mercedes-Benz	106,306	96,711
Mitsubishi	20,568	14,763
Nissan	27,125	20,344
Peugeot SA	46,632	36,195
Citroen	17,089	13,693
Peugeot/Talbot	29,543	22,502
Porsche	4,583	4,441
Renault	34,789	30,774
Saab	1,634	1,054
Seat	1,578	1,259
Skoda	1,087	714
Subaru	5,637	3,679
Suzuki	7,448	6,576
Toyota	31,178	20,434
VW-Audi Group	268,009	238,879
Audi	51,359	49,905
Volkswagen	216,650	188,974
Volvo	5,976	4,701
Others	715	1,091
Total	980,279	829,263

DENMARK
Cars

	4 mos. 1986	4 mos. 1985
Alfa Romeo	221	42
Austin Rover	154	93
BMW	1,407	1,125
Dacia	178	281
Daihatsu	1,578	694
Fiat Auto	3,328	2,861
Ford	8,950	8,630
FSO	514	708
GM-Opel	12,520	9,704
Honda	1,166	589
Lada	1,309	1,442
Mazda	7,004	4,631
Mercedes-Benz	482	364
Mitsubishi	1,667	911
Nissan	3,677	2,391
Peugeot SA	4,792	3,099
Citroen	3,242	2,038
Peugeot/Talbot	1,550	1,061
Porsche	13	0
Renault	420	463
Saab	673	619
Seat	406	5
Skoda	1,249	1,482
Subaru	218	15
Suzuki	125	171
Toyota	8,731	6,600
VW-Audi Group	5,242	3,933
Audi	381	263
Volkswagen	4,861	3,670
Volvo	2,565	2,248
Wartburg	282	486
Zastava	618	594
Others	13	11
Total	69,502	54,271

SWITZERLAND
Cars

	3 mos. 1986	3 mos. 1985
Alfa Romeo	1,450	1,620
AMC	41	38
Austin Rover	563	594
Bertone	43	29
BMW	2,600	2,608
Daihatsu	258	295
Ferrari	27	41
Fiat Auto	6,443	5,164
Ford	5,560	4,723
GM-Opel	9,487	8,776
Honda	1,902	1,879
Isuzu	231	110
Jaguar	110	102
Lada	12	0
Maserati	15	38
Mazda	2,462	1,912
Mercedes-Benz	2,364	1,631
Mitsubishi	2,150	1,914
Nissan	1,922	1,933
Peugeot SA	5,689	5,223
Citroen	2,015	2,003
Peugeot/Talbot	3,674	3,220
Porsche	446	318
Puch	21	33
Renault	4,013	3,994
Rolls-Royce	21	16
Saab	450	256
Seat	711	167
Skoda	43	29
Subaru	3,128	3,093
Suzuki	793	860
Toyota	5,371	3,412
VW-Audi Group	10,607	10,760
Audi	3,276	4,022
Volkswagen	7,331	6,738
Volvo	1,358	1,101
Others	94	78
Total	70,395	62,749

NORWAY
Cars

	3 mos. 1986	3 mos. 1985
Alfa Romeo	59	48
BMW	1,443	861
Daihatsu	538	240
Fiat Auto	1,479	1,311
Ford	6,744	5,345
GM-Opel	5,882	4,670
Honda	1,434	842
Isuzu	23	37
Lada	716	550
Mazda	3,816	3,123
Mercedes-Benz	1,051	521
Mitsubishi	1,687	1,146
Nissan	2,859	1,501
Peugeot SA	2,427	1,899
Citroen	814	620
Peugeot/Talbot	1,613	1,279
Renault	249	107
Saab	923	675
Skoda	65	107
Subaru	874	530
Suzuki	144	61
Toyota	4,887	3,630
VW-Audi Group	4,856	4,305
Audi	1,480	881
Volkswagen	3,376	3,424
Volvo	4,143	2,687
Others	32	25
Total	46,331	34,221

MEXICO
Cars (Sales)

	3 mos. 1986	3 mos. 1985
Chrysler	8,298	9,541
Ford	5,221	9,233
GM	3,618	5,703
Nissan	9,549	13,281
Renault	1,093	5,724
Volkswagen	12,384	21,716
Total	40,163	65,198

Source: Mexican Association of the Auto Industry

Japanese production slips again

TOKYO — Production of Japanese vehicles in May dropped to 999,476 units, down 3.2 percent from a year ago. It was the second consecutive month to show a decline from the previous year.

The Japan Automobile Manufacturers Association's preliminary figures also disclosed that domestic sales climbed 7.3 percent to 417,133, while exports decreased 1.0 percent for the first dip in 15 months.

JAMA said car production in May totaled 646,931, up 1.9 percent, from last year. Truck production was 348,871 units, down 10.0 percent, and bus output was 3,674.

Domestic cars sales totaled 223,098, up 7.1 percent; trucks, 194,448, up 7.7 percent; and buses 1,587, down 2.0 percent.

The STARBEAM shines above and beyond conventional "shoebox" fixtures and is 20% more efficient! With its 1000 Watt SUPER METAL HALIDE Vertical Burn Lamp, and matched reflector systems, the STARBEAM outshines the rest and typically does the job using 25% fewer fixtures! Better yet, the light is more uniform — your lot appears brighter and more appealing to the eye.

The STARBEAM means less installation costs, lower maintenance, drastically lower energy costs and a SUPER looking car lot!

Call or write us today for a free brochure.

The Lighting Innovators

lsi lighting systems inc.

4201 Malsbary Rd. • P.O. Box 42728 • Cincinnati, OH 45242
Dept. AN (513) 793-3200

Specially formulated for auto auctions

Writes on everything automotive

Auto Mark

■ Works on glass, metal, parts, plastic & rubber ■ Won't run in the rain ■ Razor removable ■ Easy to apply — easy to read ■ Used by sales & parts departments, service writers & body shops ■ Choose white or yellow ■ Stock up! Just $29.95/doz. ■ As always: satisfaction guaranteed ■ Save C.O.D. & shipping charges by pre-paying order

■ Call or write ■ Distributor inquiries welcome

Automotive Wares, Inc.
1795 Silas Deane Hwy. • Rocky Hill, CT 06067
AW 203-529-8259 est. 1955

IMPORT REGISTRATION SHARES IN U.S.

	APRIL					FOUR MONTHS				
	Regis., March, 1986	Percent Share of Market	Regis., March, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 4 mos., 1986	Percent Share of Market	Regis., 4 mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Honda	48,132	18.09	47,114	21.85	−3.76	190,512	18.33	171,601	20.36	−2.03
Nissan	44,062	16.55	37,735	17.50	−0.95	171,065	16.46	152,143	18.05	−1.59
Toyota	36,688	13.78	33,223	15.41	−1.63	165,095	15.88	152,694	18.12	−2.24
VW	18,012	6.77	15,639	7.26	−0.49	80,712	7.76	55,148	6.54	+1.22
Mazda	16,982	6.38	14,440	6.70	−0.32	65,674	6.32	54,532	6.47	−0.15
Subaru	15,674	5.89	11,833	5.49	+0.40	62,926	6.05	46,579	5.53	+0.52
Volvo	9,316	3.50	8,436	3.91	−0.41	34,695	3.34	32,367	3.84	−0.50
Hyundai	8,994	3.38	—	—	—	31,119	2.99	28,610	3.39	−0.40
Spectrum	8,564	3.22	—	—	—	28,122	2.70	26,422	3.14	−0.44
BMW	8,103	3.04	6,287	2.92	−0.26	25,942	2.50	—	—	—
Mercedes	—	—	7,702	3.57	—	—	—	22,658	2.69	—
Audi	—	—	6,287	2.92	—	51,632	19.40	26,071	12.09	+7.31
Others	183,666	17.67	99,985	11.87	+5.80					
TOTAL	266,159		215,602			1,039,528		842,739		
Share of U.S. Total		29.37		23.05	+6.32		29.79		24.61	+5.18

Numbers for Oklahoma from manufacturers' sales records.

April peak for imports

By Jenny L. King
DETROIT REPORTER

Registrations of new imported cars continued at a record pace in April with two relative newcomers joining the top 10 sellers.

Market penetration for the imports was the second highest in history for April.

Figures reported by R.L. Polk & Co. gave imports a 29.37-percent share of the U.S. new-car market in April, based on a record 266,159 registrations. Polk import numbers include Nissan, Honda and Volkswagen passenger cars assembled in this country.

April import registrations were up 23.45 percent from last year's 215,602. Their share of the market was up 6.32 percentage points, to 29.37 percent from 23.05 percent. Record penetration for the month was 30.33 percent in 1981.

Hyundai and Chevrolet Spectrum knocked Mercedes-Benz and Audi out of the Top 10 listing in April. Spectrum replaced Audi in the Top 10 in year-to-date totals.

January-April import registrations totaled 1,039,528, up 23.35 percent from 842,739 in the year-earlier period. Penetration increased sharply, up 5.18 percentage points, to 29.79 percent from 24.61 percent. Hefty sales of imported cars and a stagnant market market for domestics produced the dramatic shift in market share in favor of imports.

Ten makes accounted for 80.60 percent of the import market in April, down from 87.91 percent a year earlier. New imports joining the ranks have raised the import numbers and cut into the penetration power of the older, established Japanese and West German imports.

Japanese-built cars claimed 65.76 percent of the April import total, down from 67.66 percent a year earlier. Cars from West Germany accounted for 13.82 percent, down from 15.12 percent in 1985. U.S.-built imports edged up to 9.73 percent from 9.57 percent. Totals from the nine countries of origin included the following numbers:

	April, 1986	April, 1985
Japan	175,023	145,867
West Germany	36,778	32,597
United States	25,896	20,642
Sweden	13,637	11,946
Korea	8,994	—
Great Britain	2,128	1,778
Yugoslavia	1,645	—
France	1,283	2,055
Italy	775	717
TOTAL	266,159	215,602

Cars from Japan represented 68.94 percent of the four-month market, down from 70.24 percent in 1985. West German products claimed 13.20 percent, the U.S.-sourced models had 9.60 percent, and 4.74 percent were from Sweden. Year-to-date numbers from exporting countries were:

	4 Mos., 1986	4 Mos., 1985
Japan	716,633	591,975
West Germany	137,222	117,720
United States	99,794	71,421
Sweden	49,307	44,657
Korea	13,915	—
Yugoslavia	7,658	—
Great Britain	7,276	6,273
France	5,368	8,471
Italy	2,355	2,222
TOTAL	1,039,528	842,739

Import truck registrations were up 9.27 percent April to April, to 87,763 from 80,315. Numbers for the major truck importers were as follows:

	April, 1986	April, 1985
Toyota	31,332	30,533
Nissan	20,513	22,399
Mazda	12,714	8,078
Isuzu	8,015	6,766
Others	15,189	12,539
TOTAL	87,763	80,315

Import registrations for trucks at the end of the first four months of 1986 totaled 320,318, up 5.07 percent from 304,853 last year.

	4 Mos., 1986	4 Mos., 1985
Toyota	124,047	113,440
Nissan	69,372	89,508
Mazda	42,057	34,089
Isuzu	29,460	—
Dodge Ram 50	—	24,267
Others	55,382	43,549
TOTAL	320,318	304,853

MARKET SHARES

4 MONTHS
1986 VS. 1985

Make	1986 Market Share	1985 Market Share	Pct. Pt. Change '86 vs. '85
Chevrolet	14.56	14.60	−0.04
Ford	12.44	13.52	−1.08
Oldsmobile	9.65	9.76	−0.11
Pontiac	7.73	6.95	+0.78
Buick	6.73	8.10	−1.37
Honda	5.46	5.01	+0.45
Nissan	4.90	4.44	+0.46
Toyota	4.73	4.46	+0.27
Mercury	4.37	5.13	−0.76
Dodge	3.68	4.57	−0.89
Chrysler	3.17	3.31	−0.14
Plymouth	3.00	3.77	−0.77
Cadillac	2.72	2.67	+0.05
Mazda	2.31	1.61	+0.70
VW	1.88	1.59	+0.29
Subaru	1.80	1.36	+0.44
Lincoln	1.43	1.62	−0.19
Volvo	1.00	0.95	+0.05
Mercedes	0.89	0.84	+0.05
BMW	0.81	0.77	+0.04
Spectrum	0.74	—	—
AMC	0.73	1.39	−0.66
Audi	—	0.66	—
Other Imports	5.27	2.59	+2.68
Misc. Dom.	0.00	0.00	−0.00
TOTAL	3,489,146	3,424,125	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

TOP CARS

U.S. registrations for four months of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1—	508,103	Chevrolet	500,060 — 1
2—	434,167	Ford	463,128 — 2
3—	336,845	Oldsmobile	334,465 — 3
4—	269,699	Pontiac	237,985 — 5
5—	234,822	Buick	277,189 — 4
6—	190,512	Honda	171,601 — 7
7—	171,065	Nissan	152,143 —10
8—	165,095	Toyota	152,694 — 9
9—	152,429	Mercury	175,654 — 6
10—	128,226	Dodge	156,543 — 8
11—	110,743	Chrysler	113,406 —12
12—	104,700	Plymouth	128,919 —11
13—	94,749	Cadillac	91,274 —13
14—	80,712	Mazda	55,148 —15
15—	65,674	VW	54,532 —16
16—	62,926	Subaru	46,579 —18
17—	49,071	Lincoln	55,372 —14
18—	34,695	Volvo	32,367 —19
19—	31,119	Mercedes	28,610 —20
20—	26,122	BMW	26,422 —21
21—	25,942	Spectrum	— —
22—	25,402	AMC	47,322 —17
—	—	Audi	22,658 —22
	183,666	Other Imports	99,985
	32	Misc. Dom.	69
	3,489,146	TOTAL	3,424,125

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1986, Automotive News.

Mazda net income drops 54 pct. for half

TOKYO — Mazda Motor Corp. reported that its ordinary income for the first six month of fiscal 1986 (November-April) declined 51.9 percent to $95.2 million from $198.0 million for the like period the year before.

Ordinary income is defined as income before income taxes and extraordinary items.

Net after-tax income totaled $40.8 million, down 54.7 percent from $90.2 million the year before. Revenues amounted to $4,983.4 million, up 11.0 percent over the previous year's $4,489.1 million, Mazda said.

Mazda attributed the profit decline to the rise in the yen's value against the U.S. dollar and other currencies, which eroded export profits.

Mazda said dollar equivalents were computed at 168.40 yen to the U.S. dollar, the exchange rate quoted on the Tokyo Foreign Exchange Market on April 30, 1986, the end of the first half of fiscal 1986.

Despite such problems as sluggish domestic demand and increased competition, total factory sales during the six-month period showed an 8.3 percent increase over the year before to 711,967 units, including 453,363 cars, up 6.1 percent, and 258,604 commercial vehicles, up 12.5 percent.

Exports increased 13.1 percent to 532,654 units, while domestic shipments to domestic dealers declined 3.7 percent to 179,313 units, Mazda said.

For the whole year, Mazda said it expects to suffer a foreign-exchange loss of $599.88 million if the yen's value averages 170 to the dollar.

Missouri, Oklahoma back CAFE rollback

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — Missouri and Oklahoma have filed friend-of-the-court briefs supporting NHTSA in the case brought against the safety agency over its rollback of the 1986 passenger car Corporate Average Fuel Economy.

The CAFE standard was reduced from 27.5 mpg to 26 mpg for the 1986 model year.

Plaintiffs in the suit are Public Citizen, the Center for Auto Safety and other consumer groups.

The states said their interests in retaining the availability of big cars and smaller cars with big engines are not thus far represented.

That is despite the fact that the states of California and New York and the cities of New York, Chicago, Boston and Los Angeles have joined the plaintiffs and that the Automobile Importers of America, General Motors and Ford Motor Co. have intervened on NHTSA's side.

Chrysler Corp. recently filed a friend-of-the-court brief on the side of the plaintiffs.

One of NHTSA's reasons for the rollback was that GM and Ford said that the only way they could meet the 1986 fuel-economy standard would be to curtail production of certain big cars and the use of engines bigger than four cylinders.

Missouri, noting that it produces more cars than any state except Michigan, pointed to the Ford plant in St. Louis, which employs 2,500 workers and assembles the full-sized Ford Crown Victoria and Mercury Grand Marquis models.

In addition, a plant in Wentzville, Mo., employs 6,700 workers and makes Oldsmobile 98s and Buick Electras. Missouri added that it has another 5,200 citizens working in the nearby Fairfax, Kan., plant making full-sized Chevrolet Caprice, Pontiac Parisienne, Oldsmobile Delta 88 and Buick LeSabre models.

People in the middle of the nation, "particularly Missourians, need and want big American cars," Missouri said. It said that maintaining the 27.5- mpg standard "is likely to frustrate Missourians, whether through higher prices to purchasers or from product unavailability."

What Missouri failed to mention — obviously partly because Chrysler is on the other side — is that Chrysler has two plants in St. Louis. One makes its big eight-cylinder cars, Chrysler Fifth Avenue, Plymouth Gran Fury and Dodge Diplomat, which are expected to move to Kenosha, Wis., to be made by American Motors.

Oklahoma said it is one of the few states producing oil and thus knows the unpredictability of oil prices. Because of the recent drop in oil prices, Oklahoma faces a projected budget shortfall in excess of $450 million. Its unemployment rate is about 8 percent, about 0.5 percentage point higher than the national average.

One of its few "bright spots" is the GM Oklahoma City plant, which employs nearly 7,000 people making mid-sized Chevrolet Celebrity and Buick Century models. Nearly half of those cars have six-cylinder engines; to the extent that they use four-cylinder engines, GM will produce fewer cars in Oklahoma, the state said. While the layoffs may not be as extensive as in Missouri, "any cutbacks will cause egregious harm."

Oklahoma said that in addition to the direct economic impact, any shutdown will spill over onto industries related to automaking and can only lead to a higher national unemployment rate.

O INVITES YOU TO BE OUR GUEST
ER APPRECIATION Sale
JULY 15TH
MARKET CTION ES
OVER $35,000.00
$15,000.00 CA$H
$15,000.00 PRIZES
OVER 100 PRIZES
GRAND PRIZE $5,000.00 CA$H
THREE (3) PRIZES @ $1,000.00 CA$H
NINE (9) PRIZES @ $500.00 CA$H
TEN (10) PRIZES @ $250.00 CA$H
MICRO-WAVE OVENS, GRAND FATHER CLOCKS, 25" COLOR REMOTE T.V.'s, RADIOS, AE-1 CANNON CAMERAS, OFFICE REFRIG/FREEZERS, 19" COLOR REMOTE T.V.'s CHARCOAL GRILLES, 10 SPEED BIKES, POCKET T.V.'s, TELEPHONE ANSWERING MACHINES, STEREO SYSTEM CONSULS, V.C.R.'s, SILVER SERVICE, ANTIQUE CLOCKS, 13" COLOR REMOTE T.V.'s
ED NEW!! TWO IMPORT LANES - OVER 500 IMPORTS

MILLER MOTORS	450	UNITS	ROY SIMPSON'S "BEST"	100	UNITS
BUDGET OF FLORIDA	400	UNITS	VALUE R.A.C.	150	UNITS
BUDGET OF MIAMI	150	UNITS	TRANSPORTATION LEASE	100	UNITS
BUDGET OF ATLANTA	100	UNITS	AVIS R.A.C.	100	UNITS
BUDGET OF SAVANNAH	100	UNITS	ABRAHAM CHEVROLET	125	UNITS
PRECISION LEASING	125	UNITS	ORLANDO AUTO SALES	100	UNITS
G.M.A.C.	75	UNITS	TOYOTA W.O.F. CO.	100	UNITS
TRANS AMERICA LEASE	50	UNITS	SUN BANK REPO	75	UNITS

OVER 1,500 DEALER CONSIGNED VEHICLES
AT AUCTION REDUCED RATES, AND/OR FREE LIMO, PLEASE CALL ORLANDO (305) 656-6200

Sunroof for Taurus and Sable
ASC Inc.'s Worldwide Product Group, Rancho Dominguez, Calif., is marketing an electric sunroof for the Ford Taurus and Mercury Sable.

AUCTION DATES

American Motors

July 8 — High Point Auto Auction, High Point, N.C.

July 9 — Columbus Fair Auto Auction, Columbus, Ohio

July 10 — Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; and Minneapolis Northway Auto Auction, Shakopee, Minn.

July 11 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

July 8 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; and Arena Auto Auction, Chicago

July 9 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn.; and Southwest Special 5th Ave. Sale, Phoenix, Ariz.

July 10 — Clanton's Auto Auction, Darlington, S.C., and Northway Exchange Auto Auction, Clifton Park, N.Y.

Ford Motor Co.

July 8 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 9 — Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 10 — Skyline Auto Exchange, Fairfield, N.J., and Nashville Auto Auction, Nashville, Tenn.

July 16 — Concord Auto Auction, Acton, Mass.

General Motors

July 8 — Dallas Auto Auction, Dallas

July 9 — Atlanta Auto Auction, Red Oak, Ga., and Hatfield Auto Auction, Hatfield, Pa.

July 10 — Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Brideton, Mo.

July 15 — Denver Auto Auctio, Englewood, Colo.; Florida Auto Auction of Orlando, Ocoee, Fla.; and 166 Auto Auction, Springfield, Mo.

Used Car Sales
Auction Averages

June 1986	$5,194
Month ago	$5,165
Year ago	$5,268

Model Breakdown
Auction Averages

	JUN 1986	MAY 1986	APR 1986
1986	$12,183	$11,292	$11,490
1985	$8,558	$8,650	$8,803
1984	$6,342	$6,384	$6,363
1983	$5,530	$5,516	$5,515
1982	$4,363	$4,361	$4,308
1981	$3,422	$3,423	$3,458
1980	$2,561	$2,560	$2,516
1979	$2,172	$2,195	$2,199
Overall Average	$5,194	$5,143	$5,093

PRODUCTION

June output moves up

By Kathy Boyer
DETROIT REPORTER

Domestic auto production in June totaled 723,288, the highest for that month since 1979 when 826,678 cars were assembled.

The month's output was 4.05 percent more than May's 695,116 and 4.20 percent more than the year-ago month's 694,122.

Because of the holiday week and because all Ford Motor Co. plants except Dearborn were closed for vacation, last week's scheduled production of 103,967 cars dipped 40.83 percent from the previous week's 175,718.

Last week's output was 21.83 percent more than last year's holiday-week total of 85,337.

So far this year, 4,361,712 cars have been built, 3.01 percent below the 4,497,106 completed last year at this point.

Companies shared last week's production as follows: General Motors, 70.76 percent; Chrysler Motors, 20.58 percent; New United Motor Manufacturing Inc., 3.69 percent; Ford, 3.43 percent; and Volkswagen of America, 1.54 percent.

Nissan Motor Manufacturing Co.'s car line in Smyrna, Tenn., remains down for model changeover. American Motors' Kenosha, Wis., plant was idle for inventory adjustment last week.

Honda of America Manufacturing Inc.'s plant in Marysville, Ohio, resumes production today (July 7). Production had been halted for one week for plant maintenance.

Due to Independence Day, no Saturday overtime was scheduled at any assembly plant.

Canadian cars top 600,000

Canadian auto makers built their 600,000th car on Tuesday, July 1 — 24 days ahead of 1985.

So far this year, 611,453 cars have been built, 8.73 percent more than the 562,355 assembled last year at this time.

Production of 101,170 cars in June was 1.38 percent more than May's 99,792 and about even with (up 0.11 percent) the year-ago month's 101,054.

Output of both cars and trucks dipped last week due to plant closings on July 1 in observance of Canada Day.

Scheduled production of 19,805 cars last week was 19.36 below the previous week's 24,560 but 32.40 percent above the year-ago week's 14,958 — also a holiday week.

Truck output of 72,279 units in June was 6.49 percent below May's 77,301 and 5.66 percent below the year-ago month's 76,619.

Estimated production of 14,179 trucks last week was 14.39 percent below the previous week's 16,564 but 22.35 percent more than the year-ago week's 11,588.

Year-to-date, 489,578 trucks have been built, 3.31 percent more than the 473,878 assembled last year at this point.

June truck output steady

United States truck production of 315,435 units during June was 1.32 percent below May's 319,659, but it was 4.01 percent above the year-ago month's 303,360.

Due to the holiday, last week's output of 36,006 trucks fell 51.86 percent from the previous week's 74,803, but it was 39.27 percent more than the year-ago holiday week's 25,852.

Year-to-date, 1,888,212 units have been assembled, 3.98 percent more than the 1,815,929 trucks built at this time in 1985.

As previously reported, all Ford truck plants except Wayne, Mich., are closed until July 14 for vacation.

Because of the holiday, no Saturday (July 5) overtime was slated at any truck plant.

CANADIAN CAR	Week Ended July 5, 1986	Week Ended July 6, 1985	Week Ended June 28, 1986	June Total	Jan. 1 to July 6, 1986	Jan. 1 to July 5, 1985
AMERICAN MOTORS	0	0	0	0	5,493	2,405
FORD MOTOR	9,219	4,370	11,292	41,844	267,607	292,887
GENERAL MOTORS	10,406	10,408	13,043	55,606	283,699	310,430
VOLVO	180	180	225	720	5,550	5,731
Total Cars, Canada	19,805	14,958	24,560	101,170	562,355	611,453

U.S. TRUCK☆	Week Ended July 5, 1986	Week Ended July 6, 1985	Week Ended June 28, 1986	June Total	Jan. 1 to July 6, 1986	Jan. 1 to July 5, 1985
CHEVROLET	16,654	13,238	22,546	87,204	638,316	638,770
DODGE	3,400	3,333	4,061	17,050	113,627	37,592
FORD	1,790	0	29,140	121,795	626,183	755,430
GMC	5,022	4,662	7,547	29,912	193,492	189,518
NAVISTAR*	1,304	0	1,830	6,816	41,705	40,117
JEEP	2,900	3,545	3,718	15,352	110,966	98,650
NISSAN	3,056	0	3,821	16,836	53,286	57,385
AM GENERAL*	40	30	50	210	1,290	1,312
MISCELLANEOUS**	1,840	1,044	2,300	9,860	47,084	89,240
Total Trucks, U.S.	36,006	25,852	74,803	315,435	1,815,929	1,888,212

CANADIAN TRUCK	Week Ended July 5, 1986	Week Ended July 6, 1985	Week Ended June 28, 1986	June Total	Jan. 1 to July 6, 1986	Jan. 1 to July 5, 1985
AMERICAN MOTORS	708	0	883	3,548	0	13,963
CHRYSLER	5,607	6,960	6,277	33,811	222,504	222,519
FORD	2,880	0	3,447	14,289	89,320	92,788
GENERAL MOTORS	4,824	4,628	5,748	23,353	155,497	155,032
NAVISTAR	160	0	201	821	6,557	5,256
Total Trucks, Canada	14,179	11,588	16,564	72,279	473,878	489,578
N. American Trucks	50,185	37,440	91,367	387,714	2,289,807	2,377,790

☆—Includes window van production. *—Estimated.
**Also includes commercial poly. AM General includes government-declared vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain some of one or two units due to rounding.

U.S. CAR	Week Ended July 5, 1986	Week Ended July 6, 1985	Week Ended June 28, 1986	June Total	Jan. 1 to July 6, 1986	Jan. 1 to July 5, 1985
AMERICAN MOTORS	0	0	0	6,337	54,072	28,595
Renault Total	0	0	0	6,337	54,072	28,595
Alliance	0	0	0	5,786	32,928	25,329
Encore	0	0	0	551	21,144	3,266
CHRYSLER CORP.	21,400	23,995	30,641	126,696	746,572	741,048
Plymouth Total	5,500	6,691	8,850	40,317	215,489	219,790
Horizon	2,000	2,844	3,403	16,471	79,220	86,107
Sundance	100	0	318	1,131	0	1,140
Reliant	2,800	2,774	3,873	16,638	95,949	95,102
Caravelle	400	824	742	3,576	29,554	27,471
Gran Fury	200	449	514	2,499	10,766	9,970
Chrysler Total	6,100	8,362	9,064	37,256	244,486	241,323
LeBaron	1,200	1,754	2,392	9,292	56,144	61,291
LeBaron GTS	1,600	2,085	1,706	7,579	55,291	36,337
Laser	500	1,025	743	3,267	30,997	25,379
New Yorker/E-Class	1,000	1,277	1,447	5,990	40,558	46,830
Fifth Avenue	1,800	2,221	2,776	11,128	62,496	70,866
Dodge Total	9,800	8,942	12,727	49,123	282,597	279,935
Omni	2,500	2,308	3,971	13,002	78,925	81,396
Shadow	100	0	255	1,029	0	1,017
Aries	2,900	2,414	3,416	14,554	78,618	73,683
Daytona	700	966	1,103	4,768	28,031	28,325
Dodge 600	1,200	1,167	1,751	7,092	39,181	45,019
Lancer	1,800	1,387	1,003	4,423	39,523	30,842
Diplomat	700	680	1,228	4,255	19,319	19,653
FORD MOTOR	3,562	0	38,622	156,568	894,820	946,285
Ford Division	2,965	0	26,440	106,266	593,729	646,658
Escort	0	0	7,951	31,782	169,323	203,695
Mustang	2,965	0	3,786	15,567	94,796	103,873
LTD	0	0	0	0	117,707	0
Taurus	0	0	7,800	30,979	0	148,532
Thunderbird	0	0	3,045	11,499	102,270	84,965
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	0	0	3,957	16,439	98,673	105,393
L-M Division	597	0	12,182	50,302	301,091	299,627
Mercury Total	597	0	8,541	35,644	215,853	205,721
Lynx	0	0	1,456	5,856	36,508	34,185
Capri	597	0	744	2,864	9,403	9,689
Marquis	0	0	0	0	89,146	0
Sable	0	0	2,021	9,114	0	84,258
Cougar	0	0	3,023	12,906	73,787	65,593
Grand Marquis	0	0	0	0	4,733	0
Topaz	0	0	1,297	5,119	30,276	31,796
Lincoln Total	0	0	3,641	14,668	85,238	93,906
Continental	0	0	400	1,823	14,519	10,578
Lincoln	0	0	2,738	11,003	61,288	70,446
Mark VI/VII	0	0	503	2,032	9,431	12,882
GENERAL MOTORS	73,573	58,510	95,910	387,800	2,640,330	2,384,490
Buick Total	15,083	12,878	19,497	76,272	534,112	420,126
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,941	1,504	1,960	7,919	59,961	47,542
Somerset/Skylark	2,240	1,296	2,822	12,179	63,604	58,727
Century	3,851	3,544	5,036	21,083	139,187	132,963
Regal	1,649	1,770	2,235	9,358	64,958	36,032
LeSabre/Electra(rwd)	280	1,814	317	1,445	75,177	7,800
LeSabre (fwd)	3,523	0	5,030	17,384	0	71,333
Riviera	799	711	783	2,929	35,761	13,861
Electra(fwd)	795	2,437	1,233	5,975	54,491	52,166
Cadillac Total	4,870	4,150	8,178	34,796	195,131	161,074
Cimarron	332	322	644	2,655	15,389	14,861
Seville	659	439	674	2,700	20,808	11,805
Eldorado	659	860	673	2,719	39,130	13,259
Cadillac (rwd)	0	246	2,158	9,783	27,412	49,102
DeVille (fwd)	3,220	2,283	4,029	16,939	92,412	92,227
Chevrolet Total	18,603	17,276	26,283	107,391	906,204	737,913
Chevette	1,494	1,804	2,154	9,825	87,762	58,918
Cavalier	6,717	5,654	8,743	36,475	263,604	226,194
Celebrity	2,813	3,212	4,726	19,690	151,090	150,504
Camaro	3,219	3,056	4,117	14,642	125,545	109,019
Citation	0	0	0	0	28,699	0
Monte Carlo	1,736	1,189	2,325	9,115	76,612	60,577
Chevrolet	2,112	1,762	3,572	14,936	147,184	117,693
Corvette	512	599	646	2,708	23,577	15,008
Oldsmobile Total	19,777	14,341	22,167	91,723	650,296	592,547
Firenza	269	567	380	1,645	36,304	22,697
Cutlass Supreme	1,499	3,074	1,942	7,954	118,704	83,750
Cutlass Ciera	6,741	3,955	6,086	25,976	194,218	148,606
88 (rwd)	491	3,618	509	2,003	126,538	12,241
88 (fwd)	6,769	0	8,554	35,406	0	187,591
Olds 98	1,878	1,890	2,156	8,108	74,284	81,288
Calais	1,611	991	2,017	8,779	78,669	66,451
Toronado	521	426	541	2,180	21,569	9,945
Pontiac Total	15,340	9,865	19,855	75,618	554,587	452,800
Acadian**	0	173	647	1,754	7,095	10,656
2000 Sunbird	2,565	2,168	3,283	13,276	74,960	77,353
1000	668	486	1,304	2,493	16,246	19,157
Firebird	2,677	2,125	3,662	13,041	67,115	64,456
6000	2,604	1,138	3,308	13,792	25,096	82,009
Parisienne	1,060	1,298	1,605	4,041	39,189	38,547
Fiero	1,366	1,942	1,736	7,129	62,540	41,686
Grand Am	3,840	523	4,890	20,092	62,345	116,930
HONDA*	0	1,857	4,690	18,223	83,586	96,719
NISSAN	0	0	0	0	10,616	21,517
NUMMI*	3,832	975	3,832	19,160	14,732	95,172
VOLKSWAGEN	1,600	0	2,023	8,504	52,376	47,916
Total Cars, U.S.	103,957	85,337	175,718	723,298	4,497,106	4,361,712
Total Cars, Canada	19,805	14,958	24,560	101,170	562,355	611,453
N. American Cars	123,772	100,295	200,278	824,468	5,059,461	4,973,165
N. American Trucks	50,185	37,440	91,367	387,714	2,289,807	2,377,790
North American Cars and Trucks	173,957	137,735	291,645	1,212,172	7,349,268	7,350,955

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain some of one or two units due to rounding.

Australian signs deal on engine

By Roger Rowand
ENGINEERING EDITOR

An Australian outfit that has been knocking on Detroit doors for years with an engine under its arm finally is making headway.

It has signed a long-term licensing agreement with Outboard Marine Corp. for manufacturing its unusual power plant.

Orbital Engine Co., Perth, is the developer of a lightweight engine for which it makes claims of dramatically improved fuel economy, reduced emissions and smooth running.

The orbital system is based on pneumatric atomization of direct-injected fuel.

Ralph Sarich, 46-year-old self-taught engineer and the engine's inventor, said the OMC contract could launch the engine's push into automotive applications.

OMC, of Waukegan, Ill., is one of the world's largest makers of outboard boat motors. Its nameplates include Evinrude and Johnson.

OEC is owned jointly by Sarich Technologies Trust, whose Ralph Sarich invented the engine and the OEC fuel systems, and BHP (formerly Broken Hill Proprietary Ltd.), a widely diversified mining and manufacturing company which is Australia's major steel producer.

Orbital Engine also recently launched a jointly owned development venture with Walbro Corp., Cass City, Mich., primarily a maker of small-engine carburetors. That agreement involves development of OEC fuel delivery systems.

In recent years, Walbro has become an automotive supplier with such things as throttle bodies for Buick Motor Division and electric fuel pumps used with injection systems to Ford Motor Co. and Chrysler Corp.

If production were to start, there would be royalty payments to the Australian concern, Outboard Marine attorney Warren Comstock said. He declined to describe them. The Australian press, however, pegged royalties at $25 to $50 per engine, depending on size.

Strike looms, GM kills order

General Motors has canceled steel shipments from U.S. Steel for August and has appointed other steel companies to fill those orders.

GM's move was taken because U.S. Steel faces an Aug. 1 strike deadline with the steelworkers union.

"We must protect ourselves so we have steel to begin the production of new models," a GM spokesman said. GM uses eight or nine steel suppliers.

GM said the diversion of orders to other domestic steel mills was for August only.

Meanwhile, Ford Motor Co. has asked U.S. Steel to supply the automaker with 30 days more than its usual inventory of steel.

Ford said it would continue to assess the "the probability of a strike at U.S. Steel, including its duration and whether or not that would affect September availability of steel."

Chrysler Corp. said it does not comment on dealings with its suppliers. However, sources say Chrysler has stockpiled at least 30 days' worth in case of a strike.

C2700-1

Automotive News

July 14, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Big Three economists hot on '86

By Michelle Krebs
FINANCIAL EDITOR

Corporate economists for the Big Three automakers have upgraded their forecasts for 1986 vehicle sales as a result of a strong first half.

All three economists predicted that new-vehicle sales in 1986 will exceed 15 million. It would be only the third time sales have reached that level; the other years were 1977 and 1985.

General Motors and Ford Motor Co. predict that sales will total 15.5 million units this year — 10.9 million cars and 4.6 million trucks. Chrysler puts total vehicle sales at 15.3 million — 10.7 million cars and 4.6 million trucks.

In January, GM was the only company to predict vehicle sales would reach 15 million units. Car sales for the first half of 1986 ran at a 10.9-million annual rate and trucks at a 4.6-million rate.

"The year is turning out as we had expected," said GM economist David C. Munro. "Some of the surrounding risks, including the financial markets, have turned out better than anticipated."

Ford economist John V. Deaver said that even though the general

see UPGRADE, page 50

HOW 1986 IS SHAPING UP

	GENERAL MOTORS David C. Munro	FORD MOTOR CO. John V. Deaver	CHRYSLER CORP. Donald P. Hilty
Motor Vehicle Sales	15.5 million	15.5 million	15.3 million
Car Sales	10.9 million	10.9 million	10.7 million
Truck Sales	4.6 million	4.6 million	4.6 million
U.S. Economic Growth	3%	2.5 - 2.7%	2.3%
Inflation (Consumer Price Index)	4%	1.9%	2%
Interest Rates	Flat	Flat to Down	Drop in short term, increase by year-end
Unemployment Rate (Now until end of year)	Flat	Flat	Gradually increasing
U.S. Dollar	Flat or weakening somewhat	Some additional weakening	Flat, already depreciating more than expected
Consumer Attitudes	Remain strong	Remain strong	Strong but anxiousness about future

CHARLOTTE J. WINTER

GM plant is axed in zoning tiff

By Abe Plotkin
STAFF CORRESPONDENT

FRAMINGHAM, Mass. — General Motors has scratched its proposal to build a $60 million plant here to make plastic body panels for its new minivan.

The company's decision followed an unexpected refusal by the town to rezone 14 acres of state-owned land for future employe parking and the town's insistence on a time-consuming study of environmental impact on traffic, air quality, water supply, sewerage and drainage. GM had planned to build the plant adjacent to its existing A-body assembly plant.

GM had insisted it needed a firm decision by this summer so that construction could start. It would have employed 1,000 to produce plastic panels for 200,000 minivans a year, starting with the 1989 model.

A Chevrolet-Pontiac-GM of Canada spokesperson said that building a contiguous plastic parts plant in Framingham "is a dead issue."

But the door has not been closed on the possibility that such a plant might be located nearby in Massachusetts or New Hampshire.

An aide to Gov. Michael Dukakiss, who has strongly supported the Framingham proposal, said he has proposed alternative sites in southeastern and north-central Massachusetts — the latter a long-established center for small plastic component production.

GM is "reviewing the whole plan," the spokesperson said. "We're looking at all our options. A lot of spadework has been done and new decisions will have to be arrived at very quickly — in the next few weeks."

The existing Framingham plant assembles 736 Chevrolet Celebrity and Pontiac 6000 cars a day. An adjacent $240 million automated paint facility is under construction.

John Judge, Dukakiss' aide for Economic Development Affairs, said the refusal of Framingham — a booming town of 70,000 located 20 miles west of Boston — to welcome GM's plastic plant proposal "could not have happened anywhere else in the United States." He referred to extraordinary efforts by local officials and governors elsewhere to lure new automotive plants.

Judge conceded that Framingham residents still resented the action last year by Dukakiss in helping GM obtain access to 35 acres of land for the new paint plant. There was local reluctance to move as fast as the automaker wanted, and the governor made a political end-run around Framingham by having the state seize the land by eminent domain.

GM settlement on transmissions clears hurdle

By Julie Whitmore
STAFF CORRESPONDENT

CHICAGO — Judge John A. Nordberg gave preliminary approval July 8 to a settlement that would resolve all remaining class-action suits against General Motors involving the THM-200 transmission.

The agreement, signed by the parties June 19, is nearly identical to the draft detailed by Automotive News June 9.

Attorneys said as many as 4 million 1976-1980 GM vehicles may be included in the class. GM will deposit $17 million in escrow to cover repair costs incurred during the first 50,000 miles of use, and an additional $2.5 million if more than the expected number of claimants appear.

The settlement includes several class actions pending since 1979, including Skelton, Newton, Fritz, et al v. General Motors, all filed in the Northern District of Illinois; Attard v. General Motors, New York State Supreme Court; Morgan v. GM, Southern District of

see SETTLE, page 54

AUTOMOTIVE NEWS/MATT DeLORENZO

Vintage auto show fills British Columbia Stadium with everything from 1903 Electric phaeton to late-'50s Caddys

Expo: A look forward, a look back

By Matt DeLorenzo
LOS ANGELES REPORTER

VANCOUVER, British Columbia — Seemingly lost among the high-tech gadgetry of space travel, aviation and super trains, the automobile last week became the focus of Expo 86, not with a look forward, but rather a look back.

Billed as the largest vintage car show under one roof, 500 vehicles were displayed at British Columbia Stadium adjacent to the Expo site, kicking off the fifth specialized period during the World's Fair here.

More than seven million people have visited the event since its opening May 2.

Expo 86's look at the auto's future started when the week-long innovative vehicle design competition got under way. Teams from 10 universities around the world are vying for a share of $250,000 in scholarships for the best automotive design. There are four entries from Canada, three from the United States, two from Japan and one from Switzerland.

Aside from those events, autos figure prominently in many of the display pavilions set up by various countries. Perhaps the best for contrasts is Italy's, which has a Ferrari Mondial convertible parked across from an Etruscan-Roman chariot from the seventh century.

see EXPO, page 49

NEWSPAPER

BETHESDA MD 208-
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B 0300 8628 COMP KWZ
*********5-DIGIT 20814

new models
d lead to profit
Page 2

Ford and Chrysler
extend sales incentives
Page 3

Import inventories rise,
domestic stocks drop
Page 54

GM faces a dealer revolution over cost of incentives

By Edward Lapham
MARKETING EDITOR

Dealer unrest over the General Motors incentive program is growing. Participation costs are the root of the dissatisfaction.

In fact, the dissension is so great that GM dealer groups in the Chicago market last week came very close to collectively rejecting participation in GM's current low-interest-rate program. They nearly told the factory to keep its 1987 co-op ad dollars to emphasize the point.

However, the revolt fizzled as the week wore on and tempers cooled.

"There is no question that dealers are unhappy," said a spokesman for Buick's Chicago Dealer Marketing Group. "But we ultimately left it so that dealers will do as they wish in each individual case."

He said he thought most of the 43 dealers in his group ultimately would decide to sign up for the program.

Earlier in the week, however, he was convinced that the group would "do what it had to do" and reject the program en masse.

Last Tuesday (July 8), a committee of the Buick group voted to recommend the unprecendented actions of refusing, as a group, to participate in the program and to refuse to accept 1987 cooperative advertising funds from the factory. Those funds are spent along with dealer money to purchase regional advertising, largely on television.

Word spread quickly, reaching the local office of Buick's ad agency, McCann-Erickson, which also administers expenditure of the factory ad contributions for regional marketing.

It seemed likely that other dealer groups, notably Oldsmobile, would vote to do the same the next day.

If all of the groups had decided to follow the Buick group's lead, balking at the APR program, it would have meant that the entire Chicago market could have been without a GM sales incentive.

The Buick dealer group spokesman said that although he was certain the factory knew of the impending revolt, no one from Buick, General Motors Acceptance Corp. or McCann-Erickson exerted any pressure on the group.

Two days later, after the committee polled the membership, it was agreed to let each individual make his or her own decision on program participation.

The focus of GM dealer anger is the dealer participation cost, which requires a dealer to forfeit up to half of the 5 percent end-of-model-year carryover allowance and a portion of the finance income in order to use the special GMAC low annual percentage rate financing to attract car buyers.

The current GM program offers 30-month 5.9 APR financing on eight car lines and 6.9 APR financing on most others.

Dealers have been complaining about the participation costs since they were introduced, along with the APR incentives, last year.

In fact, the "unfairness" of the participation costs was a hot topic of conversation in GM make meetings last February at the National Automobile Dealers Association's convention in New Orleans. The protests have increased since.

Even NADA, which normally eschews individual manufacturer or line politics, issued a statement to "object strongly to the manner in which GM has chosen to fund its latest incentive program."

The statement was issued on behalf of the GM line committee, GM members of the executive committee and the chairman of the industry relations committee.

However, GM officials late last week said they expected most dealers to sign up for the July 1-Sept. 24 program by the deadline last Friday (July 11).

"We think that virtually all dealers will sign up," said Robert H. Ogden, director of sales policies and dealer relations.

Ogden said he was aware that some dealers were not pleased with every aspect of the program.

"We hope those dealers will get in the program because we believe it's a good way to move cars," he said. "The public still likes the lower interest rates."

Ogden said he did not know specifically what percentage of GM dealers had participated in earlier programs, but he said most had. However, Ogden acknowledged he is watching this one more closely.

Ford and Chrysler extend incentives; Ford prices up

By Jenny L. King
DETROIT REPORTER

Ford Motor Co. and Chrysler Motors renewed and revised their consumer incentive programs last week, and Ford stapled a price increase to its package.

Chrysler continued to hold the line on prices while adding an extensive round of regional cash-back offers on most models to its record-low-interest-rate program. The Chrysler plan even extends to some early 1987 models.

Ford's low rates on Ford Motor Credit loans, or cash allowances up to $600 per unit, went into effect July 6. The accompanying price increase averaged 2.9 percent on base cars and 3.4 percent on optional equipment.

The company would not put a dollar figure on the boost, but Automotive News estimates that it amounts to $385 on the average-equipped car.

It was Ford's third boost on cars since the end of the 1985 model year. Those increases are estimated to have averaged $760 per car. That compares with $950 for General Motors and $320 for Chrysler Motors on 1986 models.

Ford Motor Co. also announced a new round of consumer incentives effective July 6. Here's how the give-and-take works:

Price increases range from $179 on the Ford Escort L three-door hatchback to $939 on the Lincoln Continental Givenchy four-door sedan. New buyer incentives, which will run through September, feature 6.9 annual percentage rate on contracts up to 36 months on 10 nameplates ranging from Escort to Merkur XR4Ti, plus certain trucks.

The next rate, 7.9 percent for loans up to 48 months, extends to specific Ranger, Bronco II and F-series trucks. There are 8.9 percent loans up to 48 months on 10 nameplates, followed by 9.9 APR contracts up to five years on the 6.9 percent cars and trucks.

Alternative cash allowances on cars and trucks begin with $300 on certain Mustang, Capri, Escort, Escort EXP, Lynx, Tempo and Topaz models and on Ranger and Bronco II trucks with automatic transmissions. Cash returns of $600 can be had on manual-transmission F-series, Bronco II and Ranger trucks and Tempo and Topaz, plus all Thunderbird and Cougar models.

Chrysler, taking advantage of its later (July 10) program expiration, studied the GM and Ford plans and responded with the lowest interest rate available from any of the Big Three. And Chrysler sweetened it with additional regional rebates and no price increase.

Running July 11 through Sept. 6, the company will offer financing beginning at a 5.5 annual percentage rate on selected 1985-87 cars and trucks or cash certificates which could total $1,500, Chrysler said. Excluded are miniwagons, minivans, Omni/Horizon Americas and Conquest and Colt Vista imports.

Chrysler Credit 5.5 APR loans, up to 36 months, apply to models ranging from Chrysler LeBaron GTS and Dodge Lancer to Dodge/Plymouth Colts, plus certain Dodge vans, wagons, pickups and Ramchargers.

Loans up to 48 months at 7.5 APR are offered on an extensive list of cars and Dodge trucks, and 60-month loans at 9.5 APR are available.

Cash-back plans include $400 on Plymouth Turismo and Dodge Charger, $500 on a wider range of car models and up to $750 on trucks and Ramcharger. The rebate is $1,500 on top-line LeBaron GTS and Lancer models.

Fleet and lease vehicles are not eligible. The program runs through Sept. 6.

Regional $400 cash "additives" are available in some states on Fifth Avenue, New Yorker, Ram Van wagons, RamCharger and Ram pickup models. To be eligible, the vehicles must be registered in their qualifying states.

AUTOMOTIVE NEWS/JOE WILLSEN

Rouge River cleanup
Ford workers use log to pry tree from mud beside the Rouge River during Rouge Rescue '86, sponsored in part by Ford Motor Co. Ford workers at the Detroit's Rennaissance Center were given the day off to help clean up the river, then picnic. Ford Division donated $50,000 to the fund. Ford's first such effort was last year's cleanup of Detroit's Belle Isle park; similar programs are being sponsored by Ford in Chicago and Kansas City, Mo.

Chrysler service contract covers other lines

By Arthur Flax
SERVICE EDITOR

Chrysler Motors has expanded its service contract program to include new and used vehicles built by other manufacturers and those purchased from private parties.

Chrysler's "New Direction" service contract program can be purchased for new and used vehicles produced by 22 manufacturers.

Chrysler is offering three-year/36,000-mile service-contract coverage for used vehicles with as many as 50,000 miles, up from a two-year/24,000-mile maximum. The plan is available to persons who have purchased automobiles from sources other than dealers.

The new contract provides the same coverage as Chrysler's existing two-year/24,000-mile service plan and includes seals, gaskets and turbocharger components.

Also new is a "high-tech" equipment package that can be custom-tailored to cover components that are not included in Chrysler's service plans. Those components include such items as electronic instrument clusters, power windows and trip computers.

GM and Iowa in court on incentives

DES MOINES, Iowa — A legal battle in federal district court here between General Motors and the Iowa Automobile Dealers Association may turn out to be more of a tempest in a teapot than a protracted war.

The dispute involves GM's initial refusal to offer its latest round of retail incentives in the state.

The legal maneuvering began when GM, after reviewing Iowa's law barring incentives to rental companies and large independent (non-dealer) leasing companies, decided it might be in violation of the law, which went into effect July 1.

The IADA went into state court and obtained an injunction to force GM to offer the incentives, which include low financing rates.

GM went to federal court to have that injunction dismissed. But almost concurrently, according to a GM spokesman, the company received a letter from Iowa Attorney General Thomas Miller advising GM that it would not be in violation.

Armed with that opinion, GM decided to go ahead and offer the incentives in Iowa.

Both parties are still in court. For GM, the spokesman said, it is a procedural matter. The company wants the injunction officially removed from the record.

But for IADA, there may be more at stake. Martha Martell, a spokeswoman for the dealer association, said that in a counter move, IADA is asking for a permanent federal injunction as well as a declaratory judgment from the court interpreting the law.

Martell said even if IADA loses the injunction battle, it would gain if the court issues a judgment interpreting the law.

The National Automobile Dealers Association is supporting IADA. In a statement issued before GM changed its decision, NADA Executive Vice President Frank E. McCarthy said the national association was disturbed and had asked GM to implement the program in Iowa.

A spokesman for Ford Motor Co. said last week that while the company was initially concerned, it, too, has received a letter from the attorney general and will offer its programs in Iowa.

INDEX

Auction reports	39-40
Classified advertising	41-47
Dealing with dealers	38
Editorial page	10
Inventories	54
Obituaries	49
Personnel	22
Production by makes	55
Sales, car	34-35
Sales, truck	18
Truck highlights	18-19

61st year—No. 5136

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly, except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

TRUCK INDUSTRY

Light-duty segment leads the way as trucks wipe out sales records

Paced by the light-duty segment, retail sales of trucks set records for June and the first half.

Through June, 2,393,762 trucks of all types were sold, up 0.6 percent from 2,378,680 in 1985, the previous first-half peak.

In June, retail outlets sold 424,930 trucks of all types, 3.3 percent above the former record of 411,377 in 1978. In June last year, 407,602 trucks were sold.

Light-truck sales set a six-month and June record.

In the first six months of this year, 2,262,500 light-duty Class 1-3 trucks were sold, up 1.9 percent from the former record of 2,235,805 retailed through June a year earlier.

In June, 400,599 light trucks were retailed, 4.6 percent above the previous record of 383,032 set in June 1985.

Medium-duty Class 4-6 sales of 23,275 units through June were down 4.1 percent from 24,273 a year earlier.

In Class 5, first-half sales totaled 2,281, up 1.9 percent from 2,238 a year earlier.

In Class 6, the first-half total of 20,994 dipped 4.7 percent from 22,035 last year.

There were no Class 4 sales recorded.

Heavy-duty Class 7-8 sales of 107,987 units represented a 9.0-percent loss from the 118,602 units sold in the first half of 1985.

In Class 7, 51,108 sales in the first half of 1986 compared with 48,295 sales a year earlier, an increase of 6.0 percent.

In Class 8, 56,879 sales through June represented a 19.2-percent loss from the year-earlier figure of 70,397.

In June, sales of medium-duty trucks totaled 4,575, which was 7.0 percent above the 4,277 sold last year.

Class 5 sales of 730 were off 13.1 percent from the year-earlier mark of 840.

Class 6 sales of 3,845 units were up 11.9 percent.

There were no Class 4 sales recorded.

Sales of heavy-duty trucks in June totaled 19,756, down 2.7 percent from 20,293 sales in June 1985.

Class 7 sales of 9,207 units were up 18.0 percent over the 7,804 units retailed the previous June.

In Class 8, 10,549 trucks were retailed, down 15.5 percent from the 12,489 trucks retailed in the previous June.

In the light-duty segment Ford, Jeep and the imports were running ahead of last year's pace at the half-year mark.

Ford sales of 650,726 were up 3.4 percent and Jeep sales of 92,997 were up 19.6 percent.

Import sales of 442,549 were up 12.4 percent.

Showing declines were Chrysler, Chevrolet and GMC.

Chrysler sales of 286,166 were down 13.6 percent.

Chevrolet sales of 634,639 units were 2.1 percent below last year's total.

GMC sales of 155,423 were down 0.4 percent.

The sales counts are based on manufacturer's reports for light-duty sales and MVMA preliminary reports of medium and heavy-duty deliveries.

MAJOR MANUFACTURERS BY SEGMENT

	June		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	118,733	111,301	650,726	629,209
Medium-Duty	4,665	3,622	21,296	23,045
Heavy-Duty	1,482	1,460	6,827	7,934
Ford Total	**124,880**	**116,383**	**678,849**	**660,188**
Light-Duty	117,483	109,772	634,639	647,977
Medium-Duty	1,506	1,379	9,809	9,396
Chevrolet Total	**118,989**	**111,151**	**644,448**	**657,373**
Light-Duty	28,634	28,750	155,423	156,008
Medium-Duty	2,836	2,978	17,750	13,815
Heavy-Duty	707	979	3,763	5,788
GMC Total	**32,177**	**32,707**	**176,936**	**175,611**

LIGHT-DUTY JUNE, YEAR-TO-DATE SALES

	June		Year-to-Date	
	1986	1985	1986	1985
Vans	16,968	16,124	89,884	98,299
Aerostar	16,183	0	72,407	0
Club Wagon	2,442	3,368	14,361	18,570
Ranger	23,861	16,971	144,282	135,343
Bronco	4,253	5,064	23,992	26,081
Bronco II	8,388	8,051	45,328	53,533
Pickups	46,638	61,723	260,472	297,383
Ford	**118,733**	**111,301**	**650,726**	**629,209**
Vans	13,626	12,450	68,854	81,178
Sportsvan	1,803	2,074	9,236	12,273
Astro	15,026	11,067	77,040	41,147
S-10	19,428	13,455	110,711	115,986
S-10 Blazer	14,887	11,541	80,999	91,232
El Camino	1,936	1,654	11,782	10,201
Blazer	3,830	4,031	21,008	22,360
Suburban	6,245	5,667	29,920	30,981
Pickups	40,702	47,833	225,089	242,619
Chevrolet	**117,483**	**109,772**	**634,639**	**647,977**
Vans	7,528	5,953	38,529	33,436
Ram Wagon	4,077	4,486	22,475	21,947
Voyager	10,265	11,351	59,331	57,528
Caravan	10,802	11,855	61,391	60,949
Mini Ram Van	1,607	2,182	8,176	13,249
Ram 50	5,593	5,102	37,362	37,011
Ramcharger	2,023	3,032	11,397	19,888
Dakota	159	0	159	0
Pickups	8,010	15,183	47,346	87,027
Chrysler	**50,064**	**59,144**	**286,166**	**331,635**
Vans	3,756	3,919	19,009	21,211
Safari	3,214	3,039	16,518	9,172
S-15	4,471	3,160	25,870	26,377
S-15 Jimmy	3,681	3,027	19,587	20,694
Jimmy	784	733	4,222	4,358
Caballero	248	252	1,463	1,281
Suburban	1,870	1,792	9,471	9,272
Pickups	10,082	12,426	56,467	59,659
P Model	427	402	2,229	3,964
W-4	101	0	587	0
GMC	**28,634**	**28,750**	**155,423**	**156,008**
CJ	3,050	3,046	17,164	18,524
Wagoneer	830	1,046	5,069	6,356
Cherokee	8,580	8,702	47,985	45,273
Grand Wagoneer	1,225	860	7,016	6,481
Comanche	2,368	0	14,562	0
J-10/J-20	166	196	1,201	1,128
Jeep	**16,219**	**13,850**	**92,997**	**77,762**
Toyota	24,659	21,743	179,601	154,392
Nissan	16,719	19,701	109,874	136,579
Mazda	14,962	10,701	74,592	53,332
Isuzu	7,192	6,126	41,735	36,423
Mitsubishi	2,008	1,944	16,198	13,088
Suzuki	3,926	0	20,549	0
Imports	**69,486**	**60,215**	**442,549**	**393,814**
Industry Total	**400,599**	**383,032**	**2,262,500**	**2,235,805**

*Nissan includes domestically-built units in Tennessee.

Bendix adds unit; Allied sells one

SAN FRANCISCO — Bendix Heavy Vehicle Systems acquired Fleet Tech, expanded its parts inventory and introduced several products at the International Trucking Show.

Separately, Allied Automotive sold its Prestolite Motor and Ignition Division operations to Prestolite Electric Inc.

PEI was formed by a group of investors headed by John M. Goode, its chairman and chief executive officer.

The newly acquired company, headquartered in Toledo, will be known as Prestolite Electric, Inc., and will continue to operate the facilities which formerly constituted PMID.

Meanwhile, Allied Automotive's Bendix acquired Fleet Tech Inc., one of the early developers of on-board driver management computer systems.

The acquisition will strengthen Bendix's position in truck electronics, according to Kurt J. Faxon, vice president, sales and marketing.

Introduced in 1981, Fleet Tech's system has been adopted as the standard driver management system by one of the large oil companies and by several large private supermarket chains.

With the truck market becoming global, Bendix has begun stocking a full range of parts manufactured by sister companies in Allied Automotive Worldwide.

Many of those Allied parts have already begun showing up on trucks imported to the U.S. from Europe, South America and the Far East. Until now, aftermarket availability has been limited.

With $2.6 billion in sales, 90 plants and 22 engineering centers in 11 countries, Bendix and Allied can provide technical support to developing world trucks and worldwide-sourced parts, according to Faxon.

To that end, Bendix has begun a program to identify all Allied Automotive products entering the U.S. on imported vehicles.

From there, as quickly as they become available, the parts are being placed in the extensive aftermarket distribution network operated by Bendix HVS throughout North America, Faxon said.

Bendix is marketing some new products.

It developed a new high-capacity air compressor for off-highway and special application vehicles, such as bulk haulers that unload by means of air-driven blowers.

Called the Tu-Flo 1400, the unit is rated at 31 CFM and uses four in-line cylinders.

Bendix also coupled its Tu-Flo 501 air compressor to its relatively new on/off compressor clutch to create a combination unit called Powermiser 501. It has up to twice the life potential of an unclutched compressor, according to Hopkins.

The Powermiser 501, first available on Detroit Diesel applications, is now available for Mack six-cylinder engines.

Bendix is marketing a new TorqueMaster fan clutch. The bearing rating in the new unit has been increased up to 23 times over the previous design, according to Hopkins.

Bendix also has begun selling a high-purge-capacity air dryer to meet the high-air-consumption duty-cycle demands of city buses.

GMC's promotion centers on this 1987 Silver Aero General

GMC offering incentives on '87 Generals; October driveaway slated for Silverdome

PONTIAC — GMC Truck is offering incentives on its 1987 General heavy-duty model. The program will culminate in an October driveaway from the Pontiac Silverdome.

The incentives are part of a wholesale program that is designed to drum up dealer orders for General models and promote various kinds of equipment.

The Silver Aero General Driveaway Program includes incentives from GMC Truck and various original-equipment suppliers. They apply to dealer orders placed for Silver Aero General models from June 2 to Aug. 31.

The only basic ordering requirements are for the limited edition Silver Aero unit which includes the Rudkin-Wiley aerodynamic fairing package, a special two-tone gray and silver paint scheme with red striping and a chrome front bumper.

It is available with or without a Bentz 42-inch or 60-inch sleeper box.

GMC and supplier incentives range from monetary discounts to extended warranties and added special-value items.

The incentives are available to dealers on the GM air-ride suspension, Detroit Diesel Allison engines, Cummins engines, Caterpillar engines, Bentz sleepers, Schwitzer engine fan drive, Budd disc wheels, Goodyear tires, Michelin tires and any Fuller transmission.

They also take in the Eaton rear-axle combination, Reyco rear-axle suspensions, Neway rear-axle air suspensions, Sheppard power steering, Rudkin-Wiley fairings and a Fontaine Modification Center tractor package.

GMC's driveway is scheduled for Oct. 16 at the Silverdome. It is open to all participating GMC Truck dealerships and company-owned GMC Truck Centers ordering a Silver Aero General.

Vehicles eligible for the driveaway are limited to orders received in June.

SALES

Canadian car, truck sales decline for June

By Jenny L. King
DETROIT REPORTER

June sales of new cars in Canada by the major North American-based manufacturers fell 13.20 percent from their year-ago level.

Trucks failed to surpass the comparable 1985 total for the first time this year.

Car sales of 74,522 were down more than 11,000 units from 85,859 in June 1985.

Volvo, the only maker to report a year-to-year sales increase, was up 2.99 percent, to 757 from 735.

American Motors suffered the greatest loss, down 53.94 percent, to 1,028 from 2,232.

General Motors was off 4.89 percent, to 38,138 from 40,100. Ford dropped 18.10 percent, to 18,288 from 22,329. Chrysler plunged 20.29 percent, to 16,311 from 20,463.

GM earned 51.18 percent of the market, up from 46.70 percent in June 1985. Ford dipped to 24.54 percent from 26.01 percent. Chrysler retreated to 21.89 percent from 23.83 percent. American Motors' share dwindled to 1.38 percent from 2.60 percent, while Volvo grew to 1.01 percent from 0.86 percent.

First-half car sales of 422,713 missed the 1985 mark of 443,725 by 4.74 percent.

Truck sales numbered 32,973 in June, down 8.66 percent from 36,100 a year earlier.

First-half sales, including five months of increases, were up 9.16 percent, to 185,846 from 170,253.

GM truck sales in June fell 6.56 percent, to 13,997 from 14,980.

Ford reported sales of 11,407, down 5.04 percent from 12,013. Chrysler dropped 21.28 percent, to 6,445 from 8,187.

AMC Jeep continued above 1985 numbers with a 22.17-percent increase, to 1,124 from 920.

GM's share of the June truck market moved up to 42.45 percent from 41.49 percent. Ford gained a percentage point, claiming 34.59 percent compared with 33.28 percent a year earlier. Chrysler dropped to 19.55 percent from 22.68 percent, and AMC expanded to 3.41 percent from 2.55 percent.

Where auto market was, June, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	136,701	13.65%
COMPACT	171,555	17.14%
INTERMEDIATE	272,503	27.22%
STANDARD	91,921	9.18%
LUXURY	63,518	6.34%
IMPORT	264,954	26.47%
TOTAL	1,001,152	100.00%

U.S. CAR SALES BY MARKETING UNITS

	June, 1986	June, 1985	6 Mos., 1986	6 Mos., 1985
Chevrolet	167,724	133,753	909,163	867,717
Ford	120,097	116,813	681,169	729,732
Oldsmobile	89,337	97,671	558,553	574,501
Pontiac	79,697	55,714	450,530	410,923
Buick	73,152	76,664	388,171	466,252
American Honda	49,566	47,555	306,439	286,350
Mercury	46,907	45,537	255,358	275,444
Dodge	47,733	36,964	248,263	253,574
Toyota	47,241	52,125	277,780	283,932
Nissan	52,248	57,232	263,682	258,580
Chrysler	30,077	35,615	175,331	188,895
Plymouth	40,698	25,761	208,452	201,737
VWoA	24,518	25,065	148,975	145,066
Cadillac	21,644	24,088	146,735	148,384
Subaru	13,657	14,554	92,975	78,499
Lincoln	13,580	12,472	77,639	79,429
Hyundai	15,131	0	52,396	0
Volvo	11,600	9,492	63,423	57,580
Mazda	14,665	16,175	103,506	86,350
BMW	8,624	7,821	46,007	42,351
Mercedes	6,101	7,476	44,209	43,899
AMC-Renault	5,978	9,519	37,250	66,681
Saab	5,120	4,224	23,980	20,300
Mitsubishi	3,992	5,023	23,763	21,891
Porsche	3,199	1,768	14,726	12,122
Jaguar	2,504	1,713	11,506	9,322
Isuzu	2,633	2,597	16,203	11,686
Yugo	2,014	0	11,840	0
Peugeot	1,028	1,275	6,538	7,536
Alfa Romeo	650	361	2,866	2,488
Maserati	100	178	800	837
TOTAL	1,001,215	925,236	5,648,224	5,631,627

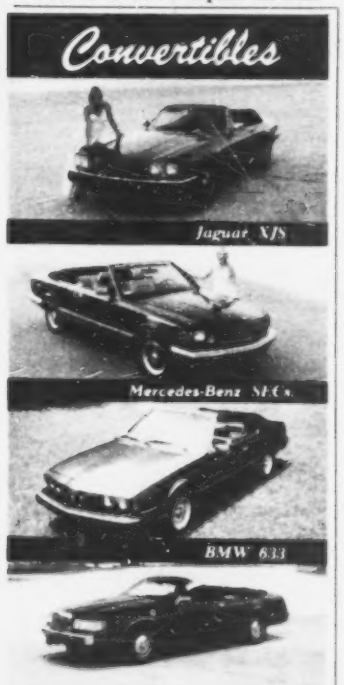
Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	June, 1986	June, 1985	6 Mos., 1986	6 Mos., 1985
Acura	4,102	0	12,949	0
Alfa Romeo	650	361	2,866	2,488
Audi	4,972	6,720	32,308	37,082
BMW	8,624	7,821	46,007	42,351
Chevrolet Spectrum	7,973	4,508	43,697	22,907
Chevrolet Sprint	6,289	1,911	35,717	8,623
Dodge Colt	3,194	2,802	23,418	14,629
Dodge Conquest	218	221	1,453	1,399
Dodge Vista	1,506	1,190	8,564	4,579
Honda	27,244	35,414	201,060	202,849
Hyundai	15,131	0	52,396	0
Isuzu	2,633	2,597	16,203	11,686
Jaguar	2,504	1,713	11,506	9,322
Maserati Biturbo	100	178	800	837
Mazda	14,665	16,175	103,506	86,350
Mercedes-Benz	6,101	7,476	44,209	43,899
Merkur	1,283	747	7,673	2,733
Mitsubishi	3,992	5,023	23,763	21,881
Nissan	52,031	53,473	238,312	251,293
Peugeot	1,028	1,275	6,538	7,536
Plymouth Colt	2,876	2,658	21,469	13,919
Plymouth Conquest	219	232	1,357	1,351
Plymouth Vista	1,443	1,190	8,130	4,529
Porsche	3,199	1,768	14,726	12,122
Renault	252	453	2,044	4,251
Saab	5,120	4,224	23,980	20,300
Subaru	13,657	14,554	92,975	78,499
Toyota	47,241	52,125	277,780	283,932
Volkswagen	13,093	12,260	77,576	68,033
Volvo	11,600	9,492	63,423	57,580
Yugo	2,014	0	11,840	0
TOTAL	264,954	248,561	1,508,245	1,316,960

DOMESTIC CAR SALES

	June 21 to June 30, 1986	Same Period, 1985	June 1986	Same Month, 1985	Jan. 1 to June 30, 1986	Same Period, 1985
Alliance	0	0	4,218	4,812	24,964	34,319
Encore	0	0	887	3,606	6,311	22,505
Total Renault	0	0	5,105	8,418	31,275	56,824
Eagle	0	0	558	648	3,931	5,606
Total AMC	0	0	558	648	3,931	5,606
AMERICAN MOTORS	2,656	4,056	5,726	9,066	35,206	62,430
Horizon	5,720	1,408	13,452	4,822	54,135	49,253
Sundance	77	0	77	0	77	0
Turismo	1,400	1,140	3,772	3,574	22,192	31,295
Reliant	5,013	2,638	13,209	8,511	71,736	70,788
Caravelle	1,324	836	3,987	2,965	20,870	19,288
Plymouth	649	573	1,663	1,827	8,482	11,332
Total Plymouth	14,183	6,595	36,160	21,699	177,492	181,956
Laser	1,066	1,258	2,697	3,753	15,223	29,665
LeBaron K	3,678	2,074	9,234	6,991	52,599	46,394
LeBaron GTS	1,687	2,654	4,000	8,297	32,318	32,890
Cordoba	0	0	0	0	0	0
Fifth Avenue	3,951	5,753	9,761	12,282	48,491	51,945
E-Class	0	0	0	0	0	18,318
New Yorker	1,765	1,268	4,385	4,292	26,700	9,386
Total Chrysler	12,147	13,007	30,077	35,615	175,331	188,598
Omni	3,444	1,176	9,780	4,018	46,040	41,485
Shadow	159	0	159	0	159	0
Charger	1,610	1,135	4,184	3,624	24,029	33,628
Daytona	1,530	1,310	4,010	3,718	20,318	27,839
Aries	3,729	2,543	10,719	7,700	51,267	57,444
Lancer	1,328	1,900	3,165	5,910	23,821	23,199
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	1,221	982	3,238	3,385	15,258	20,015
Mirada	0	0	0	0	0	0
Dodge 600	2,625	1,318	7,560	4,393	33,876	26,345
Total Dodge	15,646	10,364	42,815	32,751	214,828	232,967
CHRYSLER CORP.	41,976	29,966	109,052	90,065	567,651	603,521
EXP	0	425	0	1,378	0	14,430
Escort	13,532	11,133	34,977	34,659	198,916	201,632
Mustang	6,064	4,895	16,163	15,159	91,047	84,981
Tempo	8,112	5,840	20,660	17,689	128,057	157,339
Taurus	9,307	0	23,389	0	102,547	0
Thunderbird	4,399	4,462	11,337	14,190	72,710	82,243
LTD	537	4,869	1,662	19,050	20,517	105,373
Crown Victoria	4,563	5,319	11,909	14,685	67,375	83,734
Total Ford Division	46,614	36,943	120,097	116,813	681,169	729,732
Lynx	1,815	2,212	5,047	7,306	33,188	41,064
Topaz	2,145	1,840	6,004	5,459	33,208	43,417
Sable	3,559	0	9,984	0	46,933	0
Cougar XR-7	5,047	3,994	12,018	11,221	61,208	57,371
Capri	450	443	1,161	1,183	6,453	7,947
Marquis	206	2,790	631	7,952	8,795	48,696
Grand Marquis	4,226	4,500	10,779	11,669	57,900	68,396
Total Mercury	17,448	15,779	45,624	44,790	247,685	272,711
Continental	550	798	1,523	1,986	9,578	15,070
Lincoln	4,106	2,674	10,231	8,444	57,940	54,125
Mark VII	710	702	1,826	2,042	10,121	10,234
Total Lincoln	5,366	4,174	13,580	12,472	77,639	79,429
Total L-M Division	22,814	19,953	59,204	57,262	325,324	352,140
FORD MOTOR COMPANY	69,428	56,896	179,301	174,075	1,006,493	1,081,872
Skyhawk	2,499	2,596	7,942	7,804	35,207	49,090
Skylark	0	806	0	3,312	2,522	49,106
Somerset Regal	3,769	1,656	14,528	6,436	64,204	55,214
Century	6,467	6,817	20,731	22,468	121,008	115,607
Regal	2,371	3,254	7,608	10,694	42,631	55,646
LeSabre	4,252	3,878	12,301	13,287	52,585	77,161
Electra	2,936	2,608	8,781	7,268	61,794	37,002
Riviera	392	1,661	1,261	5,395	8,220	27,426
Total Buick	22,686	23,270	73,152	76,664	388,171	466,252
Cimarron	792	504	2,024	1,623	11,246	11,553
Seville	276	722	825	2,401	7,707	16,638
Cadillac	6,746	5,214	17,593	15,369	117,570	85,672
Eldorado	450	1,454	1,202	4,695	10,212	34,521
Total Cadillac	8,264	7,894	21,644	24,088	146,735	148,384
Chevette	1,561	3,068	5,424	10,184	37,955	64,127
Nova	5,125	1,249	14,776	3,195	74,886	3,196
Cavalier	13,430	9,050	39,070	25,611	207,243	232,584
Citation	28	770	82	2,604	979	34,090
Camaro	5,764	5,857	18,607	18,120	95,383	108,316
Celebrity	12,045	11,450	39,242	33,775	217,801	181,617
Monte Carlo	3,281	3,299	9,976	10,028	55,335	60,935
Chevrolet	7,700	7,034	22,868	20,748	121,587	130,991
Corvette	1,093	1,001	3,417	3,069	18,580	20,331
Total Chevrolet	50,027	42,778	153,462	127,334	829,749	836,187
Firenza	1,224	1,011	3,312	4,042	19,525	30,803
Calais	4,296	1,789	11,120	8,461	63,538	69,402
Cutlass Ciera	10,189	7,493	26,557	31,714	170,878	174,862
Cutlass Supreme	7,217	4,431	18,244	19,851	117,295	114,396
Olds 88	9,392	5,061	23,006	20,039	116,110	110,836
Olds 98	2,380	3,150	6,356	10,477	64,314	55,940
Toronado	277	799	742	3,087	6,893	18,262
Total Oldsmobile	34,975	23,734	89,337	97,671	558,553	574,501
Fiero	2,181	2,332	6,825	6,295	37,203	52,733
1000	436	427	1,526	1,753	10,294	11,913
Sunbird	3,672	2,382	12,303	6,532	60,424	63,332
Phoenix	0	0	0	0	0	896
Firebird	2,939	3,278	10,589	9,003	53,177	56,624
Grand Am	5,068	1,586	17,871	6,644	109,175	56,154
6000	4,769	5,417	17,514	12,680	92,108	79,193
Bonneville	1,126	1,494	3,522	3,915	22,723	27,609
Grand Prix	1,249	1,519	3,390	4,186	22,035	29,085
Parisienne	1,837	1,752	6,157	4,706	43,391	33,384
Total Pontiac	23,277	20,187	79,769	55,714	450,530	410,923
GENERAL MOTORS	139,229	117,863	417,292	381,471	2,373,738	2,436,247
VOLKSWAGEN	2,716	2,953	6,453	6,099	39,091	39,962
HONDA	9,950	5,629	18,220	12,141	92,430	83,051
NISSAN	67	2,259	217	3,759	25,370	7,287
DOMESTIC TOTAL	266,022	219,622	736,261	676,675	4,139,979	4,314,667
IMPORT TOTAL			264,954	248,561	1,508,245	1,316,960
INDUSTRY TOTAL			1,001,215	925,236	5,648,224	5,631,627



COACH BUILDERS LTD.
IN FLORIDA: 904: 454-2060
IN CALIFORNIA: 415: 671-7660

with this giant inflatable Santa from Boulder Blimp Company. He'll bring you crowds of walk-in traffic to shop your store this season.

And he's available now with a special discount for ordering by September 30th.

Call us today for more information on how Santa can make your Christmas richer and merrier.

(303) 449-2190

BOULDER BLIMP COMPANY
2840 Wilderness Place
Boulder, Colorado 80301

WONDER WHAT THE COMPETITION'S PAYING?
Send $150 for 156-page report
1986 SOUTHERN CALIFORNIA AUTO DEALERSHIP PAY PLAN SURVEY
Parke, Guptill & Company, CPAs
2626 E. Garvey Ave., W. Covina, CA 91791
818-339-7341

AUCTION DATES

American Motors

July 15 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 16 — Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

July 17 — Northway Exchange, Clifton Park, N.J.; Evansville Auto Auction, Evansville, Ind.; and Todd Auto Auction, Telford, Pa.

July 22 — High Point Auto Auction, High Point, N.C.

Chrysler Corp.

July 15 — Dallas Auto Auction, Grand Prairie, Tex. (a special hail sale); NuCarPrep System, Santa Fe Springs, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla. (Orlando special anniversary sale)

July 16 — Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; and South Seattle Auto Auction, Kent, Wash.

July 17 — Fredericksburg Auto Auction, Fredericksburg, Va.

July 18 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 22 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate's Special 5th Ave. Sale, Fremont, Calif.

General Motors

July 15 — Denver Auto Auction, Englewood, Colo.; Florida Auto Auction of Orlando, Ocoee, Fla.; and 166 Auto Auction, Springfield, Mo.

July 16 — Brasher's Southern California Auto Auction, Fontana, Calif.; Indianapolis Auto Auction, Indianapolis; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 17 — Nashville Auto Auction, Nashville, Tenn.

July 22 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Ford Motor Co.

July 16 — Concord Auto Auction, Acton, Mass.

July 17 — Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; and Dallas Auto Auction, Dallas

July 23 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

South Carolina auction marks 48th anniversary

LEESVILLE, S.C. — Rawls Auto Auction here celebrated its 48th anniversary with the largest sale in its history.

The auction, which advertises itself as the oldest in the nation, is owned and operated by James E. Rawls. His father, the late J.M. Rawls, and S.L. Montgomery, now retired, were partners when the auction opened in 1938.

Used Car Sales
Auction Averages

July to date	$5,157
Month ago	$5,172
Year ago	$4,891

Model Breakdown
Auction Averages

	JUL 1986	JUN 1986	MAY 1986
1986	$12,171	$12,183	$11,292
1985	$8,509	$8,558	$8,650
1984	$6,309	$6,342	$6,384
1983	$5,505	$5,530	$5,516
1982	$4,338	$4,363	$4,361
1981	$3,393	$3,422	$3,423
1980	$2,534	$2,561	$2,560
1979	$2,153	$2,172	$2,195
Overall Average	$5,157	$5,194	$5,143

AUCTION DIRECTORY

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
July 16—Trucks, RV's & Boats—Expect over 300 units. Plus 250 Daily Rentals.
July 17—Thurs., 5 PM Sharp—Semi-monthly Fleet Sale. Complimentary buffet, 4 PM
July 23—Chrysler Factory Sale, 11 A.M. plus 150 Chrysler products anyone can buy.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North, Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

P A D E — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 12 Noon. Serving dealers & fleets. Phone: 717-961-3800.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

TEXAS

Ft. Worth Auto Auction presents . . .
EXOTIC-HIGHLINE CAR SALESM
Featuring Mercedes-Benz Credit Corp. Cars
Call Early for Reserve Numbers
Wednesday — July 23 — 12 o'clock
Call (817) 626-5494 Now —
To register your dealership
To register your car
FT. WORTH AUTO AUCTION
2245 Jacksboro Highway
Ft. Worth, TX 76114

Steed, Blanchard at AN Congress

The 11th annual Automotive News World Congress will be in session July 27-30 at the Hyatt Regency Dearborn.

Top-level executives from the auto industry, related fields and government will give presentations at the four-day seminar.

Among the 36 speakers will be: NHTSA Administrator Diane Steed; Michigan Gov. James J. Blanchard; Carr Lane Quackenbush, technical director — Norton/TRW Ceramics; and Osamu Nobuto, president, Mazda Motor Manufacturing (U.S.A.) Corp.

Steed will speak on Monday, July 28, on "What's Ahead in Government Safety Regulations."

She became head of NHTSA in 1983. Prior to that, she was deputy administrator of the safety agency.

During her career with the federal government, she has served in senior management positions with the Office of Management and Budget and has been chief of the Regulatory Policy Division of OMB.

Blanchard will speak on Tuesday, July 29, on "Marketing a Mature State to High Tech Manufacturers."

He became governor of Michigan on Jan. 1, 1983, after a public service career that began in 1968 when he was a legal advisor in the Michigan secretary of state's office.

From 1969 to 1974, he was an assistant attorney general for Michigan. He was elected to Congress in 1974 and served for four terms, representing several Detroit suburbs.

He was chairman of the House Subcommittee on Economic Stabilization and authored the Chrysler Loan Guarantee Act. He also served on the House Banking, Finance and Urban Affairs Committee and the House Science and Technology Committee. He was also the Democratic Whip for the Michigan congressional delegation.

Blanchard also served as a member of the President's Commission on the Holocaust.

Quackenbush will also speak on Tuesday, July 29. His topic will be "Ceramics Development for Automotive Use."

He was named to his present position shortly after the formation of the Norton/TRW Ceramics partnership in October 1985.

He began his career as an assistant professor at the University of Erlangen-Nurnberg, Erlangen, Germany. He then joined GTE Corp. and served in technical management and product development posts.

Steed

Blanchard

Quackenbush

Nobuto

Quackenbush holds two basic materials patents in silicon nitride and has written extensively in the field of high-performance ceramics.

Nobuto will speak on Wednesday, July 30. His topic will be, "Flat Rock, Michigan: Mazda's Showcase Takes Shape."

The new firm, which he has headed since May 1985, will build and later operate Mazda's automobile facility in Flat Rock.

Nobuto continues as manager of the U.S. Plant Planning Office and a member of the board of directors of Mazda Motor Corp., Hiroshima, Japan.

He began his career with Mazda in 1959 as a chassis design engineer. He later served as manager of the Special Vehicle Design Department, project leader of small-car planning and development and manager of the Office of Rotary Engine Planning.

In 1977, he moved to the United States as general manager of Mazda Technical Center, Inc., Irvine, Calif. He returned to Hiroshima in 1978 as manager of the Cost Control Division and in 1979 was named manager of the Office of International Business Development.

Registration for World Congress attendees is $490, unchanged from last year.

If you register for the World Congress but have a change in plans, you may designate someone else to attend. For full cancellations, $100 will be charged.

The World Congress registration includes access to 33 sessions, early morning coffee and rolls, two luncheons, three dinners including a Tuesday Evening Gala, hosted cocktail receptions and a detailed work book.

For further information, mail in the accompanying coupon or contact Automotive News World Congress: Telephone (313) 446-6000; cable address—810-221-5122 AUTNEW.

Automotive News World Congress
July 27-30, 1986
Hyatt Regency, Dearborn

Please sign me up immediately. Registration fee is $490.

Enclosed is a check for $ _____ payable to AUTOMOTIVE NEWS WORLD CONGRESS
or charge by VISA ☐ MC ☐ AMEX ☐
Acct. No. _____ Expiration Date _____
Signature _____
Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Country _____
Phone _____ Cable Address _____

Please Return this coupon to: 1400 Woodbridge Avenue, Detroit, MI 48207
Or register by phone—call collect: (313) 446-6000.
Cable Address: TWX 810-221-5122 AUTNEW

Big 3 profits expected to dip 12 pct. for quarter

By Michelle Krebs
FINANCIAL EDITOR

The Big Three automakers will report combined profits of approximately $2.2 billion in the second quarter.

The projection is based on an average of forecasts by automotive analysts. The manufacturers will begin announcing second quarter results the week of July 21.

The second-quarter estimate represents a 12 percent decline from the $2.5 billion earned by the Big Three in the second quarter of 1985. The record for the quarter was $3.3 billion, earned in the 1984 second quarter.

The Big Three had profits of $2.1 billion in the first quarter. The second-quarter figures would bring combined first-half profits to $4.3 billion. That compares with $4.8 billion in 1985 and the record $6.5 billion in 1984.

For the year, the Big Three will earn approximately $7.1 billion, analysts say. That compares to combined profits of $9.0 billion in 1985 and a record $9.8 billion in 1984.

General Motors will earn approximately $954 million for the second quarter, based on an average of analysts' projections. The analysts' forecasts ranged from $825 million to $1.07 billion.

That would bring GM's first-half profits to just over $2 billion. GM earned $1.2 billion in the second quarter of 1985 and $2.2 billion for the first half of 1985.

GM's best-ever second quarter and first half were in 1984, when it earned $1.6 billion in the quarter and $3.2 billion in the half.

Analysts said GM's earnings are the most difficult of the Big Three to project, in part because manufacturing costs are so volatile. Analysts continue to wait for GM's announced cost-control efforts to materialize in the bottom line.

Analyst Arvid Jouppi, Arvid Jouppi Associates Inc., points out that GM's profit margin is dwindling. He predicts GM's margin will drop to 3.9 percent versus 4.6 percent in last year's second quarter.

"GM, for the first time, is willing to sacrifice its most prized possession in order to prepare for the future by spending for the 1990s and to hold market share," Jouppi said.

For the year, GM is expected to report profits of about $3.2 billion. The estimates range from $2.9 billion to $3.4 billion.

GM earned $4.0 billion in 1985 and a record $4.5 billion in 1984.

Meanwhile, Ford has a shot at setting a new second-quarter profit record this year.

Ford, based on the average of analysts' predictions, will earn about $918 million in the quarter. The analysts' forecasts ranged from $810 million to $1.1 billion for the quarter. Ford earned $699 million in the year-ago second quarter.

Record quarterly earnings would give Ford first-half earnings of $1.6 billion compared with $1.5 billion in the first half of 1985.

Ford's best-ever second quarter and first half were in 1984. It had profits of $909 million for the 1984 quarter and $1.8 billion for the half.

Much of Ford's anticipated strong performance will come from overseas, particularly Europe, analysts say.

Analyst Jean-Claude Gruet, Salomon Brothers Inc., expects Ford's overseas sales in the second quarter to be up 18 percent from 1985.

Most analysts have upgraded their forecasts of Ford earnings for the quarter and the year.

Gary Glaser, First Boston Corp., estimates Ford's production will be up 2 percent in the second half of 1986. Earnings could be up 10 percent in the third quarter.

Jouppi noted that Ford's profit margins are improving at 5.4 percent for the second quarter compared with 5.1 percent in the year-ago quarter.

For the year, Ford is expected to earn about $2.7 billion. Forecasts range from $2.4 billion to $3.0 billion.

Ford had profits of $2.5 billion in 1985 and a record $2.9 billion in 1984.

Chrysler will earn approximately $325 million in the second quarter. The analysts' forecasts ranged from $300 million to $345 million.

Chrysler earned $357 million in the first quarter, which would put the automaker's first-half earnings at $682 million.

Chrysler earned $596 million in the second quarter a year ago and $1.1 billion for the first half.

Chrysler's best-ever second quarter and first half were in 1984, when second-quarter earnings hit $804 million and first-half profits totaled $1.5 billion. However, Chrysler was not paying taxes at that time.

Analysts also find Chrysler's earnings difficult to project because of the unknown costs relating to upcoming new models and the effect of closed plants.

For the year, Chrysler will earn approximately $1.2 billion. The forecast ranges from $1.0 billion to $1.3 billion.

Chrysler had profits of $2.5 billion in 1985 and $2.4 billion in 1984, but the automaker paid no taxes in 1984 and for only part of 1985.

American Motors is expected to lose between $16 million and $20 million in the second quarter. That compares to a loss of $70 million in the same quarter a year ago.

The second-quarter loss will bring AMC's losses for the first half to between $35 million and $40 million, better than the loss of $99 million in the year-ago half.

UPGRADE

FROM PAGE 1

economy was weaker than predicted in the first half, car sales benefited from declining interest rates and aggressive financing incentives along with lower gas prices.

Chrysler economist Donald P. Hilty said he upgraded his forecast because financing incentives have been more aggressive than expected.

"The economy is where we targeted," Hilty said. "The incentives are more than we anticipated, brought on by aggressive production programs, which have led to high inventories."

The economists see many of the factors that made the first half a strong one for the automotive industry remaining in effect for the second half of the year.

Consumer sentiment will continue to be strong, the economists said. The consumer's balance sheet is stronger because of a bullish stock market and lower interest rates. In addition, consumers appear willing to buy and take on more debt.

The economists predict interest rates will remain flat throughout the year. Inflation will stay in check and, as measured by the Consumer Price Index, it may turn out to be lower than they predicted earlier this year.

Unemployment will remain fairly flat or will gradually increase, they said, and the U.S. dollar could depreciate somewhat further against foreign currencies.

Yet, overall economic growth will be sluggish. As measured by the Gross National Product, growth will be no more than 3 percent, according to the economists.

As for next year, the economists see nothing to indicate that 1987 won't be more of the same.

Munro predicts a slow, steadily growing economy for 1987 with an introduction similar to 1986's. Hilty sees more evidence of a correction in the economy, but a modest correction.

Deaver predicts greater economic growth in 1987. However, he anticipates vehicle sales will be lower than in 1986 as a slower economy catches up to the automotive business. In addition, marketing incentives may outlive their usefulness by 1987.

At the same time, some worrisome signs dot the economic landscape, the economists say.

Chrysler's Hilty points out that basic economic indicators — inflation, interest rates, gas prices and the U.S. dollar — are positive. The negative signs — rising unemployment and a shorter work week — suggest the business cycle is topping out. The present economic recovery is 53 months old. The longest post-war recovery was 57 months, around 1960.

"We're paying attention to the turning point," he said.

GM's Munro said previously worrisome spots have turned out better than expected. Though some of the weak signs still exist, he doesn't see any snowballing effect.

Munro said a developing pattern — for example, four to six months of increased inflation — could pose a risk. "That would take a six-month gestation period, but we see no sign of it yet," he said.

"The one risk being watched now is the financial markets possibly getting cold feet," Munro said. However, he pointed out that the financial market risk is offset by a stronger base. When Munro made his economic forecast in January, the Dow Jones industrial average was at 1,600. Today it is over 1,800.

Federal budget deficits and trade deficits continue to be a concern to economists.

Hilty said the twin deficits may cause some problems next year. Munro said he would be more concerned if there were indications that Washington was giving up the deficit struggle, which doesn't appear to be the case.

Deaver said the trade deficit in particular has been worse than anticipated and it may take a year or two more for the shift in the currency markets to have an effect.

In addition, Deaver said the proposed tax reform already has dampened corporate investment because of the expected elimination of the investment tax credit. Tax reform, likely to become law, will seriously depress investment in 1987, he said.

AUTOMOTIVE NEWS/JOE WILDERICH

Flag raising at Ford World Headquarters by Kia President Kim Sun Hong; Ford Chairman Donald Petersen, left

Ford finalizes Kia buy-in

By Dave Zola
DETROIT REPORTER

DEARBORN, Mich. — Ford Motor Co.'s $30 million purchase last week of 10 percent equity in South Korean partner Kia Motors Corp. marked a small breakthrough for Ford.

The purchase — approved two weeks ago by Kia shareholders — makes Ford one of Kia's largest shareholders. It represents the first time Ford has purchased a minority interest in a South Korean auto firm.

"Not too many years ago, Ford would invest in other companies only if it could acquire either 100 percent control or at least a majority interest," said Donald E. Petersen, Ford chairman. "Today, powerful winds of change are challenging companies such as Ford to modify such outdated business attitudes.

"As a result, minority equity positions, joint ventures and more inter-company programs have become signs of the times and of new and necessary business relationships."

Other top shareholders in Kia include Seoul Bank and Trust, 15 percent; Mazda Motor Corp., 8 percent; and C. Itoh & Co., 2 percent.

The equity purchase was seen as solidifying the Ford-Kia-Mazda long-term relationship, which includes plans for Kia to supply Ford with a Mazda-designed small car for sale in the United States.

Kia said it would use the $30 million from the stock sale for research and development and to complete the final investment phase for production of the car for Ford.

The vehicle, called Festiva, is a hatchback smaller than the Ford Escort. The car, equipped with a 1.1-liter or 1.3-liter engine, already is being produced by Mazda for sale by Ford in Japan.

Kia expects to build 120,000 to 150,000 Festiva models annually. The cars will be sold in Korea as well as in the United States.

Petersen said U.S. sales of the Festiva would range from 50,000 to 75,000 annually. The car will be marketed only by Ford Division and will be targeted at entry-level buyers, he said.

The Festiva is expected to go on sale in mid-1987 as a 1988 model, Petersen said.

The equity purchase gives Ford one seat on Kia's 25-member board of directors.

The Kia deal is only one of many international joint ventures Ford is looking at, including a possible link with Alfa Romeo in Europe and Volkswagen in South America, Petersen said.

"It is interesting to note that Ford is discussing potential cooperative ventures, large and small, with numerous companies around the world," he said. "Others you may hear about in the future."

Kia, which last year boasted a $22 million profit on sales of $550 million, said it does not expect to set up a U.S. dealer network of its own in the near future.

INVENTORIES

Domestic stockpile cut

By Kathy Boyer
DETROIT REPORTER

Although June sales trailed the May total, inventories of new domestic cars dipped slightly on July 1 as model changeovers and vacations cut production.

The month opened with 1,859,576 cars in stock. A month earlier, the total was 1,866,853, and on July 1, 1985, the count was 1,576,762.

The July 1 inventory amounted to a 63-day supply, little changed from the 62-day figure on June 1. There was a 58-day supply of new domestic cars on hand on July 1, 1985.

American Motors, Chrysler Motors and American Honda reduced their days' supplies during June. Ford Motor Co. was unchanged, and there were slight increases for General Motors, Volkswagen and Nissan.

Companies shared the July 1 inventory as follows: GM, 59.96 percent; Ford, 21.21 percent; Chrysler, 15.63 percent; American Motors, 1.79 percent; Volkswagen, 1.14 percent; Honda, 0.26 percent; and Nissan, 0.01 percent.

On June 1, the split was: GM, 60.02 percent; Ford, 21.18 percent; Chrysler, 15.60 percent; American Motors, 1.76 percent; Volkswagen, 1.08 percent; Honda, 0.34 percent; and Nissan, 0.02 percent.

The shares by size class on July 1 were: Subcompact: 17.77 percent; compact, 20.82 percent; intermediate, 37.13 percent; standard, 13.52 percent; and luxury, 10.76 percent.

The month opened with a 60-day supply of subcompacts. Days' supplies by nameplates were: Accord, 7; Sentra, 19; Horizon, 23; Omni, 27; Escort, 49; Lynx, 71; Chevette, 81; Golf/GTI, 82; Nova, 91; Turismo, 94; Charger, 94; Fiero, 96; Daytona, 96; Pontiac 1000, 121; Alliance, 125; Shadow, 128; Laser, 148; Encore, 272; and Sundance, 325.

There was a 56-day supply of compacts: Cavalier, 43; Mustang, 45; Sunbird, 47; Reliant, 48; Firebird, 51; Topaz, 53; Aries, 59; Camaro, 63; Tempo, 70; LeBaron, 73; Skyhawk, 79; Firenza, 82; Capri, 93; Cimarron, 98; and Eagle, 116.

The supply of intermediates was good for 63 days: Grand Am, 22; Sable, 34; Somerset Regal, 42; Taurus, 44; LTD, 47; Marquis, 52; Caravelle, 52; Cougar, 56; Celebrity, 56; Calais, 56; Dodge 600, 60; Cutlass Supreme, 64; Cutlass Ciera, 68; Citation, 76; Bonneville, 79; Pontiac 6000, 79; Century, 80; Monte Carlo, 81; Thunderbird, 88; Regal, 92; Grand Prix, 94; New Yorker, 106; LeBaron GTS, 139; and Lancer, 144.

The 68-day supply of standards was split this way: Grand Marquis, 51; Diplomat, 56; Crown Victoria, 57; Plymouth, 59; Parisienne, 59; Chevrolet, 59; LeSabre, 66; and Oldsmobile 88, 98.

The luxury-car supply was 79 days: Lincoln, 57; Corvette, 61; Oldsmobile 98, 66; Mark VII, 70; Continental, 71; Fifth Avenue, 77; Electra, 77; Cadillac, 77; Eldorado, 164; Riviera, 187; Toronado, 198; and Seville, 224.

Import-car inventory rises

By Kathy Boyer
DETROIT REPORTER

The inventory of new imported cars on July 1 was the highest in 47 months.

The month opened with a stockpile of 400,106, the highest since Aug. 1, 1982, when 429,663 units were reported.

On June 1, the total had been 387,911. On July 1 a year ago the count was 310,221.

There was a 40-day supply of cars on July 1, the highest since March 1, 1983, when it was 41.

The import truck inventory of 193,608 on July 1, was the highest since Automotive News began breaking out car and truck totals in April 1982.

There was a 64-day supply of trucks on July 1, the highest since the 78-day supply on May 1, 1983.

On June 1, the figure was 51 and on July 1, 1985, it was 36.

The combined imported car and truck total of 593,714 on July 1, was the highest since the 600,632 reported on Aug. 1, 1982.

A month earlier, the total was 565,699 and a year earlier it was 404,926.

Days' supply of cars and trucks on July 1 was 46.

A month earlier it was 41 and a year-earlier it was 32.

Car inventories on July 1 were split this way: Japan, 69.44 percent; Germany, 19.46 percent; and other countries, 11.10 percent.

Days' supply for imported cars by country of origin on July 1 were: Japan — Honda, 10; Toyota, 21; Mazda, 29; Subaru, 31; Acura, 33; Nissan, 38; Mitsubishi, 58; Chevrolet, 89; Chrysler, 102; and Isuzu, 112.

West Germany — Mercedes-Benz, 29; BMW, 30; Porsche, 39; Volkswagen, 63; Merkur, 78; and Audi, 100.

Other countries — Jaguar, 26; Alfa Romeo, 31; Saab, 39; Volvo, 47; Yugo, 66; Peugeot, 80; and Renault, 263.

IMPORT STOCKS

	July 1, 1986	June 1, 1986	July 1, 1985
Spectrum	111	123	89
Sprint	60	66	69
Chevrolet	89	96	83
Chrysler Corp.	102	101	40
Acura	33	28	0
Honda	10	9	7
Isuzu	112	237	71
Mazda	29	22	19
Mitsubishi	58	42	36
Nissan	38	40	27
Subaru	31	33	20
Toyota	21	10	13
JAPAN	37	32	22
Audi	100	99	70
BMW	30	37	85
Mercedes-Benz	29	19	46
Merkur	78	62	172
Porsche	39	63	63
VW	63	58	69
GERMANY	52	52	70
Alfa Romeo	31	32	28
Hyundai	0	0	0
Jaguar	26	25	25
Peugeot	80	76	82
Renault	263	245	276
Saab	39	51	37
Volvo	47	62	51
Yugo	66	58	0
OTHER COUNTRIES	48	57	53
TOTAL IMPORT CARS	40	37	31
Isuzu	93	199	75
Mazda	28	35	13
Mitsubishi	80	56	25
Nissan	98	66	39
Suzuki	9	14	0
Toyota	59	32	33
Chrysler	81	75	46
TOTAL IMPORT TRUCKS	64	51	36
TOTAL IMPORT VEHICLES	46	41	32

*—Includes domestic trucks.

NEW-CAR STOCKS

	July 1, 1986	June 1, 1986	July 1, 1985
Spirit	125	137	114
Encore	272	300	188
Total Renault	150	127	114
Eagle	116	148	220
Total AMC	116	148	220
AMERICAN MOTORS	145	167	113
Horizon	23	59	77
Sundance	325	0	0
Turismo	94	95	85
Omni	48	82	77
Caravelle	52	64	74
Plymouth	36	44	74
Total Plymouth	46	50	80
Laser	148	144	84
LeBaron K	73	76	54
LeBaron GTS	139	122	58
Cordoba	0	0	0
Fifth Avenue	77	76	51
E-Class	0	0	0
New Yorker	106	96	121
Total Chrysler	95	92	72
Omni	27	31	62
Shadow	128	0	0
Charger	94	94	70
Daytona	96	93	76
Aries	59	73	160
Lancer	144	152	89
Dodge 400-600	0	0	0
Diplomat	56	57	92
Mirada	0	0	0
Dodge 600	60	72	91
Total Dodge	65	71	82
CHRYSLER CORP.	67	70	78
EXP	0	0	65
Escort	49	48	49
Mustang	45	45	36
Tempo	70	68	54
Taurus	44	41	0
Thunderbird	88	80	74
LTD	47	57	45
Crown Victoria	57	59	75
Total Ford	55	54	54
Lynx	71	64	62
Topaz	53	55	42
Sable	34	40	0
Cougar XR-7	56	62	62
Capri	93	80	85
Marquis	52	58	68
Grand Marquis	51	56	75
Total Mercury	52	58	65
Continental	71	67	76
Lincoln	57	59	61
Mark VII	70	72	49
Total Lincoln	60	61	51
Total L-M Division	54	57	54
FORD MOTOR	55	56	57
Skyhawk	79	133	50
Skylark	0	0	41
Somerset Regal	42	57	57
Century	80	79	37
Regal	92	98	57
LeSabre	66	61	39
Electra	77	79	66
Riviera	187	153	65
Total Buick	73	76	48
Cimarron	98	80	85
Seville	224	116	87
Cadillac	77	55	76
Eldorado	164	90	78
Total Cadillac	80	62	79
Chevette	81	73	61
Nova	91	94	72
Cavalier	43	53	55
Citation	76	69	104
Camaro	63	66	66
Celebrity	56	57	42
Malibu	0	0	0
Monte Carlo	81	79	60
Chevrolet	59	73	65
Corvette	61	61	69
Total Chevrolet	60	65	59
Firenza	82	84	64
Omega	0	0	0
Calais	56	55	53
Cutlass Ciera	68	50	31
Cutlass Supreme	64	50	39
Olds 88	96	69	46
Olds 98	66	48	61
Toronado	198	91	80
Total Oldsmobile	75	57	44
Fiero	96	94	74
1000	121	109	53
Sunbird	47	48	58
Phoenix	0	0	0
Firebird	51	49	51
Grand Am	22	18	25
6000	79	76	45
Bonneville	79	92	84
Grand Prix	94	109	97
Parisienne	59	80	85
Total Pontiac	59	57	59
GENERAL MOTORS	67	63	54
VOLKSWAGEN	22	70	64
HONDA	7	10	9
NISSAN	19	11	21
DOMESTIC TOTAL	63	62	58
Subcompact	60	61	60
Compact	56	62	63
Intermediate	63	60	52
Standard	66	66	51
Luxury	79	66	67

Fuji-Isuzu plant scouts slated to visit Missouri

By Jack Bernstein,
Francis J. Gawronski
and Kathy Boyer
AUTOMOTIVE NEWS STAFF

Representatives of Fuji Heavy Industries and Isuzu Motors are expected to visit Missouri this week to confer with Gov. John Ashcroft and look over several plant sites.

A site in St. Charles County, west of St. Louis, and two cities in southwest Missouri, Springfield and Joplin, are expected to be scouted for the joint venture that will build vehicles for both Subaru and Isuzu.

In Tokyo, a Fuji spokesman said executives from Fuji and Isuzu are scouting five other states, as well: Ohio, Indiana, Kentucky, Tennessee and Arkansas. The plant site will be selected before the end of the year.

A U.S. source involved in the selection said the six candidates will be narrowed to three in the next round.

State officials have said they believe Indiana and Missouri are among those that have the inside track at this point. They based their projection on the pattern that appears to be developing among the Japanese automakers building plants in the United States: Each of the five has chosen a different state in which to set up assembly.

Missouri is a right-to-work state and already a leading state in automobile manufacturing.

Another plus for Missouri is a new job development fund bill, which provides an initial $6 million general revenue appropriation.

The joint-venture plant will be 51 percent owned by Fuji and 49 percent owned by Isuzu, with Fuji chiefly in charge of plant management.

The companies plan to construct a $480 million plant with an annual capacity of 120,000 vehicles, with the potential to double that.

The plant will assemble Subaru four-door sedans and station wagons for Fuji, and the small four-wheel-drive Trooper II utility vehicles and the P'UP pickup for Isuzu.

Separately, there also are reports that Illinois may have been selected by another large automotive employer. Springfield, the state capital, has been mentioned, as well as a site in the metropolitan St. Louis area.

Goodyear revamps Luxembourg center

AKRON, Ohio — Goodyear Technical Center Luxembourg has been reorganized.

Jack Davisson, vice president of international tire technology, will have three Luxembourg-based directors and one Akron-based director reporting to him.

In Luxembourg, they are John Bauer, formerly manager of tire engineering, who becomes director of tire development; Bryan L. Kinnamon, formerly director of manufacturing for Goodyear Technical Center Akron, who becomes director of manufacturing technology; and Joe Kneip, who earlier had been named director of automotive engineering there.

Kevin O'Neil, headquartered in Akron, is director of the international tire program.

SETTLE

FROM PAGE 1

New York; and Haskins and Groupe v. GM, filed in the Circuit Court of Cook County, Ill.

"As far as General Motors is concerned, this agreement provides a global settlement of the THM-200 issue," attorney William R. Jentes said following the hearing.

A hearing on the fairness of the settlement will be held either Sept. 22 or Oct. 30, depending on how quickly transfer of the other cases can be accomplished. Although Morgan v. GM was formally consolidated with these cases last fall, through clerical error it was sent to federal archives in New Jersey, where a search is now under way, attorneys told Judge Nordberg.

GM agreed to pay interest at 8 percent, compounded quarterly, on the escrow funds, from July 16 until the effective date of the settlement. The money will be deposited in an account at American National Bank and Trust, Chicago. Investment of the funds during the settlement process is still to be ruled on by Judge Nordberg.

Beverly C. Moore, attorney for the Washington, D.C., plaintiffs, urged the court to consider investment in Government National Mortgage Association (Ginnie Mae) mutual funds, which Moore said are now earning 5 percent more than Treasury bills. This rate when compounded could add as much as $850,000 to the fund over one year, Moore said. Nordberg said he is not yet convinced of the safety and soundness of such funds.

Attorney Lowell E. Sachnoff, lead counsel for the Skelton class, said that, using claim-rate estimates derived from previous similar cases, individual claimants should receive between $375 and $400, or approximately the amount of their actual losses, before attorneys fees. Sachnoff said his estimates are based on a 10-percent failure rate and a 25-percent total claim rate — far higher than usually experienced.

Under the agreement, GM will reimburse documented repairs at 90 cents on the dollar for the period up to and including 24,000 miles, 80 cents on the dollar between 24,000 and 36,000 miles and 60 cents on the dollar between 36,000 and 50,000 miles.

Moore suggested attaching a claim form to the first notice, to gain earlier indications of the number of claimants.

GM agreed to send notices by first-class mail to original purchasers of the vehicles at their address when the purchase was made. Notices also will be published in USA Today and TV Guide. Because the notices will be sent to previous, not necessarily current, addresses, between one-quarter and one-third will be returned, Moore contends.

"This would never have happened in a safety recall," he said.

The issue of legal fees and how they will be paid has not been settled. Nordberg said the Center for Auto Safety, in a letter to the court, has objected to legal fees being paid from the escrow fund.

In announcing his approval, Nordberg acknowledged the safety group's and Moore's concerns, but said he believes that the ongoing GM arbitration effort, arranged with the Federal Trade Commission in 1983, may mitigate the numbers of claimants. An April letter from FTC staff expressed satisfaction with the proposed settlement, he noted.

PRODUCTION

Auto output off 3 pct. for quarter

By Kathy Boyer
DETROIT REPORTER

U.S. auto production of 2,158,285 cars for the second quarter was 3.15 percent below the 2,228,685 completed during the second quarter of 1985.

During the first half, 4,286,352 cars were built, 2.83 percent below the 4,411,621 assembled in the first half of 1985.

The makers estimated that 1,774,707 cars will be assembled during the third quarter, compared with the 1,804,335 built during the same period of 1985.

With a number of plants down for model changeover, last week's scheduled auto production of 102,408 fell 6.73 percent from the previous week's 109,799 (a holiday week).

Last week's targeted output was 22.73 percent below the year-ago week's 132,539.

So far this year, according to adjusted figures, 4,498,559 cars have been assembled, 2.95 percent below the 4,635,751 completed last year at this point.

Companies split last week's targeted production as follows: General Motors, 69.69 percent; Chrysler Motors, 14.26 percent; Ford Motor Co., 4.48 percent; Honda of America Manufacturing Inc., 4.42 percent; New United Motor Manufacturing Inc., 3.74 percent; Volkswagen of America, 1.95 percent; and American Motors, 1.46 percent.

Nissan Motor Manufacturing Co.'s car line in Smyrna, Tenn., remains idle for model changeover.

American Motors' Kenosha, Wis., plant resumed production last Monday (July 7).The plant had been down for two weeks for inventory adjustment.

GM's Willow Run, Mich., plant was down last week because of a parts shortage. It is scheduled to resume production today (July 14).

GM's Pontiac, Mich., andLakewood, Ga., plants have been idle since July 3 for modelchangeover. Both plants are expected to resume production Aug. 4.

GM's Pontiac Fiero plant will be closed from July 15 to Aug. 18 for model changeover.

Chrysler's Jefferson (Detroit) and Newark, Del., plants are down for model changeover.

The Jefferson plant will resume output July 28, and the Newark plant is scheduled to resume Aug. 4.

Chrysler's St. Louis (No. 2) plant is closed for vacation and will resume production July 21.

All Ford plants that were down for vacation resume production today.

Ford has slated daily overtime at all of its car plants this week.

Chrysler scheduled Saturday (July 12) overtime and daily overtime this week at its Belvidere, Ill., plant.

Truck output up for quarter, half

Domestic truck makers built 961,376 units during the second quarter, 3.79 percent more than the 926,232 assembled in the same period last year.

First-half production of 1,858,187 trucks was 3.75 percent more than the 1,790,883 built in the first half of 1985.

With several plants on vacation, last week's scheduled output of 38,836 dipped 1.43 percent from the previous week's 39,398 (a holiday week).

Last week's estimated production was 10.05 percent below the year-ago week's 43,175.

Year-to-date, 1,936,421 trucks have been assembled, 4.25 percent more than the 1,857,432 built last year at this time.

Production was halted at Ford's Wayne, Mich., plant on July 7 for two weeks' vacation.

All Ford Motor Co. plants that closed for vacation June 30 resume production today (July 14).

Nissan Motor Manufacturing Co.'s plant in Smyrna, Tenn., closed last week (July 7) for two weeks' vacation.

Navistar International's plant in Springfield, Ohio, is down for vacation until July 28.

GM scheduled Saturday (July 12) overtime at its Baltimore plant.

All Ford plants except the van line in Lorain, Ohio, are slated for daily overtime this week (July 14).

Chrysler's Warren, Mich., plant is scheduled for Saturday overtime and daily overtime this week.

Chrysler renovating St. Louis auto plant

ST. LOUIS — Chrysler Motors begins a $210 million renovation of its St. Louis No. 1 assembly plant Friday (July 18) that will prepare it to build the new Chrysler LeBaron ardtop and convertible and odge Daytona.

Changeover will take 13 weeks. The renovation is part of a $466 million program.

Chrysler has added 136,400 square feet of manufacturing space to its existing 2.3 million square feet at St. Louis No. 1. It will also add 125 robots, bringing the plant's robot force to 196.

The facility employs about 4,400 hourly workers, 3,900 of whom will be on temporary layoff and receive 95 percent of their after-tax pay.

Canadian auto output rises a tad in second quarter

Second-quarter Canadian auto production of 311,313 units was 1.51 percent more than the 306,663 cars built in the second quarter of 1985.

The automakers assembled 585,781 cars during the first half of this year, 6.07 percent more than the 552,249 completed in the same period last year.

Because of vacations and model changeovers, last week's scheduled production of 10,225 cars was 45.90 percent below the previous week's 18,901 — a holiday week.

The estimated build last week was 28.56 percent below the year-ago week's 14,312.

So far this year, 614,907 cars have been assembled, 6.70 percent more than the 576,275 built last year at this time.

Truck makers produced 238,789 units in the second quarter, 2.07 percent more than the 233,942 completed in the same period last year.

First-half truck output of 474,558 was 2.75 percent more than the year-ago period's 461,814.

Targeted production of 11,981 units last week was 4.89 percent below the previous week's 12,597 and 10.03 percent below the year-ago week's 13,316.

Year-to-date, 499,136 trucks have been assembled, 2.56 percent more than the 486,654 completed last year at this time.

General Motors Ste. Therese, Quebec, plant is down for vacation and model changeover.

The plant is expected to resume production Aug. 18.

Ford Motor Co.'s St. Thomas, Ontario, and Oakville, Ontario, plants are down for vacation until July 21.

Chrysler Motors' Windsor, Ontario, plant was down last week for inventory adjustment. The plant will be down for vacation from July 14 until July 28.

CANADIAN CAR	Week Ended July 12, 1986	Week Ended July 13, 1985	Week Ended July 6, 1986	July to Date	Jan. 1 to July 13, 1986	Jan. 1 to July 12, 1985
AMERICAN MOTORS	0	0	0	0	5,493	2,382
FORD MOTOR	0	0	8,591	8,873	267,569	289,800
GENERAL MOTORS	10,000	14,087	10,130	18,104	297,432	316,943
VOLVO	225	225	180	369	5,781	5,776
Total Cars, Canada	10,225	14,312	18,901	25,346	576,275	614,907

U.S. TRUCK☆	Week Ended July 12, 1986	Week Ended July 13, 1985	Week Ended July 5, 1986	July to Date	Jan. 1 to July 13, 1986	Jan. 1 to July 12, 1985
CHEVROLET	22,447	25,831	19,112	36,937	650,612	681,391
DODGE	3,300	4,190	4,416	6,833	117,760	42,497
FORD	0	0	1,780	1,424	626,183	755,445
GMC	7,139	7,084	5,857	11,833	202,052	199,364
NAVISTAR	0	0	1,290	1,032	41,705	40,127
JEEP	3,800	4,291	2,397	5,998	115,691	108,854
NISSAN	0	0	3,068	2,445	53,288	67,741
AM GENERAL*	90	90	40	82	1,340	1,392
MISCELLANEOUS*	2,300	1,739	1,840	3,772	46,803	61,640
Total Trucks, U.S.	38,998	43,175	39,398	70,354	1,857,432	1,936,421

CANADIAN TRUCK	Week Ended July 12, 1986	Week Ended July 13, 1985	Week Ended July 5, 1986	July to Date	Jan. 1 to July 13, 1986	Jan. 1 to July 12, 1985
AMERICAN MOTORS	885	0	705	1,449	0	14,607
CHRYSLER	4,176	7,535	4,231	7,961	229,500	228,569
FORD	0	0	2,789	2,215	89,320	91,859
GENERAL MOTORS	6,760	5,781	4,735	10,548	161,277	160,608
NAVISTAR	160	0	157	286	6,557	5,421
Total Trucks, Canada	11,981	13,316	12,567	22,059	486,654	499,139
N. American Trucks	50,817	56,491	51,965	92,413	2,344,086	2,435,560

U.S. CAR	Week Ended July 12, 1986	Week Ended July 13, 1985	Week Ended July 6, 1986	July to Date	Jan. 1 to July 13, 1986	Jan. 1 to July 12, 1985
AMERICAN MOTORS	1,500	2,009	0	1,500	56,822	30,000
Renault Total	1,500	2,009	0	1,500	56,822	30,000
Alliance	1,350	1,449	0	1,350	34,853	28,671
Encore	150	560	0	150	21,969	3,419
CHRYSLER CORP.	14,800	29,037	28,815	37,852	777,017	769,068
Plymouth Total	4,000	7,776	7,815	10,092	223,630	227,374
Horizon	3,060	3,182	3,249	5,568	82,464	90,864
Sundance	500	0	269	715	0	1,908
Reliant	500	3,400	2,982	2,870	99,723	96,454
Caravelle	0	960	618	494	30,478	27,829
Gran Fury	0	234	517	414	10,965	10,319
Chrysler Total	3,200	9,750	8,450	9,960	254,948	249,084
LeBaron	1,200	2,029	1,653	2,522	60,298	63,330
LeBaron GTS	1,500	2,775	2,122	3,198	57,976	38,822
Laser	500	1,185	888	1,033	32,222	26,788
New Yorker/E-Class	0	1,497	1,171	937	42,135	47,305
Fifth Avenue	0	2,264	2,838	2,270	65,317	72,419
Dodge Total	7,400	11,511	12,750	17,900	294,439	293,021
Omni	4,000	2,738	4,124	7,299	81,733	87,661
Shadow	400	0	253	502	0	1,662
Aries	400	3,022	3,119	2,895	81,732	75,089
Daytona	1,000	1,293	1,125	1,900	29,317	29,982
Dodge 600	600	1,529	1,586	1,853	40,848	46,350
Lancer	1,000	1,775	1,313	2,050	41,110	31,855
Diplomat	0	1,154	1,250	1,000	20,899	20,427
FORD MOTOR	4,587	0	3,571	7,444	894,820	951,676
Ford Division	4,177	0	2,979	6,560	583,729	651,509
Escort	0	0	0	0	169,323	203,885
Mustang	4,177	0	2,979	6,560	94,706	108,724
LTD	0	0	0	0	117,707	0
Taurus	0	0	0	0	0	148,532
Thunderbird	0	0	0	0	102,270	84,985
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	0	0	0	0	98,873	105,383
L-M Division	410	0	592	884	301,091	300,167
Mercury Total	410	0	592	884	215,353	206,281
Lynx	0	0	0	0	36,509	34,185
Capri	410	0	592	884	9,403	10,429
Marquis	0	0	0	0	59,146	0
Sable	0	0	0	0	0	64,258
Cougar	0	0	0	0	73,787	65,580
Grand Marquis	0	0	0	0	4,733	0
Topaz	0	0	0	0	30,275	31,706
Lincoln Total	0	0	0	0	85,236	93,900
Continental	0	0	0	0	14,519	10,578
Lincoln	0	0	0	0	61,288	70,446
Mark VI/VII	0	0	0	0	9,431	12,876
GENERAL MOTORS	71,369	97,835	71,982	124,829	2,741,658	2,464,997
Buick Total	17,102	21,765	14,523	26,800	555,913	440,657
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,117	2,343	1,886	2,828	62,414	49,031
Somerset/Skylark	4,268	2,241	2,154	5,991	66,064	63,493
Century	4,746	6,239	3,933	7,892	145,198	138,639
Regal	0	3,385	1,848	1,318	89,118	38,488
LeSabre/Electra(rwd)	350	2,480	284	577	77,646	8,223
LeSabre (fwd)	4,550	0	3,456	7,315	0	76,717
Riviera	1,152	1,148	421	1,489	36,984	14,734
Electra(fwd)	919	3,949	841	1,592	58,566	53,382
Cadillac Total	6,115	6,993	4,779	9,936	202,148	188,303
Cimarron	340	541	323	598	15,904	15,097
Seville	875	686	629	1,378	21,506	12,802
Eldorado	875	1,370	615	1,367	40,508	14,243
Cadillac (rwd)	0	508	0	0	27,917	49,101
DeVille (fwd)	4,025	3,878	3,212	6,593	96,315	97,060
Chevrolet Total	18,604	30,548	16,934	33,671	935,708	782,779
Chevette	0	3,884	1,845	1,316	91,405	61,031
Cavalier	8,324	10,017	6,785	13,752	273,765	236,369
Celebrity	2,724	5,422	2,807	4,970	156,467	153,606
Camaro	2,880	4,833	3,217	5,454	130,593	112,898
Citation	0	0	0	0	28,899	0
Monte Carlo	2,170	2,013	1,748	3,568	78,579	63,209
Chevrolet	2,506	3,393	2,113	4,198	150,493	129,733
Corvette	0	986	519	415	24,576	15,143
Oldsmobile Total	13,701	25,695	16,291	28,394	676,343	609,244
Firenza	345	847	265	557	37,222	23,066
Cutlass Supreme	0	5,055	1,398	1,118	123,818	84,031
Cutlass Ciera	4,735	6,619	6,101	9,616	200,877	154,093
98 (rwd)	0	7,258	0	0	133,759	11,749
88 (fwd)	3,412	0	6,584	8,679	0	192,507
Olds 98	2,420	2,854	1,903	3,953	77,132	64,153
Calais	2,015	2,382	1,544	3,250	81,230	68,783
Toronado	82	681	490	1,220	22,265	10,852
Pontiac Total	15,777	12,633	15,435	28,125	370,546	463,990
Acadian**	0	237	539	431	7,269	9,854
2000 Sunbird	3,221	2,793	2,620	5,317	78,634	81,284
1000	0	476	641	513	17,116	11,792
Firebird	2,570	2,264	2,922	4,908	70,296	67,821
6000	3,255	1,306	2,545	5,291	26,856	85,894
Parisienne	1,484	1,252	1,011	2,253	41,028	40,196
Fiero	2,127	2,027	1,374	3,226	65,454	44,149
Grand Am	3,120	2,278	3,783	6,146	63,891	123,000
HONDA	4,530	2,223	0	4,530	86,083	101,515
NISSAN	0	0	0	0	10,616	21,517
NUMMI*	3,632	1,625	3,632	6,998	16,357	109,213
VOLKSWAGEN	2,000	0	1,619	3,295	52,378	50,514
Total Cars, U.S.	102,408	132,539	109,799	723,288	4,635,751	4,498,559
Total Cars, Canada	10,225	14,312	18,901	25,346	576,275	614,907
N. American Cars	112,633	146,851	128,700	748,634	5,212,026	5,113,466
N. American Trucks	50,817	56,491	51,965	92,413	2,344,086	2,435,560
North American Cars and Trucks	163,450	203,342	180,665	841,047	7,556,112	7,548,026

*—Revised estimate. **—All Acadians are U.S.-built for sale in Canada.
Monday estimates may contain errors of one or two units due to rounding.

L2700-1

Automotive News

July 21, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Bumpy road is faced by VW Mexico

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — On the morning after the settlement of the first strike since he became president of Volkswagen de Mexico last February, Martin Josephi admitted that his workforce was still underpaid.

"We are well aware that this agreement is not enough for the workers to recover their purchasing power," he said of the seemingly huge 71-percent wage increase.

"They are still below inflation — which was 40.7 percent in the first six months of 1986 — and this is a situation that worries us," he said.

Josephi

"The understanding of the unions has helped us to come to this agreement. But the day is not far off, we feel, when they will have to stop losing real income."

Under Josephi, 44, VW de Mexico is investing $100 million in plant improvements this year, mostly for its export program.

"We are expanding our water-cooled engine production," he said. "We have a capacity of 1,600 engines a day, and this will be expanded to 2,100 engines a day by June 1987. We are modernizing our finishing lines and paint shop."

The company's goal, he said, is for exports to represent 40 percent of total sales by the end of next year, as compared with this year's 30 percent. Total national and international sales this year will be the equivalent of about $700 million.

Josephi said the company's agreement with VW's 13,000 factory workers — 2,500 of them temporary — that ended the nine-day stoppage makes special mention of the VW export campaign and the need to improve quality.

"Our export success will depend on the degree to which we improve our quality, rather than price competitiveness," he said.

Josephi said that VW is changing its philosophy on exports. "We are exporting mostly components, with less emphasis on car exports," he said.

For example, the company is exporting about 1,200 Golf and Jetta engines per day to the United States, Europe and Brazil and is exporting rear axles to the United States and Germany. Sheet-metal parts are shipped to the United States and Europe.

Exports of the Beetle have fallen this year. "Last year, we exported about 5,000 Beetles, mostly to Austria, Italy and Germany," Josephi said

AUTOMOTIVE NEWS/ANDREW TANK

Industry Minister S. Hartarto opens Indonesia Auto Show

Indonesian industry eyes export potential

By Andrew Tank
STAFF CORRESPONDENT

JAKARTA, Indonesia — The world's fifth most populous country — Indonesia — is on the verge of developing a fully integrated automotive industry that could become a potent force in world markets in the 1990s.

Its first major auto show was held last week in Jakarta, the capital. In opening the show, Industry Minister S. Hartarto told Automotive News:

"I think we will be able to export small commercial cars. The appreciation of the yen makes some of our vehicles cheaper than Japan's." He declined to forecast an export target and admitted that "exporting will demand a big effort."

Soebronto Laras, chairman of GAIKINDO, the Indonesian vehicle manufacturers association, said, "We are watching South Korea and Taiwan very closely. In 10 years, Indonesia will be a major exporter of vehicles. Annual production could easily be 600,000 vehicles since we're still just tapping some of the local market."

Soebronto, who is also president-director of the local assembler of Suzuki, Mazda and Hino vehicles, returned recently from Japan, where he talked with Suzuki in the wake of a 40 percent appreciation of the yen against the Indonesian currency, the rupiah, since last November.

He said, "There is now a chance to export from Indonesia."

The most likely product is a commercial vehicle with a 1.0-liter engine which can be produced as a pickup, van or minibus. Soebronto said his plant can make it

see JAKARTA, page 53

Battle lines drawn in auto finance war

By Michelle Krebs
FINANCIAL EDITOR

Banks and credit unions have challenged the domestic auto manufacturers over their low-interest-rate financing programs, claiming that the manufacturers are monopolizing the automotive financing market.

The Consumer Bankers Association has sent letters to the attorneys general of 13 states, asking them to look into the exclusive nature of the low-interest-rate financing programs offered by the auto manufacturers.

At the same time, the Credit Union National Association is hiring economists and lawyers to examine whether the auto companies are in violation of federal antitrust or truth-in-lending laws.

The bankers say that if General Motors, for example, pays a subsidy to its finance company, General Motors Acceptance Corp., it should pay the same subsidy to credit-unions, savings and loan associations and commercial banks. That way, other financial institutions could compete on an equal footing.

"The intent is not to shut subvention down," said Thomas Honey, president of the bankers' group. "The consumer ought to have more lenders that could offer these low rates."

In a letter to the California attorney general's office, the association claimed that the so-called subvention programs violate state laws.

Its letter said that GM advertises an interest rate to consumers of 7.9 percent or lower, which is well below GM's cost of funds. Then, GM pays a subsidy to GMAC to make the loan.

GM refuses to pay the subsidy to credit unions, savings and loan associations and banks, making it impossible for those other traditional sources of consumer financing to compete with GMAC, the letter said.

The many months of subvention, the letter said, block out credit unions, savings and loans and banks from participating in the automotive financing arena.

The bankers' letter to California claimed that state law prohibits an automobile manufacturer from paying a subsidy to any lender and prohibits a lender from accepting such a subsidy if the effect is to lessen competition or tend to create a monopoly.

"Not only is such monopolistic conduct illegal," the letter said, "but it is extremely imprudent for many reasons of public policies."

The association is working through the states rather than the federal government because last year the trade association investigated whether low-interest-rate financing was in violation of federal antitrust and unfair-trade-practice laws. No evidence was found.

However, when state laws were examined, 13 states were found to have laws that appeared to prohibit the practice. The states are Arkansas, California, Colorado, Florida, Hawaii, Idaho, Louisiana, Nevada, New Mexico, Ohio, Tennessee, Utah and Wisconsin.

The Credit Union National Association is concentrating its efforts on possible federal law violations by the auto manufacturers.

"We don't have the facts to say for sure yet," said CUNA spokesman Howard Cosgrove, "but we

see FINANCE, page 58

How GM prepared for reorganization

By Noel M. Tichy
and Mary Anne Devanna
Copyright, 1986, John Wiley & Sons

On Jan. 10, 1984, General Motors Chairman Roger B. Smith and President F. James McDonald announced the corporation's most massive reorganization since the days of Alfred P. Sloan.

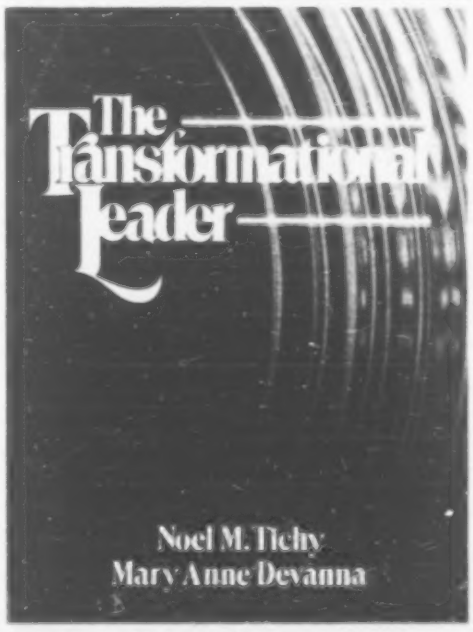
The goal was to make GM more responsive to consumer and competitive pressures.

It resulted in the creation of two new car groups — the Chevrolet-Pontiac-GM of Canada group and the Buick-Oldsmobile-Cadillac group — and dissolved the Fisher Body, GM Assembly and Guide divisions.

The transformation of GM — before and after the Smith-McDonald announcement — provides an important lesson in organizational change, especially regarding the people affected by such change.

A full year before the GM reorganization, then Vice President and Group Executive Alexander Cun-

see BOOK, page 22



GM strives for variety in styling

By Dave Zola
DETROIT REPORTER

General Motors may not agree that all its cars look alike, but the automaker is taking that popular complaint quite seriously just the same.

That criticism was dramatized in a biting Lincoln-Mercury commercial in which a valet parking attendant and several "GM owners" were confused about which car belonged to which driver.

GM is painfully aware of the contention that its cars suffer from a cookie-cutter approach to design, and says it is committed to changing that perception in the minds of the car-buying public.

see DESIGN, page 54

NEWSPAPER

MO 20814
EAST-WEST HWY STE8
4520
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B 0300 8629 COMP H72
*****5-DIGIT 20814

m not running," Page 2
pbcca tells dealers
Study: Japan suppliers could pass U.S. firms Page 3
Polling bullish on 1986 and 1987 Page 58

Rouge Steel workers from UAW Local 600 picketed UAW's Solidarity House last week

AUTOMOTIVE NEWS-JOE WILSEHH

Ford Rouge Steel workers to take strike vote today

By Mary Connelly
DETROIT REPORTER

An estimated 4,000 workers at Ford Motor Co.'s Rouge Steel plant will vote today (July 21) on whether to authorize a strike against the automaker.

A contract covering the employees, who are members of UAW Local 600, expires July 31.

If a strike occurs, it is possible that an additional 9,000 UAW Local 600 members at the Rouge manufacturing complex could also walk off the job because they are not covered by a signed agreement. Ford confirmed that a contract was negotiated in 1984 but was never signed.

Forty percent of the Rouge plant's steel production is used by Ford although sources indicate the company has stockpiled a steel supply.

Negotiators for Ford and UAW Local 600, which represents workers at Rouge Steel, met Thursday and discussed non-economic issues.

At presstime, no date had been set for another main-table meeting, although bargaining was continuing on the local level.

UAW Local 600 President Bob King said the union's chief concern is the future of the steel plant, which Ford has said it would consider selling. Earlier this year, union sources said Rouge Steel Co. lost $90 million in 1985, although Ford had projected the operation would make about $5 million.

"We told the company very strongly they have to make a decision on what they are going to do with Rouge Steel," King said. He said UAW members will no longer tolerate being left "hanging" regarding the plant's future.

King said that if Ford decides to retain the plant, the union is willing to work toward an agreement making Rouge Steel the "best operation possible."

"The union has been ready and willing for over a month to get into the meat of the negotiations. The company has been dragging its feet, and we're not real happy with that," King said.

King said no progress was made during the maintable bargaining session Thursday and that Ford had not yet responded to the union's economic demands. A Ford spokesman confirmed that the company had not yet made an economic offer.

The union did not set a strike deadline in the event of a strike authorization vote. A strike would require approval by the UAW's international executive board.

Asked if union workers at the Rouge complex who are not part of Rouge Steel would walk out in the event of a strike, King said, "We're close in this local. Everybody in the local helps one another."

The Rouge complex includes Ford stamping, frame, glass, engine and assembly plants.

According to a newsletter distributed by Local 600 to its members, a strike at the entire Rouge complex would halt production of Mustang and Capri, frames for Ford's largest models, windshields for the new Taurus and Sable models and engines.

The plant produces 1.9-liter, 4-cyclinder engines for the Escort/Lynx and an electronic fuel injection version of the 1.9-liter engine. In addition, the plant supplies 96 percent of the fuel tanks for Ford autos.

Study finds Japan ready to take over U.S. supplier field

By Scott Miner
DETROIT REPORTER

A new automotive study concludes that the Japanese will soon complete the third phase of a long-planned attempt to take over the U.S. automotive supplier business unless trade talks with Japan result in restrictions.

The study was quoted by the Automotive Parts and Accessories Association. It details how domestic auto manufacturers are increasingly using foreign-supplied parts, mostly from Japanese companies, in new cars.

The study was conducted for the U.S. embassy in Japan by Heuristic Associates, Tokyo.

APAA officials commented on the Heuristic study during a briefing at the Detroit Press Club. APAA officials at the briefing were Julian C. Morris, president; Lee Kadrich, managing director for government and trade; and Judy Broseker, managing director for market research.

Top-level trade talks between Japan and the United States will take place in August in Tokyo and will include the export of auto parts to the United States.

The study said that 300 Japanese parts makers are poised and ready to build plants in the United States by 1988 barring any U.S. restrictions.

That "import invasion" is the third step in a plan to totally conquer the American parts business, the study said.

The first wave was the era of captive imports, when U.S. car firms bought substantial shares of Asian car companies, such as General Motors' investment in Suzuki and Isuzu, Chrysler's investment in Mitsubishi and Ford's in Mazda.

U.S. carmakers have also moved into South Korea, Mexico, Taiwan and elsewhere with similar investments. That took place when U.S. automakers decided they couldn't produce small cars profitably in this country, the study said.

Phase Two took place when the Japanese moved some assembly operations to the United States. Kadrich said that was done to "skirt politically sticky issues such as quotas and the perennial domestic-content debate."

He added that "those roots remain shallow and have not tapped deep into (U.S.) supply lines."

Kadrich said the GM-Toyota joint venture is an example of Japan controlling what supplier companies will be used.

In the third phase of the Japanese parts takeover, more than 300 Japanese supplier companies would build plants in the United States, according to the study.

"When they arrive, all remaining distinctions will blur and the domestic content used in transplant and hybrid production will soar," Kadrich said.

He said that all subcomponent assembly work would be done overseas; only final assembly of the parts would be done in the United States plants. He said all materials would be brought from overseas.

If that last phase is completed, the APAA estimates that employment at present U.S. supplier companies would drop 25 percent.

The study estimated that by 1989, domestic content of cars built in the United States will be 42 percent while Japanese content will be 50 percent. Eight percent would come from other foreign firms.

Cars made in the United States in plants owned by a foreign company will have 70 percent foreign content by 1989, the study said. Captive imports — cars assembled offshore and imported for sale under a U.S. nameplate — will have an estimated 95 percent foreign content by 1989.

The United States represents a major growth area for Japan. "Japan is moving to fill a major market vacuum left by American car makers" who have shed unprofitable small-car models, Kadrich said.

"The U.S. move has paved the way for peaceful coexistence and profitable partnership between automaking industries," he said. "This has played into the hands of Japanese carmakers and their supplier families, long bent on controlling the equipment markets for all cars sold in America."

Morris said that Japanese companies producing in the United States would help curb the parts trade deficit, "but at the cost of further deterioration of our balance of payments account to Japan."

INDEX

Auction reports	42-43
Classified advertising	44-52
Editorial page	10
Obituaries	3
Production by makes	59
Registrations, truck	29
Sales, car	40
Service highlights	16-17
Service Profits Extra	E1
Truck highlights	24-29

Automotive News

61st year—No. 5137

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207

Raymond Loewy; gave Studebaker sleek look

OBITUARIES

MONTE CARLO, Monaco — Raymond Loewy, designer of the svelte Studebaker Hawk and Avanti, the 1947 Studebaker Champion and Commander, the International Harvester logo and a host of other items associated with modern life, died July 14 at the age of 92.

Loewy

Throughout his design career, which began in 1918 after his graduation from the Ecole de Lanneau in France, he emphasized clean, smooth lines based on sleekness and simplicity.

In 1979, Life magazine named him "One of 100 Who Shaped America." Ten years earlier, the London Times called him "One of 1,000 Makers of the Twentieth Century."

Mr. Loewy, among the few who could see beauty in a locomotive, was the author of "The Locomotive — Its Aesthetics." He designed the streamlined steam engines that were the trademark of the Pennsylvania Railroad in the 1930s.

He also designed cigarette packages and vacuum cleaners as well as cans, bottles, packages and cartons used for food and beverages.

Born and raised in Paris, he served as a liaison officer with the Allied forces in France in World War I. After the war, he moved to the United States and took up fashion illustration. He became a naturalized citizen in 1938.

He formed Raymond Loewy Associates in 1945, and the design firm quickly expanded to offices in New York, Chicago, Los Angeles, London, Paris, Fribourg, Switzerland; and San Paulo, Brazil.

Mr. Loewy became a consultant to the National Aeronautics and Space Administration in 1967 on Skylab, the recoverable earth shuttle orbiter, and Saturn-Apollo applications. In 1974, he became a design consultant to the Committee for Science and Technology of the Soviet Union.

In 1975, the Smithsonian Institution staged a special Raymond Loewy exposition.

He was a director of the Art Center College of Design in Los Angeles.

Mr. Loewy was a decorated grand officer of the French Legion of Honor, with four citations for the Croix de Guerre. He won many other honors and prizes in the design world and lectured at Massachusetts Institute of Technology, Harvard, New York University, Columbia, Pratt Institute and The Royal Society of Arts in London.

Mr. Loewy and his wife had lived in Monaco for the past six years.

Walter J. Simons

DETROIT — Walter J. Simons, 73, retired Chrysler Corp. vice president of corporate finances, died July 14. Mr. Simons joined Chrysler in 1943. He became director of pensions and group insurance in 1950, assistant treasurer in 1952, treasurer in 1955, vice president-treasurer in 1969 and vice president of corporate finances in 1975. He retired in 1976.

SERVICE MANAGEMENT

Flax, left, and Snyder trouble-shoot a Plymouth Reliant

Winning team of Frank Rodgers, left, and Robert D. Ruppert, with John C. Ruppert, their shop instructor

Trouble Shoot starts youths on auto careers

Trouble Shoot participants compete in the shadow of the nation's Capitol

By Arthur Flax
SERVICE EDITOR

WASHINGTON — There was a time when the stuff under the hood of an automobile resembled a steamship anchor and was, for the mechanically inclined, as easy to fix.

The stuff under the hood of today's automobile resembles more the innards of an IBM PC. But for the electronically inclined, it can also be easy to fix.

At the 1986 Plymouth/American Automobile Association Trouble Shooting Contest, the top high school mechanics from 50 states had a chance to show their skill in diagnosing pre-planted electronic and mechanical bugs in identical 1986 Plymouth Reliants equipped with 2.5 liter, fuel injected engines.

The participants — two-member teams from each state — were high school seniors who had won events in their home states.

The young technicians, raised in an era of personal computers and video games, had little trouble with the new electronically controlled automobiles.

Members of the news media also were invited to show their skills. The changing of the guard — from mechanical to electronic technicians — was apparent.

As Automotive News service editor, it was my task to uphold the honor of the publication. Charles Snyder, Kiplinger Letters associate editor, and I bested our competition from Motor Age and Super Service Station magazines.

But with skills learned under a shade tree on older cars, it took us more than an hour to get our car running, and we were the only news media team to accomplish that feat without professional help.

By comparison, the winning student team of Frank Rodgers and Robert D. Ruppert, from Morro Bay High School in California, debugged their car in just over 20 minutes.

Ruppert's father, John C., instructed the winners in auto shop. He said he goes back to school every year and has to "read constantly to stay ahead of the kids who have a lot of questions."

If the truth be told, our success in the news media competition was due in no small part to my pre-contest briefing by Tom Beam, technical editor of Motor Age. Beam, who was stymied during the competition by an unexpected electrical flaw, is an expert in the modern systems and delivered a thorough briefing on the network of sensors and servos common to the 1986 Reliant.

That I was able to pick up on much of the briefing I attribute to a familiarity with basic electronics and computers as much as with automobiles.

According to Gino J. Giocondi, vice president of service and parts operations for Chrysler Motors, one of the goals of the Trouble Shoot is to demonstrate the new skills needed by the modern technician and to encourage young people to enter the field.

"Some 850,000 people claim they can fix cars, and if I said half of them are technicians, I probably would be exaggerating," Giocondi said.

"Many are older; they are never going to change. They can't get comfortable with computers, with electronics. We have a real job in front of us, because there are 130 million cars in the marketplace and too few technicians to take care of them."

He added, "What we have to do is mount a concerted effort to upgrade the image of the auto technician so we can attract younger people into the profession; I don't want to call it a trade. The Trouble Shoot is part of that."

It would seem that in order to work on a 1986 automobile, the technician must be able to combine the traditional intuitive feel for mechanics with a similar savvy in electronics.

For example, the drill to troubleshoot our Reliant required that we first diagnose the lack of spark from the electronic ignition system.

Included in the Trouble Shooting tool kit, in addition to a hand-held diagnostic computer and other electronic tools, was a paper clip.

It was provided to perform a simple trouble-shooting procedure that allowed us to determine if the coil, distributor or ignition computer was bugged. The coil, we found, was bad.

After replacing the coil and adjusting the timing by dead reckoning, our car ran — but poorly. By pulling spark lead one at a time while the engine was running, we were able to identify a bad spark plug and clear out a miss. That is an old trick, one I had learned more than 10 years ago in high school auto shop.

The engine then ran smoothly at idle and low speeds, but we had to use a hand-held computer to determine the cause of a "Power Loss" dashboard warning light.

Provided in the tool kit was the OTC Monitor 2000 diagnostic computer from Sealed Power Corp. Easily plugged into the electronic system of many cars (interchangeable software cartridges make that possible), the small computer is as easy to work as most video games.

When the technician punches in simple codes, the computer cycles the many servos and sensors in a late-model auto.

In the Trouble Shoot, we used the computer to identify a faulty throttle position sensor as the cause of the message sent by the warning light. Unfortunately, the computer will not pinpoint the location of the sensor and, pressed for time, we were not able to find it.

Under certain driving conditions, the judges said, a faulty sensor could cause the car to hesitate.

Finally, contestants were required to precisely adjust the timing. That continues to be a simple procedure accomplished with a timing light. However, contestants had to know that the coolant sensor must be disconnected before adjusting the timing. Fortunately, I had read of that procedure.

In fact, the Trouble Shooting contest puts great emphasis on the contestant's reading skills. Results of a written test are combined with the contestant's trouble-shooting score.

So much importance is placed on the written test that a separate award is presented to the student with the highest score. This year, Lyle Rasmussen, of Sahuarita High School near Tucson, won the Lee A. Iacocca Scholastic Achievement Trophy and a full scholarship to MoTech, Chrysler Corp.'s automotive technician training center.

Rasmussen's partner for the contest was Terri Hauk, the first female student to qualify for the nationals in 24 years.

Though there are many new tricks of the trade, a fast mechanic still must be an organized mechanic.

see SHOOT, page 17

Shop volume rises for May, 5 months

By Arthur Flax
SERVICE EDITOR

Service and parts business at new-car dealerships increased in May and in the first five months of 1986.

According to the Automotive News Service Index, shop business at dealerships in May amounted to 102.4 percent of the volume recorded in May 1985.

In the first five months of 1986, service and parts volume showed a gain of 3.4 percent over 1985.

In May, total labor sales (customer paid and warranty) made the biggest gain, up 5.6 percent over last year.

Gross profit on all labor, parts and accessories sales was up 2.8 percent; sales of all parts and accessories climbed 2.2 percent; and shop parts sales (customer paid and warranty) were up 1.5 percent.

Repair orders written were down 0.2 percent in May 1986.

In addition, parts and accessories sales to off-premises customers were up 0.2 percent in May.

Total labor sales registered the biggest gain for the first five months of 1986, climbing 8.3 percent over the period in the previous year. Other indicators showing gains through May were gross profit on all labor, parts and accessories sales, up 6.7 percent; shop parts sales, up 3.6 percent; and sales of all parts and accessories, up 0.2 percent.

Repair orders written registered a 1.8 percent decline.

Parts and accessories sales to off-premises customers were down 3.0 percent for the first five months of 1986.

SERVICE INDEX
102.4*

	May '86 vs May '85	5 mos. '86 vs 5 mos. '85
Gross Profit on All Labor and P&A Sales	+2.8%	+6.7%
Repair Orders Written	−0.2%	−1.8%
Total Labor Sales (Customer & Warranty)	+5.6%	+8.3%
Shop Parts Sales (Customer & Warranty)	+1.5%	+3.6%
Sales of All P&A	+2.2%	+0.2%

*Indicates by Automotive News shows that dollar volume of service and parts operations in May, 1986, were 102.4 percent of operations in May, 1985. Service operations in the first 5 months of 1986 were 103.4 percent of volume in the corresponding period in 1985.

TRUCK INDUSTRY

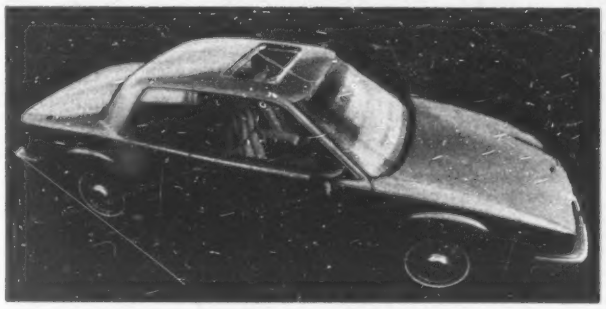
Custom Cab blue-light special
More than 74,000 shoppers entered the Kraco/K mart/Custom Cab sweepstakes which awarded six special Custom Cabs, built off Toyota pickups, by Custom Fab. Above, auto racer Michael Andretti presents winner Jeff Billis, of Cherry Hill, N.J., his prize. Present, from left, are Custom Fab President Bill Rohrbacher; Marian Arbuthnot, manager of the Marlton, N.J., K mart store; and Tom Barrison, sales manager for Cherry Hill (N.J.) Toyota Inc.

JUNE TRUCK REGISTRATIONS

		6000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	25,775	14,603							40,378	43,615
	YR	120,829	56,788							177,617	217,614
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	22,531	10,555							33,086	30,784
	YR	102,445	36,480							138,925	147,068
PLYMOUTH VOYAGER	MO	9,827								9,827	9,900
	YR	47,273								47,273	43,412
TOTAL CHRYSLER CORP.	MO	35,602	14,603							50,205	53,515
	YR	168,102	56,788							224,890	261,026
FORD	MO	70,289	41,536				788	3,884	1,030	117,527	100,752
	YR	316,705	190,438				4,188	13,890	4,711	529,932	508,620
*VAN, BRONCO, RANGER & AEROSTAR	MO	54,259	13,539							67,798	49,171
	YR	238,992	61,451							300,443	262,444
FREIGHTLINER	MO								1,588	1,588	1,466
	YR								6,926	6,926	7,588
MERCEDES-BENZ	MO						145	181		326	331
	YR						872	533		1,405	1,856
TOTAL DAIMLER-BENZ CORP.	MO						145	181	1,588	1,914	1,797
	YR						872	533	6,926	8,331	9,444
CHEVROLET	MO	64,414	41,478	2,737	17	22	490	921	46	110,125	102,744
	YR	294,637	194,123	10,596	147	132	2,736	4,602	217	507,190	481,048
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	50,816	15,568							66,384	60,873
	YR	229,804	69,218							299,022	276,844
GMC	MO	13,837	10,823	251	19	409	382	1,152	665	27,538	28,735
	YR	66,748	52,675	1,107	105	1,159	2,192	10,171	3,217	137,374	133,406
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	10,473	3,449							13,922	14,567
	YR	50,115	16,446							66,561	63,403
TOTAL GM CORP.	MO	78,251	52,301	2,988	36	431	872	2,073	711	137,663	131,479
	YR	361,385	246,798	11,703	252	1,291	4,928	14,773	3,434	644,564	614,454
INTERNATIONAL	MO						1,120	1,924	2,166	5,210	5,837
	YR						6,834	8,300	10,355	25,489	28,731
JEEP TRUCK	MO	12,406	1,196							13,602	13,743
	YR	66,212	6,958							73,170	64,126
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	10,534	1,074							11,608	13,564
	YR	54,125	6,326							60,451	63,249
MACK	MO						242	255	1,486	1,983	2,531
	YR						898	921	7,029	8,848	12,849
KENWORTH	MO								870	870	910
	YR								4,363	4,363	4,787
PETERBILT	MO								809	809	1,154
	YR								3,930	3,930	5,197
TOTAL PACCAR CORP.	MO								1,679	1,679	2,064
	YR								8,293	8,293	9,984
AUTOCAR	MO								199	199	173
	YR								750	750	656
VOLVO	MO							71	83	154	192
	YR							461	404	865	945
WHITE	MO								482	482	592
	YR								2,937	2,937	3,638
TOTAL VOLVO WHITE CORP.	MO							71	764	835	957
	YR							461	4,091	4,552	5,239
WESTERN STAR	MO								74	74	97
	YR								463	463	484
MISCELLANEOUS DOMESTIC	MO		298					7	130	435	546
	YR		1,311					37	866	2,214	2,291
OTHER IMPORTS	MO	74,691	756	521	49	29	12	51	3	76,112	65,073
	YR	359,342	4,675	2,486	295	148	74	262	17	367,299	341,063
GRAND TOTAL	MO	271,239	110,690	3,509	85	460	3,179	8,446	9,631	407,239	378,391
	YR	1,271,746	506,968	14,189	547	1,439	17,794	39,177	46,185	1,898,045	1,858,311
1985 YR. TO DATE		1,202,149	526,229	14,707	385	2,740	21,781	32,442	57,878		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.

Added Personality!



The 1986 Buick Riviera and a SKY-TOP® Power Moonroof.

The all new, luxurious E-Body cars from General Motors take on an exciting new personality with the addition of a sporty SKY-TOP Power Moonroof.

SKY-TOP Power Moonroof's sleek, elegant appearance and smooth quiet operation offer exactly what Buick Riviera, Cadillac Eldorado and Oldsmobile Toronado owners expect. And SKY-TOP's large opening and unique design guarantee the widest viewing area with maximum headroom retention.

Offering a variety of features, including a push-button venting system, automatic wind deflector, privacy sunshade and optional charcoal trim finish, the SKY-TOP Power Moonroof is the most versatile moonroof available.

Over 90 SKY-TOP Installers nationwide offer excellent service backed by a 12 month, unlimited mileage, parts and labor warranty. For our brochure and the name of your nearest Installer, call SKY-TOP today.

Sky-Top power moonroof

SKY-TOP® Sunroofs Ltd.
4700 Le Bourget Dr. • St. Louis, MO 63134 • (314) 427-1441
TOLL FREE: 1-(800) 327-1331 (OUTSIDE MO)
©1986

TURBOS

MOHAWK TRUCKS / ATLANTA
DUAL REAR WHEEL CONVERSIONS
Regular Cabs · Super Cabs · Crew Cabs
EXCLUSIVE DEALERS FOR SOUTHEAST

GEAR SPLITTERS

Finest truck on market. Farm to fancy, polished aluminum and stainless steel accessories.

DEALER INQUIRES WELCOME — Points Available
Packages approved for most floor plans (including Ford). Delay Start Warranty Cards • Trucks in Stock
Call Collect: **404-949-4500**
BUD McCULLOUGH
We Deliver Anywhere in the U.S.A.

***Look for the Showroom Profits Extra in the Aug. 18 issue of* Automotive News**

Sounds of Service ■ Money-making Case Studies

Automotive News

Extra

July 21, 1986

SERVING UP PROFITS

Dealership service managers expect a heapin' helpin' of profits in the coming year

By Scott Miner

Service managers across the country are confident that higher technology in today's cars will draw work away from independent garages — and bring profits on a silver platter into the waiting hands of auto dealers.

Because of this expected increase in business, most dealers plan to spend more money on new equipment during the coming year.

The high-tech equipment will be used particularly to increase efficiency and profitability of engine-tuneup, wheel-alignment and wheel-balancing operations.

However, investments also are slated to increase for equipment used in engine overhaul, transmission work, frame/body straightening, brake jobs, refinishing/rustproofing and other service functions.

The bottom line of the latest *Automotive News* Survey of Service Managers is that business and profitabil-

Continued on page E2

Cover photo by Joe Wissens

SERVING UP PROFITS

Continued from cover page

ity opportunities for new-car dealership service departments are on the rise as the '87 model year approaches.

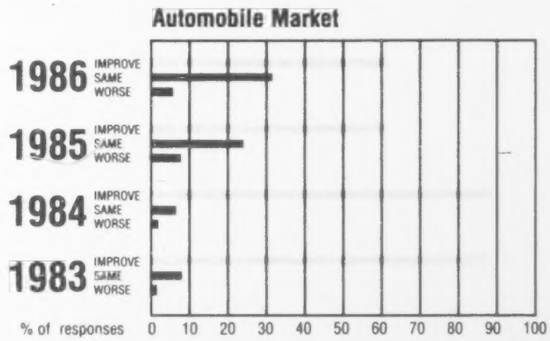
Taken in June 1986, the survey — in questionnaire form — drew responses from new-car dealership service managers throughout the U.S.

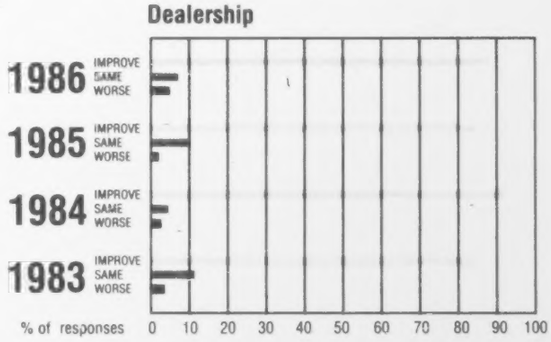
While survey results indicate the mood of the nation's dealer service managers definitely continues to be upbeat, it suggests their optimism concerning the overall U.S. automobile market is tempering somewhat.

In recent years they projected hefty annual improvements in the automobile market generally. Today the majority of service managers believe the car market will remain on a relatively even keel over the next two years, and there are strong notions that competition will intensify.

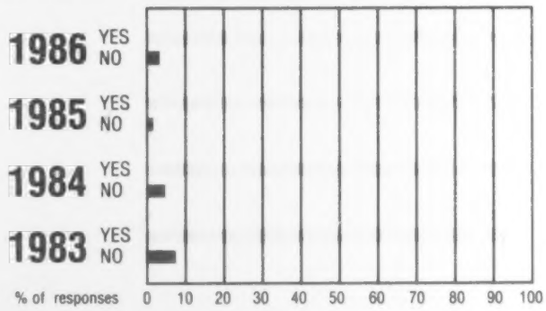
A service manager for a dualed domestic-import car dealership in New Haven, Conn., points out: "The sales business, and therefore the service business, of the future will go to those with the best products. I feel that, unless American manufacturers continue to improve their products, the foreign makes will manage to remain ahead of us."

Question 1: **What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?**

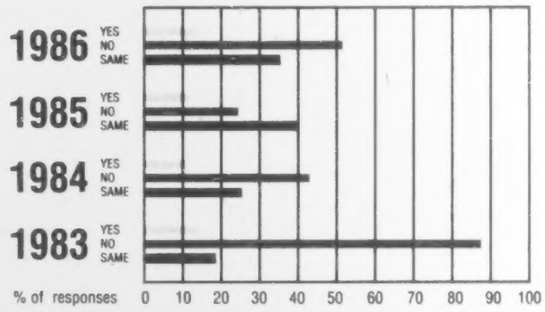

Automobile Market
1986 IMPROVE SAME WORSE
1985 IMPROVE SAME WORSE
1984 IMPROVE SAME WORSE
1983 IMPROVE SAME WORSE
% of responses 0 10 20 30 40 50 60 70 80 90 100


Dealership
1986 IMPROVE SAME WORSE
1985 IMPROVE SAME WORSE
1984 IMPROVE SAME WORSE
1983 IMPROVE SAME WORSE
% of responses 0 10 20 30 40 50 60 70 80 90 100

Question 2: **Do you as a service manager, feel that your service department offers a potential for increased profits in the future?**



Question 9: **Are new model cars more profitable to service than those of previous years?**



CHARLOTTE WINTER

Automotive News Extra

CONTENTS

COVER STORY: SERVING UP PROFITS E2
Our annual survey reveals service managers are very optimistic.

SERVICING WOMEN CUSTOMERS E6
A new study says women have the same service needs as men.

THE PARTS FINDER E12
Dealers can keep customers happy by getting them the right parts.

SERVICING THE CHEAPIES E16
Now that we have Hyundais and Yugos, who's going to service them?

SOUNDS OF SERVICE E18
Service managers resort to onomatopoeia to describe car malfunctions.

SERVICE ON THE ROAD E22
Two companies offer service to customers where they need it most.

PROBLEMS WITH PLASTIC E24
If plastic-bodied cars proliferate, body shops face new problems.

SPECIALTY TUNERS E26
For some folks, dealer service just isn't good enough.

SERVICE ON THE GO E28
How much business do fast lube/tune/muffler shops steal from dealers?

SPECIAL SECTION: DEALER CASE STUDIES

ENGINE OVERHAULS E29
SERVICING NIGHT OWLS E30
TRANSMISSION REPAIR E31
PROTECTIVE CHEMICALS E32
WHEEL BALANCING E33
TUNE-UPS E36
WHEEL ALIGNMENT E38
BRAKE JOBS E39

THERE REALLY IS A MR. ZIEBART E40
For Kurt and Edith Ziebart, the rustproofing business is but a memory.

COMING AUG. 18: SHOWROOM PROFITS EXTRA

Nonetheless, on their own turf, the service dealers' optimism remains particularly high. They feel very good about the business destinies of their dealership operations, and a clear majority feels their service departments will generate greater profits during the next two years.

In achieving those improved profits, more service managers than last year believe the proof of their success lies mainly in the skilled hands of their technicians.

A respondent in Bakersfield, Calif., notes, "Increasing specialization of vehicles will make dealership experience and service knowledge more important."

He is among the many service managers who believe auto dealerships are providing ample advertising to attract customers to their service bays.

Indeed, many consider their service "reputation" is their best form of advertising, and they do not plan to urge dealership management to boost service-advertising budgets.

Echoing the sentiments of numerous respondents, a service manager in Reading, Pa., points out, "A good service department with a good reputation does not need a lot of advertising."

Among those who want additional advertising and promotion support, direct-mail programs are gaining in popularity.

Service managers also are tightening their grips on service department hiring. When mechanics are hired these days, the survey shows, the service manager has a greater say than ever before.

However, hiring is not always done by the service manager alone, and it still is not uncommon for dealership owners or general managers to be involved.

The big personnel problem: With technology being built into today's cars in increasing measures, service managers are finding it more difficult to get qualified mechanics.

A service manager on the East Coast sums up the thoughts of many others: "The lack of trained technicians is creating such a problem that the hassle for a service manager is beyond comprehension. It's just not worth the aggravation anymore."

Hassle or not, service managers are still kings when it comes to buying service equipment for their shops. For the second straight year, 100 percent of respondents indicate they are involved when their dealerships buy new service equipment.

What kind of equipment will they buy in 1986? According to the survey, a lot of it will be equipment used in engine tuneups, wheel alignments, wheel balancing, engine overhauls, transmission work, brake jobs and refinishing/rustproofing.

On the one hand, while service managers believe their operations will be more profitable in the future, on the other hand they generally feel that 1986 model cars offer no more service-profit potential than those of previous years.

Contributing to that, a number of service managers note, are extended warranties and longer service intervals which prolong intervals between visits to dealer service departments by new-car owners.

A Denver, Colo., service manager sums it up: "No, new cars are not more profitable because of the duration between servicings and because less service is required in the first year."

Besides that, comments a service manager in Erie, Pa., "There are too many comebacks. The newer the car, the harder it is to repair the first time because of intermittent problems due to all the electrical devices."

This year's survey indicates dealer service operations are open fewer hours per week than in recent years. An unprecedented percentage of them are open just

Franchised New-Car Dealers Service & Parts Sales ($ Millions)

Service Labor Sales	1985	1984	% Change
Customer mechanical	$5,434	$4,818	12.8
Customer body	2,431	2,192	10.9
Warranty	2,174	1,848	17.6
Sublet	1,187	1,096	8.3
Internal	2,002	1,797	11.4
Other	1,073	994	7.9
TOTAL SERVICE LABOR	$14,301	$12,745	12.2

Parts Sales	1985	1984	% Change
Customer mechanical	$3,854	$3,503	10.0
Customer body	2,389	2,228	7.2
Wholesale	5,954	5,713	4.2
Counter	1,407	1,365	3.0
Warranty	2,640	2,318	13.9
Internal	2,023	1,869	8.3
Other	1,001	971	7.2
TOTAL PARTS	$19,268	$17,967	7.2
TOTAL SERVICE & PARTS	$33,569	$30,712	9.3

Source: NADA Industry Analysis Division

45 to 50 hours a week.

As service departments reduce the number of hours they are open, the average shop is employing fewer people. This is due mainly, it appears, to a relatively high increase in the number of medium-size operations.

Meantime, more service managers indicate an upswing in brake work, collision repair, wheel balancing and engine overhaul as their most profitable operations this year.

A service manager from Manchester, N.H., says his most profitable operations are tuneups, brakes, wheel balancing and wheel alignments because "they are repetitive jobs that offer an opportunity to sell easily installed items."

Another from Meridian, Miss., spells out what he considers his most important service job: "Any maintenance-type operation is more profitable than heavy repair work because only a semi-skilled technician is needed to perform maintenance work and it is highly profitable."

Another in Los Angeles describes profitable operations as those that entail "a lower degree of difficulty with less chance for problems."

Warranty and extended service work are paying off in their departments, say the service managers, but not at the level of recent years.

As for service managers themselves, survey results show that they are now younger on average than in previous years. A clear majority of them are below 44 years of age, because of a slight rise in the percentage of service managers between the ages of 18 to 24.

In keeping with managers being younger, most have been in their profession only four-to-seven years. The next-highest percentage is one-to-three years.

Also, service managers tend more and more to be coming directly out of the mechanics side of the business, rather than from the write-up side.

While service managers are getting younger, their pay is getting better. Most are earning between $35,000 and $44,999 a year. Last year most were in the $25,000-to-$29,000 category.

In the highest-pay category of $50,000 or more, the percentage rose several points from last year and previous years.

There was also an increase in the less-than-$15,000-salary range — possibly reflecting the youth trend in the business — but several respondents in this salary range said they earn additional salary by doubling as parts managers.

To earn bigger bucks, most service managers get some sort of bonus or incentive package. A manager in Boston, who enjoys an unusual benefit, says, "My commuting expenses are also covered."

Stock options and/or a percentage of the service department's profits are the most common supplement to salaries.

While service managers are younger on average, are making more money and working fewer hours, just under half believe their salary and benefits are not proportionate to their professional experience. ■

Automotive News Survey of Dealer Service Managers

Note: Figures indicate percent of total responses for each question, each year; in some cases, totals add to more than 100 percent because of multiple responses to a question.

Question 1: What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?

Automobile Market	1986	1985	1984	1983
Improve	61.2	64.9	89.7	89.1
Same	32.6	25.7	7.6	8.6
Worse	6.2	9.4	2.7	2.3
Dealership	**1986**	**1985**	**1984**	**1983**
Improve	88.0	86.9	92.1	86.6
Same	8.0	10.2	5.3	10.5
Worse	4.0	2.9	2.6	2.9

Question 2: Do you as a service manager feel that your service department offers the potential for increased profits in the future?

	1986	1985	1984	1983
Yes	98.0	98.6	97.2	96.1
No	2.0	1.4	2.8	3.9

Question 3: Do you feel that your dealership management believes the service department offers the potential for increased profits in the future?

	1986	1985	1984	1983
Yes	96.0	97.1	94.4	95.2
No	4.0	2.9	5.6	4.8

Question 4: Do you as service manager believe your dealership is spending enough on advertising and promotion to improve your service business?

	1986	1985	1984	1983
Yes	74.0	72.3	74.3	66.4
No	26.0	27.7	25.7	33.6

Question 5: Who hires the mechanics in your service department?

	1986	1985	1984	1983
Dealership owner	11.5	15.7	17.8	12.3
Dealership manager	1.9	5.7	6.7	6.2
Service manager	86.6	78.6	75.5	81.5

Question 6: When your dealership buys new service equipment are you involved?

	1986	1985	1984	1983
Yes	100.0	100.0	97.2	98.4
No	0.0	0.0	2.8	1.6

Question 7: Which statement below best describes your involvement in buying new service equipment?

	1986	1985	1984	1983
Original purchase request	62.0	62.9	39.9	38.1
Approve make selected	48.0	38.6	24.3	24.0
Negotiate terms	28.0	22.9	3.7	5.4
Give advice on needs	58.0	37.1	53.5	57.7

Question 8: What type of service equipment does your dealership plan to buy this year?

	1986	1985	1984
Tuneup	24.5	21.4	27.7
Wheel alignment	26.4	18.6	21.3
Wheel balance	11.8	10.0	14.9
Collision repair	1.8	10.0	12.8
Brakes	7.1	5.6	10.6
Transmissions	2.9	1.8	4.3
Engine overhaul	3.7	2.9	2.1
Refinishing	1.8	—	—
Other	10.0	29.7	6.3

Question 9: Are new model cars more profitable to service than those of previous years?

	1986	1985	1984	1983
Yes	13.7	11.4	11.8	14.6
No	50.9	54.3	52.9	67.4
Same	35.4	34.3	35.3	18.0

Question 10: How many hours per week is your service department open?

	1986	1985	1984	1983
Less than 40 hours	18.0	18.6	11.1	23.5
45 to 50 hours	60.0	38.6	47.2	40.7
51 to 55 hours	14.0	27.1	19.4	19.5
56 to 60 hours	6.0	11.4	8.3	9.3
More than 60 hours	2.0	4.3	14.0	7.0

Question 11: How many employees are there in your service department including parts and service personnel?

Number of employees	1986	1985	1984	1983
1 to 10	28.0	25.7	33.3	27.4
11 to 20	18.0	28.6	27.8	25.7
21 to 30	36.0	15.7	13.9	19.5
31 to 40	8.0	17.1	11.1	13.3
More than 40	10.0	12.9	13.9	14.1

Question 12: What is your most profitable service operation?

	1986	1985	1984	1983
Tuneups	24.0	40.3	39.8	39.1
Brakes	25.3	20.4	25.6	23.5
Wheel alignment	6.6	9.0	11.3	8.5
Transmissions	6.6	10.4	8.4	10.3
Collision repair/refinish	9.3	6.1	7.7	5.9
Wheel balance	4.0	1.8	2.7	3.0
Engine overhaul	13.3	3.3	1.8	4.4
Other	10.6	8.7	2.7	5.3

Question 13: How much do the following contribute to your service profits?

1986	Significantly	Some	None
New car warranty work	40.8	48.9	10.2
Extended service contracts	27.0	66.6	6.4
1985	**Significantly**	**Some**	**None**
New car warranty work	44.3	48.6	7.1
Extended service contracts	17.1	67.3	15.6
1984	**Significantly**	**Some**	**None**
New car warranty work	48.8	43.9	7.3
Extended service contracts	8.6	74.3	17.1
1983	**Significantly**	**Some**	**None**
New car warranty work	38.2	52.3	9.5
Extended service contracts	23.4	60.9	15.7

Question 14: What is your age?

	1986	1985	1984	1983
18 to 24	4.0	0.0	0.0	0.7
25 to 29	16.0	15.7	9.8	8.5
30 to 34	16.0	11.4	19.5	13.3
35 to 39	26.0	18.6	29.3	22.8
40 to 44	16.0	22.9	7.3	19.6
45 to 49	10.0	12.9	4.9	10.9
50 to 54	2.0	11.4	12.2	14.1
55 to 59	4.0	4.3	14.6	7.8
60 to 64	6.0	2.8	2.4	2.3

Question 15: Before becoming a service manager at your present or any other dealership, what type of job did you have?

	1986	1985	1984	1983
Write-up man	24.6	31.4	24.4	16.9
Mechanic	43.4	37.2	44.1	38.1
Parts manager	8.6	5.7	9.8	12.2
Other	23.4	25.7	21.7	32.8

Question 16: How many years have you been a service manager (including time as service manager at previous dealerships)?

Number of years	1986	1985	1984	1983
1 to 3	19.6	22.9	22.9	20.3
4 to 7	33.3	21.4	26.6	21.6
8 to 11	17.6	15.7	11.4	15.6
12 to 15	5.8	12.9	15.7	14.1
16 to 19	9.8	11.4	9.2	10.1
20 or more	13.9	15.7	14.2	18.3

Question 17: What was your total compensation last year for being a service manager?

	1986	1985	1984	1983
Less than $15,000	4.1	2.9	2.7	3.1
$15,001 to $19,999	4.1	10.0	8.1	14.0
$20,000 to $24,999	18.7	14.3	16.2	15.6
$25,000 to $29,999	10.4	24.1	27.0	22.1
$30,000 to $34,999	8.3	11.4	13.5	12.5
$35,000 to $39,999	20.8	10.1	10.8	14.8
$40,000 to $44,999	14.5	8.7	6.8	3.9
$45,000 to $49,999	6.2	10.2	9.5	5.5
$50,000 or more	12.5	8.3	5.4	8.5

Question 18: What was your total compensation for being a service manager based on?

	1986	1985	1984	1983
Salary only	9.4	8.6	11.8	14.1
Salary + overtime	1.8	1.9	2.9	2.3
Salary + bonus	26.7	38.6	41.2	29.7
Salary + incentive	43.6	45.2	35.3	42.2
Salary + other	18.5	5.7	8.8	11.7

Question 19: Do you believe your salary and benefits are commensurate with your experience?

	1986	1985	1984	1983
Yes	48.9	54.2	63.6	59.7
No	51.1	45.8	36.4	40.3

Find Out How Your Dealership Can Afford To Give Away...

Free Vacations
To:
•Hawaii•
•Vegas•
•Costa Rica•

VACATIONS OF A LIFETIME Starting at $50

PRODUCING THOUSANDS OF PROSPECTS DAILY

Includes: Air Fare, Accommodations, Discounts, Travel Club & Luggage

1-800-341-7333
Free Sample & Performance Package

Holidays International
The Leader In Incentive Travel

Early-July sales increase 8.8 pct.; 189,516 total is best since 1978

By Jenny L. King
DETROIT REPORTER

Continuing to respond to incentive programs, domestic new-car sales climbed 8.81 percent in early July. It was the fourth consecutive period of increase and was the best July 1-10 since 1978.

Domestic sales the first 10 days of July totaled 189,516 — up 8.81 percent from 174,176 a year earlier — and were the strongest for the period since the 209,964 reported in 1978.

With eight selling days in the period this year and last, the daily average of 23,690 was up 8.81 percent from 21,772 in 1985. The early-July daily rate was down 28.76 percent from the spectacular 33,253 rate for June 21-20.

The July 1-10 total included sales gains for the Big Three and Volkswagen. Honda was down slightly, American Motors tumbled 55.88 percent and Nissan sales were strangled by the months-long changeover for production of the 1987 Sentra four-door sedan at the Smyrna, Tenn., facility.

Chrysler Motors reported a 25.62-percent sales jump, to 29,686 from 23,631 last year. Ford Motor Co. was up 8.83 percent, to 49,848 from 45,803. General Motors sales of 103,896 were up 7.76 percent from 96,410.

VW enjoyed a 49.96-percent gain as its sales rose to 1,858 from 1,239. Honda was off 1.06 percent, to 2,803 from 2,833. AMC plunged 55.88 percent, to 1,350 from 3,060, while estimated Nissan sales of 75 compared with 1,200 a year earlier.

The market shares shifted in favor of Chrysler, which climbed to 15.67 percent from 13.57 percent. Ford retained its 1985 share of 26.30 percent. GM slipped to 54.82 percent from 55.35 percent.

VW moved up to 0.98 percent from 0.71 percent as Honda went to 1.48 percent from 1.63 percent. AMC earned 0.71 percent compared with 1.75 percent a year earlier, and Nissan held just 0.04 percent, down from 0.69 percent.

At Chrysler Motors, July 1-10 brought a 32.44-percent increase for Plymouth, a 28.39-percent jump for Chrysler and an 18.50-percent improvement for Dodge. Ford was up 15.30 percent to offset a 3.25-percent drop for Mercury and a 2.26-percent decline for Lincoln.

At GM, Buick sales were up 12.96 percent, Chevrolet was up 3.77 percent and Pontiac was up 39.61 percent. Cadillac plunged 19.46 percent and Oldsmobile missed its year-ago mark by 0.60 percent.

Year-to-date sales through July 10 totaled 4,329,495, down 3.55 percent from 4,488,843 last year.

Ford Escort/EXP, at 9,750, was the top-selling nameplate July 1-10, followed by Chevrolet Cavalier, 9,610; Chevrolet Celebrity, 9,459; Oldsmobile Cutlass Ciera, 6,919; and Ford Tempo, 6,087.

DOMESTIC SALES

	July 1-10, 1986	July 1-10, 1985
Renault		
Alliance-Encore	1,100†	2,760†
AMC	250†	300†
AMERICAN MOTORS	1,350†	3,060†
Chrysler	10,018	7,803
Plymouth	8,659	8,538
Dodge	11,009	9,290
CHRYSLER CORP.	29,686	23,631
Ford	34,164	29,630
Mercury	12,094	12,500
Lincoln	3,590	3,673
FORD MOTOR CO.	49,848	45,803
Buick	17,925	15,868
Cadillac	5,809	7,213
Chevrolet	38,092	36,707
Oldsmobile	22,393	22,528
Pontiac	19,677	14,094
GENERAL MOTORS	103,896	96,410
VOLKSWAGEN	1,858	1,239
HONDA	2,803	2,833
NISSAN	75†	1,200†
U.S. INDUSTRY TOTAL	189,516	174,176

†—Estimate

Auto analysts slate meeting

DEARBORN, Mich. — A steering committee of a newly formed group, the Society of Automotive Analysts, will meet July 29 during the Automotive News World Congress.

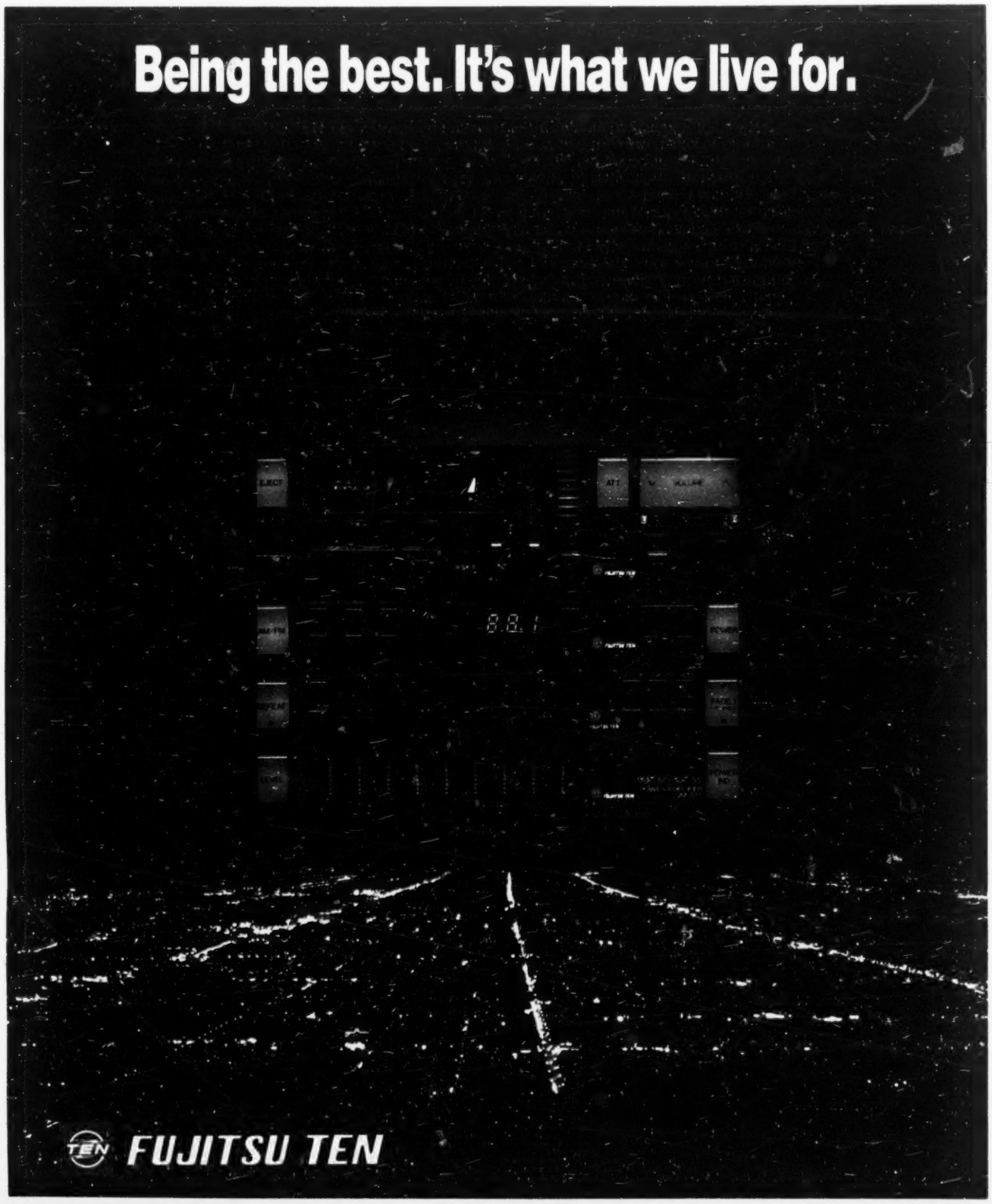
Martin Stein, of ABT Associates Inc., Washington; Al Warner and Ed Leviton, of the U.S. Department of Commerce; and Michael Luckey, auto analyst with Shearson Lehman Brothers, are spearheading the group.

It is being formed to promote professional interaction among automotive analysts from government, industry and Wall Street.

Initially, the society will sponsor an annual program and a newsletter. Activities being considered include a membership directory, plant tours, local chapters, industry briefings, conferences and a job bank.

The steering committee will meet for breakfast at 7:30 a.m. July 29 at the Hyatt Regency Dearborn.

For information, contact: Martin Stein, Society of Automotive Analysts, 4250 Connecticut Ave. N.W., Suite 500, Washington, D.C. 20008 or call 202- 362-2800.



AUCTION DATES

American Motors

July 22 — High Point Auto Auction, High Point, N.C.

July 23 — Columbus Fair Auto Auction, Columbus, Ohio

July 24 — Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 25 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 29 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 30 — Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

July 31 — Northway Exchange Inc., Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind.; and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

July 22 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate's Special 5th Ave. Sale, Fremont, Calif.

July 23 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

July 24 — Clanton's Auto Auction, Darlington, S.C.

General Motors

July 22 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

July 23 — Clanton's Auto Auction, Darlington, S.C.; Hatfield Auto Auction, Hatfield, Pa.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 24 — Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston, Tex.; Butler Auto Auction, Gibsonia, Pa.; and Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 30 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Brasher's Salt Lake Auto Auction, Salt Lake City.

July 31 — Arena Auto Auction, Chicago

Ford Motor Co.

July 23 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

July 24 — Denver Auto Auction, Englewood, Colo.; Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

July 29 — South Seattle Auto Auction, Kent, Wash.

July 30 — Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

July 31 — Houston Predelivery Center, Houston, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Rail-transit terminal opens near Detroit

NEW BOSTON, Mich. — A new CSX Transportation facility here has begun shipping new autos by rail to markets throughout the United States.

The terminal is a 47-acre fenced facility on a 150-acre site. It includes a 25-railcar-capacity spotting ramp track. New Boston is southwest of Detroit.

Used Car Sales

Auction Averages

July to date	$5,173
Month ago	$5,172
Year ago	$4,891

Model Breakdown

Auction Averages

	JUL 1986	JUN 1986	MAY 1986
1986	$12,386	$12,183	$11,292
1985	$8,495	$8,558	$8,650
1984	$6,284	$6,342	$6,384
1983	$5,504	$5,530	$5,516
1982	$4,348	$4,363	$4,361
1981	$3,397	$3,422	$3,423
1980	$2,526	$2,561	$2,560
1979	$2,161	$2,172	$2,195
Overall Average	$5,173	$5,194	$5,143

USED-CAR AUCTION DIRECTORY

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

MICHIGAN

WEDNESDAY 11:00 a.m.
S-A-F-E Odometer Protection
BUY and SELL With Complete Confidence
4 LANES

- Since 1953
- I-475 to Stewart Ave. exit
- Ultra-Modern Facilities
- Guaranteed Titles
- Auction Checks
- Airport Pick-up
- Truck fleet for Quick Pick-up and Delivery

Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

GEORGIA

Atlanta Auto Auction
4900 Buffington Rd., Red Oak, Ga. 30272 • (404) 762-9211

GENERAL MOTORS

— MAKE PLANS TO ATTEND NOW —
General Motors "Brass Hat" Auction
Wednesday, July 30th, 1986, 11:00 A.M.
General Motors Dealers Only

Approximately 400 "Brass Hat" units will be offered. All fully appearance reconditioned to General Motors Standards of Excellence.

Complimentary Breakfast, 8:30 A.M.
Cash Prizes
For additional information, hotel reservations, free airport limo service - call Atlanta Auto Auction, 404-762-9211

PENNSYLVANIA

Auction Every Tuesday
Hatfield Auto Auction
Route 309 Box 309 Hatfield PA 19440 (215)822-1935
Route 309, Box 309, Hatfield, Pa.
GM BRASS HAT SALE
500 Vehicles Plus
Many Olds, Buicks, Cadillacs
Daily Rent Re-purchase Program
WEDNESDAY, JULY 23RD
AT 11 A.M.
Hotel Reservations Airport Pickup
215-822-1935
Call for Details

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction. 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 317-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
I-81 Exit 62 & I-81, P.O. Box 10846, Harrisonburg, VA 22801-0846
(703) 434-5991

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 12 Noon. Serving dealers & fleets. Phone: 717-961-3800.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

INDIANA

Attention: GM Buyers
General Motors Employees
"CLASS A BUYERS"
Auctions
Saturday August 2nd 11:00 AM
Eastside Middle School - 109 By Pass
4½ miles North of I-69 Anderson, IN
Saturday August 9th 11:00 AM
H.E. McGonigal Cadillac-Buick
1220 E. Boulevard Kokomo, IN
For More Info, Contact:
AUTO DEALERS EXCHANGE
317-352-0121

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

PRODUCTION

U.S. CAR	Week Ended July 19, 1986	Week Ended July 20, 1985	Week Ended July 12, 1986	July to Date	Jan. 1 to July 20, 1985	Jan. 1 to July 19, 1986
AMERICAN MOTORS	0	2,783	1,444	1,444	58,831	30,037
Renault Total	0	2,783	1,444	1,444	58,831	30,037
Alliance	0	1,997	1,363	1,363	36,242	26,690
Encore	0	786	81	81	22,589	3,347
CHRYSLER CORP.	12,800	26,398	15,622	51,474	802,704	782,886
Plymouth Total	3,800	7,127	4,482	14,374	230,456	231,657
Horizon	2,600	2,905	3,271	8,470	85,446	93,735
Sundance	800	0	708	1,723	0	2,908
Reliant	400	2,955	503	3,273	102,423	96,853
Caravelle	0	1,126	0	494	31,538	27,823
Gran Fury	0	141	0	414	11,049	10,338
Chrysler Total	2,600	8,576	3,298	12,658	263,698	251,366
LeBaron	1,000	1,716	1,146	3,468	62,027	64,278
LeBaron GTS	1,100	2,355	1,631	4,429	60,851	40,054
Laser	500	1,038	521	1,554	33,107	27,309
New Yorker/E-Class	0	1,407	0	937	43,632	47,309
Fifth Avenue	0	2,060	0	2,270	67,081	72,416
Dodge Total	6,400	10,695	7,842	24,442	304,550	299,863
Omni	3,200	2,625	4,169	10,668	84,371	91,030
Shadow	700	0	605	1,507	0	2,587
Aries	300	3,041	389	3,184	84,454	75,358
Daytona	900	988	993	2,793	30,010	30,875
Dodge 600	500	1,391	665	2,418	42,077	46,915
Lancer	800	1,522	1,021	2,871	42,985	32,671
Diplomat	0	1,128	0	1,000	21,653	20,427
FORD MOTOR	39,627	32,397	4,430	46,914	927,745	991,146
Ford Division	27,476	21,357	4,036	33,895	615,387	678,844
Escort	7,698	7,282	0	7,698	176,875	211,593
Mustang	4,394	3,615	4,036	10,813	98,505	112,977
LTD	0	3,313	0	0	121,074	0
Taurus	8,448	0	0	8,448	0	156,960
Thunderbird	2,946	3,301	0	2,946	105,553	87,911
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	3,990	3,846	0	3,990	102,420	109,383
L-M Division	12,151	11,040	394	13,019	312,358	312,302
Mercury Total	8,528	7,853	394	9,396	223,916	214,773
Lynx	1,355	1,689	0	1,355	40,262	35,540
Capri	196	701	394	1,064	10,125	10,609
Marquis	0	1,703	0	0	60,875	0
Sable	2,771	0	0	2,771	0	67,029
Cougar	2,942	2,626	0	2,942	76,412	68,535
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,264	1,134	0	1,264	31,509	33,060
Lincoln Total	3,623	3,187	0	3,623	88,442	97,529
Continental	407	447	0	407	14,967	10,985
Lincoln	2,719	2,385	0	2,719	63,689	73,165
Mark VI/VII	497	355	0	497	9,786	13,379
GENERAL MOTORS	79,057	93,678	75,691	212,318	2,837,304	2,548,356
Buick Total	16,957	22,080	16,449	45,104	578,420	456,961
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	2,512	2,372	2,733	6,754	64,759	53,159
Somerset/Skylark	2,785	1,919	2,939	7,447	68,380	64,919
Century	4,730	6,101	4,721	12,597	151,434	143,343
Regal	0	4,197	0	1,318	72,198	36,489
LeSabre/Electra(rwd)	346	2,453	359	932	80,106	8,578
LeSabre (fwd)	4,650	0	4,241	11,656	0	81,058
Riviera	1,015	1,164	568	1,920	38,112	15,165
Electra(fwd)	919	3,874	888	2,480	62,478	54,250
Cadillac Total	6,111	6,919	5,896	15,830	209,094	194,195
Cimarron	340	527	346	944	16,449	15,443
Seville	944	706	715	2,162	22,229	13,586
Eldorado	920	1,385	744	2,156	41,922	15,032
Cadillac (rwd)	0	397	0	0	28,341	49,101
DeVille (fwd)	3,907	3,904	4,091	10,568	100,153	101,033
Chevrolet Total	19,575	28,081	18,640	53,282	965,412	782,384
Chevette	0	3,557	0	1,316	95,289	61,031
Cavalier	8,357	9,631	8,257	22,042	283,479	244,653
Celebrity	3,120	5,481	2,792	8,158	161,889	156,796
Camaro	2,828	3,525	2,919	8,321	134,231	115,553
Citation	0	0	0	0	28,699	0
Monte Carlo	2,170	1,893	2,124	5,692	80,592	65,333
Chevrolet	3,100	2,995	2,548	7,338	153,540	123,875
Corvette	0	999	0	415	25,562	15,143
Oldsmobile Total	21,899	24,516	13,641	50,173	701,666	631,023
Firenza	342	914	326	880	38,067	23,409
Cutlass Supreme	0	5,486	0	1,118	129,322	84,031
Cutlass Ciera	7,996	6,623	4,742	17,619	207,496	162,086
88 (rwd)	0	5,898	0	0	139,957	11,749
88 (fwd)	8,472	0	3,482	17,221	0	201,049
Olds 98	2,344	2,860	2,413	6,284	79,977	66,484
Calais	2,015	2,046	2,108	5,358	83,901	70,891
Toronado	730	689	570	1,692	22,946	11,324
Pontiac Total	14,515	12,082	21,065	47,928	382,712	483,793
Acadian**	0	205	0	431	7,506	9,864
2000 Sunbird	3,091	2,339	4,050	9,237	81,433	85,204
1000	0	863	0	513	17,599	11,792
Firebird	2,475	1,988	3,291	8,104	72,197	71,017
6000	3,255	1,571	3,964	9,255	28,167	89,848
Parisienne	894	1,592	1,820	3,523	42,280	41,426
Fiero	0	2,507	2,048	3,147	67,361	44,070
Grand Am	4,800	1,017	5,892	13,718	66,169	130,572
HONDA	4,710	3,094	4,275	8,985	88,961	105,970
NISSAN	0	1,192	0	0	11,896	21,517
NUMMI*	3,832	1,700	3,832	10,730	18,057	113,045
VOLKSWAGEN	0	2,068	1,768	3,063	54,258	50,282
Total Cars, U.S.	140,026	163,310	107,062	723,288	4,799,756	4,643,239
Total Cars, Canada	9,948	10,374	10,138	35,207	586,847	624,768
N. American Cars	149,974	173,684	117,200	758,495	5,386,603	5,268,007
N. American Trucks	69,913	76,761	48,962	160,471	2,421,836	2,503,615
North American Cars and Trucks	219,887	250,445	166,162	918,966	7,808,439	7,771,622

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Ford returns, U.S. rebounds

With all Ford Motor Co. plants back from vacation, last week's targeted U.S. auto build of 140,026 rebounded 30.79 percent from the previous week's 107,062.

But last week's output was 14.26 percent below the year-ago week's 163,310.

So far this year, 4,643,239 cars have been assembled, 3.26 percent fewer than the 4,779,756 built last year at this time.

Companies shared last week's scheduled car production as follows: General Motors, 56.46 percent; Ford, 28.30 percent; Chrysler Corp., 9.14 percent; Honda of America Manufacturing Inc., 3.36 percent; and New United Motor Manufacturing Inc., 2.74 percent.

American Motors' Kenosha, Wis., plant was down last week for inventory adjustment. Production is scheduled to resume today (July 21).

Volkswagen of America's plant in Westmoreland, Pa., was closed for model changeover last week. It is slated to resume production Aug. 18.

Nissan Motor Manufacturing Co.'s car line in Smyrna, Tenn., remains idle for model changeover.

Ford has scheduled daily overtime at all of its plants this week.

Chrysler slated two nine-hour daily shifts this week at its Belvidere, Ill., and St. Louis No. 2 plants.

Chrysler's St. Louis No. 1 plant is down this week for model changeover. Production is scheduled to resume the week of Oct. 20.

No Saturday overtime has been scheduled at GM plants.

GM's plants down for model changeover week include: Orion Township, Mich., until Aug. 5; Leeds, Mo., until Aug. 5; Lordstown, Ohio, until Aug. 13; Doraville, Ga., until Aug. 4; Norwood, Ohio, until Aug. 5; and Van Nuys, Calif., until Aug. 18.

Truck schedule climbs

Last week's scheduled domestic production of 63,546 trucks climbed 69.88 percent from the previous week's 37,407.

The increase was due to Ford Motor Co. plants returning from vacation.

But last week's output was down a bit (0.82 percent) from the year-ago week's 64,070.

Year-to-date, 1,998,538 trucks have been built, 3.98 percent more than the 1,921,967 assembled last year at this point.

General Motors slated two overtime shifts Saturday (July 19) at its Baltimore plant.

Ford plants slated for Saturday (July 19) overtime were: Norfolk, Va.; Twin Cities; Louisville, Ky.; and St. Louis.

Ford has scheduled daily overtime this week at all its truck plants except Lorain, Ohio.

Saturday (July 26) overtime is slated at Ford's Louisville and St. Louis plants.

Holiday cuts Canadian output

With several plants on vacation, last week's scheduled Canadian production of trucks was the lowest this year. Car output was the lowest since the holiday week ended Jan. 5.

The targeted truck build of 6,367 units last week trailed the previous 1986 low of 7,665 for the week ended Jan. 5.

Last week's truck output was 44.90 percent less than the previous week's 11,555 and 49.83 percent below the year-ago week's 12,691.

But total truck production for 1986 passed the 500,000 mark last week, reaching 505,077.

The year's total is 1.04 percent better than the 499,869 trucks assembled last year at this time.

Navistar International Corp.'s Chatham, Ontario, plant closed for vacation last week.

Targeted auto production of 9,948 units last week was the lowest since the week ended Jan. 5, when 6,175 cars were assembled.

Last week's output dipped 1.87 percent from the previous week's 10,138 and was 4.11 percent below the year-ago week's 10,374.

So far this year, 624,768 cars have been assembled, 6.46 percent more than the 586,847 built last year at this time.

GM eyes its minivan plant options

General Motors Corp. is re-evaluating plans to build a plastic-bodied minivan at its Framingham, Mass., assembly plant.

The plans are being reconsidered because of the UAW local's refusal to renegotiate a labor agreement and the town's refusal to rezone a parcel of land for a plant to make the plastic body panels.

GM confirmed alternative plants are being considered.

GM has not reached a local contract agreement with UAW Local 422, and a union spokesman has said it will not reopen the present contract.

The town board last week refused to allow a rezoning of 14 acres of state-owned land for a $60 million facility to make plastic body panels. GM had wanted a that plant adjacent to the assembly plant.

The Framingham plant now produces the A-body Chevrolet Celebrity and Oldsmobile Cutlass Ciera models.

CANADIAN CAR	Week Ended July 19, 1986	Week Ended July 20, 1985	Week Ended July 12, 1986	July to Date	Jan. 1 to July 20, 1985	Jan. 1 to July 19, 1986
AMERICAN MOTORS	0	0	0	0	5,493	2,382
FORD MOTOR	0	0	0	6,873	267,569	289,806
GENERAL MOTORS	9,723	10,149	9,913	27,740	307,779	326,579
VOLVO	225	225	225	594	6,006	6,001
Total Cars, Canada	9,948	10,374	10,138	35,207	586,847	624,768

U.S. TRUCK☆	Week Ended July 19, 1986	Week Ended July 20, 1985	Week Ended July 12, 1986	July to Date	Jan. 1 to July 20, 1985	Jan. 1 to July 19, 1986
CHEVROLET	22,771	23,457	19,693	56,954	676,140	681,408
DODGE	3,800	4,167	4,975	12,308	121,940	47,972
FORD	27,696	23,268	0	29,120	650,196	783,141
GMC	3,329	7,167	6,654	14,677	208,246	202,208
NAVISTAR	0	1,594	0	1,032	43,005	40,127
JEEP	3,600	0	3,735	9,733	114,682	110,589
NISSAN	0	2,367	0	2,445	55,826	67,741
AM GENERAL*	50	50	50	132	1,390	1,412
MISCELLANEOUS*	2,300	2,000	2,300	6,072	50,542	63,940
Total Trucks, U.S.	63,546	64,070	37,407	132,471	1,921,967	1,998,538

CANADIAN TRUCK	Week Ended July 19, 1986	Week Ended July 20, 1985	Week Ended July 12, 1986	July to Date	Jan. 1 to July 20, 1985	Jan. 1 to July 19, 1986
AMERICAN MOTORS	900	0	906	2,370	0	15,608
CHRYSLER	0	6,684	4,719	8,104	236,669	227,106
FORD	0	0	0	2,215	89,320	91,859
GENERAL MOTORS	5,467	5,685	5,730	14,985	167,058	165,043
NAVISTAR	0	322	200	326	6,822	5,461
Total Trucks, Canada	6,367	12,691	11,555	28,000	499,869	505,077
N. American Trucks	69,913	76,761	48,962	160,471	2,421,836	2,503,615

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

It's off to Japan for Mazda staff

An initial group of 37 American employees of Mazda Motor Manufacturing (USA) Corp. have begun a month-long training program at Mazda plants in Japan.

Mazda expects to train 400 American employees in Japan through a program scheduled to conclude in April 1987.

The company expects to begin production in September 1987 at its $450 million plant under construction in Flat Rock, Mich.

The first trainees traveling to Japan are primarily leaders from maintenance operations.

Assembly employees will begin Japanese training sessions in the fall.

The trainees will visit Mazda's headquarters and plants in Hiroshima. They will also spend time at the Hofu plant, which serves as a model for the Flat Rock operation, Mazda said.

Training will include classroom instruction, instruction in the operation of production machinery and on-the-job experience at Hofu.

The Flat Rock plant is expected to produce 240,000 vehicles annually at full capacity.

L2700-1

Automotive News

July 28, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Big Three eye spinoff in finance

By Michelle Krebs
FINANCIAL EDITOR

For the past year, there has been much talk about the Big Three automakers spinning off their finance subsidiaries into separate companies with their own stock.

It may be just that — talk.

So far, there's been no action, though all three companies have considered the possibility.

Analysts say Ford is the most likely candidate.

Kenneth Merrill, Ford executive director of business planning and trust management, said Ford is interested in the possibility.

"We have done a number of studies and we have had a number of discussions," Merrill said, "but we have not decided to do it or not. Nothing is imminent."

Merrill said if Ford decides to do so, it will spin off only perhaps 10 percent of Ford Motor Credit Co. It may also wait until its financial services are more diversified.

Merrill noted that Ford has been looking at ways to draw visibility to its financial services and aerospace operations and to boost Ford Motor stock at the same time.

General Motors officials recently told an auto analysts' meeting that GM has no plans to spin off General Motors Acceptance Corp. Some analysts don't believe them; they think GM will do it in conjunction with a major financial services acquisition.

Ronald Glantz, a Montgomery Securities analyst, said GM may well be preparing for such an action with its low-interest-rate financing programs. Not only do they boost vehicle sales, he noted, they take away market share from other lenders while GMAC grows.

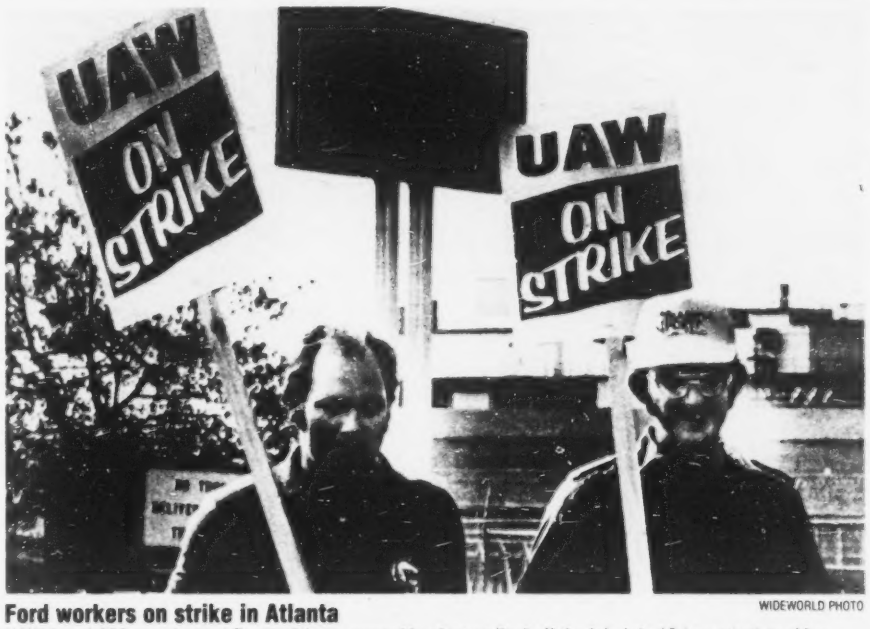
GM said the company has no plans to spin off GMAC at this time. However, in the past, company officials have said it is a possibility for the future.

For the present, GMAC just keeps growing. Last week it moved into marine financing by offering retail and inventory financing and capital loan services to Sea Ray dealers throughout the world and to the Florida Boston Whaler dealers.

Analysts admit Chrysler Financial Corp. is the least likely candidate for a spinoff. Robert S. Miller, Chrysler Corp. vice chairman and Chrysler Financial Corp. chairman, said Chrysler Financial is years away from any such action because it is in the midst of diversification.

The theory is that spinning off a finance subsidiary would draw more attention from Wall Street to auto stocks. The makers complain that Wall Street undervalues their stock by viewing it as automotive stock and not looking at the other

see SPIN OFF, page 22



WIDEWORLD PHOTO

Ford workers on strike in Atlanta
UAW Local 882 members at Ford's Atlanta assembly plant walked off the job July 19 to protest working conditions. The plant is one of two producing Ford Motor Co.'s popular Taurus and Sable models, which are already in slim supply. **More on the work stoppage, Page 47.**

Vast change, stiff competition forecast in Congress keynotes

Industry warnings were sounded last night at the opening session of the 11th annual Automotive News World Congress.

In remarks prepared for delivery before the international audience, keynote speaker Roger B. Smith, General Motors chairman, said "the super-heated competition of the next decade will change the very structure of the industry."

Edward L. Hennessy Jr., chairman of Allied-Signal Corp., declared in his prepared remarks that, with increasing globalization of the automotive industry, suppliers face their most intense competition in this century.

The 1986 World Congress is being held July 27-30 at the Hyatt Regency Hotel, Dearborn, Mich.

Smith said that the North American auto industry is experiencing a "technology backlash" in the wake of the enormous effort manufacturers have made to modernize a 50-year-old industrial base with state-of-the-art technology.

"Technology alone will not get the job done," Smith said. "Human resources will be equally important. The key is to integrate them effectively."

As a result of recent experiences at GM, Smith said, there will be at least three basic changes in the development of future technology.

He said technology will be introduced "in concert with" a fully developed human resource system; it must be coordinated and integrated effectively into company systems; and manufacturing must change its focus from "improving controls to improvements in

see CONGRESS, page 47

AUTOMOTIVE NEWS/JOE WILSKERK

Iacocca details Chrysler's second-quarter earnings
With great fanfare, Chrysler Corp. Chairman Lee Iacocca last week reported Chrysler's second-quarter earnings of $488.2 million. However, Ford Motor Co. was the winner in the Big Three profits race with its three-month earnings of $1.078 billion — the first time its quarterly earnings topped $1 billion. **More on industry earnings, Page 50.**

GM turning to Volvo on heavy trucks

By Joseph Bohn
TRUCK EDITOR

General Motors has found the interested heavy-truck venture partner it has been seeking, and discussions between GM and Volvo AB of Sweden have entered a serious stage, according to informed European sources.

Meanwhile, GM also plans to assign management of its medium-duty import trucks to Isuzu of America, beginning in September.

The moves reflect GM's desire to reduce its stake in the medium/heavy truck market while protecting its dealer body.

The attitude within Volvo, according to overseas sources, is that a deal will be made.

They anticipate the venture will begin as a cooperative marketing arrangement, allowing the companies to study further combinations.

The pattern would be similar to that followed by Detroit Diesel Allison and Deere.

Volvo has been a real comer in Europe and in the United States, while GM's share of the heavy-duty truck market has declined.

Volvo's Class 8 sales in Western Europe were up 2 percent last year, and its market share increased to 14.5 percent. Volvo White's U.S. Class 8 market share reached 9.6 percent in the first six months of this year. In 1980, the share for Volvo and White was 7.2 percent.

GM's U.S. Class 8 market share fell from 16.9 percent in 1980 to 7.2 percent during the first half of 1986, according to MVMA.

GM has been stymied in its efforts to strengthen its European truck operations, running into political resistance from the British government when it tried to strike up deal with Leyland and running aground again with ENASA in Spain.

GM plans to assign importation of Chevy Forward and GMC Tiltmaster Isuzu Trucks to Isuzu of America. Isuzu has already notified its dealers of a pending new setup with GM.

Essentially, Chevy and GMC will still market the vehicles and maintain their dealer relationships, but Isuzu will take over such things as ordering, shipping and stocking the trucks.

Isuzu markets those vehicles through its own separate franchise.

Desta would help troubled Greece

By Andrew R. McGill
EDITOR OF AUTOMOTIVE NEWS

ATHENS, Greece — The troubled Greek economy, ravaged by the scarcity of big-spending American tourists, could bounce back in the dollar column in an unusual way — by exporting its manufactured wares, especially cars, to U.S. shores.

Most Western automakers abandoned their manufacturing operations in Greece after socialist Prime Minister Andreas Papandreou took over in 1981, fearing possible nationalization and probable declines in productivity.

"Worker productivity wasn't that good to start with," recalls one former Greek trade official. "And things could only get worse in a socialist government. So the Americans and most Europeans pulled out."

After five years, the worst fears have not ma-

see GREECE, page 34

Ford names its price for Alfa Romeo Page 2
Domestic dealer ranks trimmed by 102 Page 3
GM, Deere team up to be No. 2 in diesels Page 6

NEWSPAPER
BETHESDA
MD 20814
4520 EAST-WEST HWY SIEB
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B 0300 8630 COMP D62
**********5-DIGIT 20814

U.S.-built Civic starts as an '86

By Kathy Boyer and Joe Wilssens
AUTOMOTIVE NEWS STAFF

MARYSVILLE, Ohio — Who would begin production of a 1986 model at the end of July? Honda of America Manufacturing Inc., that's who.

The first 1986 four-door Civic sedan model made in the United States was completed Thursday (July 24) at Honda's assembly plant here.

Ed Buker, senior manager of assembly, said that was the earliest Honda could get the line up to speed.

One may wonder why Honda didn't just introduce a 1987 model. "We follow a basic schedule, and model changeover is not scheduled to take place until September," he said.

With a track record like Honda's — a mere seven day-supply of domestic Accords on July 1 — selling the 1986 Marysville Civics should be no problem.

The Civic addition was "simple" because the car has fewer process steps than current Accord models, Buker said.

Currently, local content of the U.S.-built Civic is 50 percent, but that will increase to 60 percent when assembly of the Civic 1.5-liter engine begins at Honda's engine plant in Ohio this fall.

AUTOMOTIVE NEWS/JOE WILSSENS

Honda's Ohio workers build Civics and Accords on the same line

Local content is the only difference between the Civics built in the United States and in Japan.

Honda, which has been producing Accords in Marysville since 1982, was the first Japanese firm to build cars in the United States.

During the 1985 calendar year, the company sold 208,031 Civics in the United States.

First-half Civic sales in the U.S. stood at 114,939.

There are two production lines at the plant. At present, Line One assembles only Accords and the second line produces the Accord hatchback and the Civic sedan.

Sales projections indicate that for a while, Honda will have to continue running Accords and Civics together on the second line, the company said.

Output at the Marysville plant should soon reach 1,330 cars per day, 700 on Line One and 630 on Line Two, according to Buker.

Civic production is scheduled at about 335 units per day, depending on customer demand.

Last year, 145,337 cars were built at the Marysville plant. Honda anticipates production of 360,000 cars a year by 1988.

Domestic-car points lose 102 in 1st half; total is now 20,571

By John K. Teahen Jr.
SENIOR EDITOR

A deluge of incentive programs couldn't keep the nation's domestic dealer population on an even keel during the first six months of 1986.

The semiannual Automotive News census found 20,571 outlets handling domestic cars on July 1, a decline of 102 from the 20,673 in operation at the beginning of the year.

The domestic market was flat throughout the first half. The incentives may have staved off a more serious decline in the dealership total, but they apparently didn't bring in enough new-car buyers to hold it steady.

The first-half dip of 102 establishments was a bit less than the year-earlier drop of 115. But it made 1984 merely a fond memory: There was a gain of 54 outlets during the first half of that year.

Going back a bit farther, one might say that dealers trod the glory road this year in comparison with the horrendous days of the early-1980s recession. There were first-half losses of 556 dealerships in 1982, 325 in 1981 and 930 in 1980.

U.S. CAR OUTLETS

	Jul. 1, 1986	Jan. 1, 1986
American Motors-Renault	1,371	1,421
Chrysler Motors	4,000	4,003
Ford Motor Co.	5,482	5,517
General Motors	9,805	9,830
Volkswagen	878	877
TOTALS	21,536	21,648
Minus Intercorporate Duals	965	975
NET OUTLETS	20,571	20,673

Copyright, 1986, Automotive News

Four of the five companies included in the domestic census showed losses in the first half of 1986, although the dip for Chrysler Motors was hardly worth tabulating. Chrysler was down three outlets. There were downturns of 25 for General Motors, 35 for Ford Motor Co. and 50 for American-Motors-Renault.

Volkswagen was the only gainer; it was up one.

That combined loss of 112 stores

see CENSUS, page 47

Mid-July sales plunge

By Jenny L. King
DETROIT REPORTER

Domestic new-car sales plunged 18.01 percent in mid-July, snapping the four-period winning streak that began in early June.

On a daily-rate basis, July 11-20 sales were down 7.83 percent from 1985. There were eight days in the mid-July period this year compared with nine in 1985.

The daily selling rate of 22,217 also was off 6.22 percent from the July 1-10 average of 23,690.

July 11-20 sales by the major U.S. makers totaled 177,734, down 18.07 percent from 216,938 a year earlier.

On a straight numerical comparison, only Honda showed a gain; on a daily-rate basis, Chrysler also was up. General Motors was down 19.87 percent, to 96,251 from 120,124 (down 9.86 percent daily rate). Ford Motor Co. reported sales of 47,708, off 15.88 percent from 56,716 (down 5.33 percent daily rate).

Chrysler Motors was off 7.47 percent, to 27,526 from 29,749 (up 4.11 percent daily rate). American Motors had estimated sales of 1,500 passenger cars, down 59.79 percent from 3,730 a year ago (down 54.59 percent daily rate).

Honda sales of 3,705 were up 2.83 percent from 3,603 (up 15.75 percent daily rate). Nissan sales were estimated at 75 units, down from 1,200 a year ago.

GM earned 54.15 percent of the mid-month market, off from 55.37 percent a year earlier. Ford had 26.84 percent, up from 26.15 percent. Chrysler's share of 15.49 percent was up nearly two percentage points from 13.71 percent.

Honda earned 2.09 percent, up from 1.66 percent. AMC's 0.84 percent share was down from 1.72 percent. VW had 0.55 percent, down from 0.84 percent, and Nissan tumbled to an estimated 0.04 percent from 0.55 percent.

Honda, up 2.83 percent, showed the only increase among the domestic makes.

Plymouth was off 2.04 percent; Dodge, 3.16 percent; Lincoln, 12.38 percent; Pontiac, 13.93 percent; Ford, 14.50 percent; AMC, 16.67 percent; Chrysler, 17.02 percent; Oldsmobile, 18.81 percent; Chevrolet, 18.86 percent; Mercury, 20.28 percent; Buick, 21.23 percent; Cadillac, 39.51 percent; Volkswagen, 45.71 percent; and Renault, 63.56 percent.

DOMESTIC SALES

	July 11-20, 1986	July 11-20, 1985
Renault		
Alliance-Encore	1,250†	3,430†
AMC	250†	300†
AMERICAN MOTORS	1,500†	3,730†
Chrysler	8,222	9,908
Plymouth	7,882	8,046
Dodge	11,422	11,795
CHRYSLER CORP.	27,526	29,749
Ford	31,617	36,981
Mercury	12,121	15,204
Lincoln	3,970	4,531
FORD MOTOR CO.	47,708	56,716
Buick	16,448	20,882
Cadillac	4,975	8,225
Chevrolet	34,279	42,249
Oldsmobile	23,737	29,236
Pontiac	16,812	19,532
GENERAL MOTORS	96,251	120,124
VOLKSWAGEN	969	1,785
HONDA	3,705	3,603
NISSAN	75†	1,200†
U.S. INDUSTRY TOTAL	177,734	216,938

†—Estimate

Nissan, finishing its Sentra 1987 model changeover, is not reporting 10-day sales this month.

Year-to-date sales of 4,507,229 were down 4.22 percent from 4,705,781 in 1985.

Chevrolet Cavalier was the best-selling domestic nameplate July 11-20. Cavalier's 9,050 total was followed by Ford Escort/EXP, 8,665; Chevrolet Celebrity, 7,954; Oldsmobile Cutlass Ciera, 7,289; and Oldsmobile 88, 6,192.

Huge auction link dies

By Jenny L. King
DETROIT REPORTER

Anglo American Auto Auctions Inc. will not become part of Cox Communications' Manheim Auto Auctions.

Anglo American officials learned July 18 that the Cox offer to buy was thwarted when the two transactions involved failed to dovetail.

Manheim had agreed in principle to purchase 73 percent of Sandgate Corp., the holding company of which AAAA is a part, from the controlling stockholder, British Car Auction Group plc, and the remaining 27 percent from private stockholders. The price was set at $18 a share, or $27 million, when the sale process began last May.

Anglo American, headquartered in Nashville, operates 12 U.S. auto auctions. There are 17 North American outlets in the Atlanta-based Manheim chain.

The purchase was to have been completed by early August, according to AAAA President Michael J. Richardson. Various governmental agencies delayed the private-stock tender offer, he said.

He said that Cox Communications insisted the two purchases be intertwined, and when it refused to unscramble them, the $18 a share was no longer deemed a fair price. The resulting Manheim chain of auctions would have been the largest of its kind in the world.

"We had a very good third quarter," Richardson said of Anglo American. "In fact, it was so good, it drove the stock price up to 19½." At that point, he said, he began to sense the deal might not go through.

Manheim President Warren Young summed up his company's reaction to the termination of negotiations in two words: "very disappointed."

"We developed a very high regard for Anglo American . . . a merger would have been beneficial to the entire auto auction industry," Young said late last week.

In spite of a good interim working relationship with Manheim, Richardson said he and Anglo American staff people have "an enormous feeling of relief."

British Car Auctions is tendering the remaining 27 percent of Sandgate at $18 a share, and taking it private, according to a statement.

Richardson said he plans to continue to pursue a new Anglo site in the Los Angeles area.

INDEX

Auction reports	37
Classified advertising	38-46
Dealing with dealers	30
Editorial page	10
Obituaries	46
Personnel	35
Production by makes	51
Recreation on wheels	14, 16
Registrations, car	36

61st year—No. 5138

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Nissan increasing automation at U.S. plant

By Scott Miner
DETROIT REPORTER

Nissan Motor Manufacturing Corp. U.S.A. plans to increase the number of robots at its Smyrna, Tenn., plant by nearly 50 percent as it brings production up to capacity. The plant assembles pickups and Sentra cars.

Currently the plant has 239 robots and is producing 15,000 trucks a month. When it resumes Sentra production Aug. 12, it will have 313 robots. When the truck model changeover is finished in December, the plant will have 351 robots and will be running at a maximum capacity of 240,000 vehicles a year.

"We're upgrading our operations as we go along," said President Marvin Runyon. "We've been tooling for a little over five years for most of the operations we have in the plant."

Runyon said the plant is "very far advanced as far as technology is concerned. I don't think we are light years ahead of anybody. Most of it is bought off the shelf."

He added, "People are our most important resource, not necessarily technology. Technology is nice. If you need it, you should have it. But people are what make the technology work."

Nissan began building Sentras at Smyrna early in 1985. "The tooling we put in at that time was not the most automated," Runyon said. "It's impossible to get the right kind of tooling on short notice."

Runyon said that when the new equipment is installed, it will be possible to make a model change in a weekend. By comparison, the Sentra assembly line has been down since March 31 to prepare for the addition of the four-door sedan.

Most of the robots in the plant are from Japan and were produced under a license agreement with the United States. Most will be in the body shop, with others in welding operations.

". . . The technology originated in the United States," Runyon said. "Americans are excellent innovators. Japanese are excellent implementers. That's the story of robots.

"Robots were started and conceived in the United States and they just sort of sat there," he said. "The Japanese looked at them and said, 'We like that,' and they put them in."

SPIN OFF

FROM PAGE 1

pieces of the auto companies.

The automakers recognize the importance of their highly profitable financial subsidiaries, which are positioned for enormous growth. However, auto executives think Wall Street fails to appreciate their importance since the finance companies' earnings are buried in the auto companies' earnings.

The thinking goes that if the financial subsidiary is spun off — at least in part — and a special class of stock is created, much as GM did with the purchase of Hughes Aircraft Co. and Electronic Data Systems Corp., then Wall Street would be forced to take notice.

Some analysts think talk of possible action is just to gain the extra valuation in the auto companies' stock.

"They won't do it," said Wendy Beale, of Smith Barney, Harris Upham & Co. "Their stock got the credit for the finance subsidiaries with all the talk of spinning them off so why bother doing it?"

Great debate rages among Wall Street analysts about whether the auto companies will or won't set up the finance subsidiaries as separate companies.

"They absolutely will do it," asserted Gary Glaser, First Boston Corp. "Ford will be the first. I expect it to happen in 1986 and it could happen at any moment."

Scott Merlis, of Morgan Stanley, said all have potential in the next two to three years, but it's not likely in 1986.

"You have to wonder if it's going to happen since it hasn't happened by now," said David Healy, of Drexel Burnham Lambert. There also is great debate as to whether it's a good idea or a bad one.

"It doesn't make sense," insisted Jean-Claude Gruet, of Salomon Brothers Inc.

Gruet contends it makes no sense to spin off the "crown jewel." The auto companies risk losing more on the auto side the value that can be added through the new stock. Once the finance company is spun off, the parent company loses its earnings, he noted.

Ann Knight, PaineWebber Inc., said the theory makes some sense. Often, she said, a conglomerate's stock is not as highly valued as its individual parts.

However, she doubts the auto companies are in a hurry to spin off their finance companies. "The practical decision of the undertaking is enormous," she said.

The prevailing consensus is that if the auto companies were to spin off the finance subsidiaries, they would only spin off part of them, probably 20 percent.

That would mean that the rest — 80 percent — of a finance company's earnings would still be counted in the auto company's total earnings. That's particularly important since the automotive industry has matured and automakers will be looking to their non-automotive businesses for future growth.

"I think that's an idea whose time will come," said Chrysler's Miller. However, he said, Chrysler Financial will stay — in total — a part of Chrysler Corp. at least until Chrysler Financial's diversification plan is complete.

"We're somewhere between 25 to 30 percent diversified," Miller said. "Because the business is still so dominated by auto loans, it does not yet have the credibility in the capital markets to be a truly independent business in the way that Hughes Aircraft is independent from GM."

Miller said that if Chrysler Financial's diversification succeeds, Chrysler Corp. would consider a separate class of stock or an entire spinoff.

Infant among giants: AMC Financial grows

By Michelle Krebs
FINANCIAL EDITOR

American Motors Financial Corp. is an infant among the domestic automakers' finance subsidiaries.

The company is only four years old, while its counterparts range from 21 to 67 years old.

AMC established its financial subsidiary in February 1982 when competing manufacturers' finance companies refused to provide either wholesale or retail financing on vehicles other than those produced by their parent companies.

AM Financial develops its own financing programs, but it has an agreement with Chrysler Financial Corp. to provide services through Chrysler's nationwide branch network.

Despite AM Financial's tender age, the company is growing and its parents have grandiose plans for it.

Geoffrey Banks, AM Financial president, said, "1985 was another crackerjack year. Everything met our projections and the numbers that didn't were better than projections."

The subsidiary closed out the year with receivables outstanding at $600 million, up from $460 million in 1984. Earnings were $6.9 million, up from $4.7 million.

The number of dealers using AM Financial rose to 253 from 227. AM Financial financed 22 percent of AMC and Renault vehicles sold, compared with 19 percent in 1984.

"Every dealer knows of our services," Banks said, "and we've dealt with more than half of the dealers in one way or another. Now, we need to build up the frequency of use.

"We're looking for relationships rather than just placement of dollars," he added.

For 1986, Banks predicts some growth but at a slower rate than in previous years.

"In 1986, we'll continue to increase our penetration," he said. "We will improve our dealer count. But when the new vehicles come on stream, we'll see a kick-up in terms of growth again."

In 1987, AMC will introduce three new families of products which will increase the level of dealer inventory to be financed, Banks said.

Beyond that, Banks would like AM Financial to be financing 50 percent of AMC and Renault dealers in five years.

"It's an ambitious target, but that's our guiding light, where we would like to be," he said.

Banks said the game plan is to concentrate on the basic services AM Financial now offers. The subsidiary, unlike those of the Big Three, is not looking for acquisitions or diversification.

FINANCIAL SUMMARIES

ALL FIGURES IN MILLIONS

American Motors Financial Corporation

All figures in millions	85	84	83	82	81
NET EARNINGS	6.91	4.76	2.03	.65	.39
FINANCE RECEIVABLES OUTSTANDING	666.8	517.3	336.8	122	32.6
TOTAL ASSETS	608	463	306	115	33

GMAC General Motors Acceptance Corporation

All figures in millions	85	84	83	82	81
NET EARNINGS	1,021	784.8	1,002	688	365.2
FINANCE RECEIVABLES OUTSTANDING	66,025.7	50,051.5	48,124.4	41,771.1	39,692.5
TOTAL ASSETS	75,448.2	54,443.1	51,390	44,381.3	41,771

Ford Motor Credit Company

All figures in millions	85	84	83	82	81
NET EARNINGS	441	310	292	229	186
FINANCE RECEIVABLES OUTSTANDING	35,200	26,600	21,000	17,600	19,500
TOTAL ASSETS	31,300	24,000	19,100	16,200	17,700

CHRYSLER FINANCIAL

All figures in millions	85	84	83	82	81
NET EARNINGS	154.3	83.1	47.4	52.2	62.2
FINANCE RECEIVABLES OUTSTANDING	17,678.1	7,586.9	3,733.4	3,421.8	3,635.3
TOTAL ASSETS	15,893.4	7,148.6	4,282.2	3,751.3	3,827.4

REGISTRATIONS

Registrations at '86 peak

By Jenny L. King
DETROIT REPORTER

New-car registrations in the U.S. reached their highest total of the 1986 calendar year in May. But the figure was only the fifth best for a month that traditionally has strong domestic and import sales.

May registrations of 917,579 were up less than one percent from 911,932 a year earlier and were up 1.25 percent from 906,271 in April, according to figures from R.L. Polk & Co.

Imports rose to 28.32 percent of the market, up 5.18 percentage points from 23.14 percent last year.

Domestic registrations for the month numbered 657,742, up 2.75 percent from 640,112 in April, but down 6.16 percent from 700,907 in May 1985. Incentives offered by the domestic makers had yet to take hold of the market in May.

As has been the pattern this year, the U.S. makers lost ground in May to the imports, which posted record registrations of 259,337, up 23.13 percent from 211,025 a year ago.

The imports' 5.18 percentage-point gain resulted in market-share losses for the domestic makers. General Motors was down 2.91 percentage points; Ford Motor Co. was down 1.39 percentage points; Chrysler Motors was down 0.26 percentage points; and American Motors, was down 0.62 percentage points.

Imports earned the largest portion of May's registrations, followed by domestic intermediates at 27.83 percent, compacts at 16.36 percent, subcompacts at 10.89 percent, standards at 9.38 percent and luxury models at 7.22 percent.

Without imports, the May market included: intermediates, 38.83 percent; compacts, 22.82 percent; subcompacts, 15.20 percent; standards, 13.08 percent; and luxuries, 10.07 percent.

NEW-CAR MARKET SHARES IN U.S.

	MAY					FIVE MONTHS				
	Regis., May, 1986	Percent Share of Market	Regis., May, 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis., 5 Mos., 1986	Percent Share of Market	Regis., 5 Mos., 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Chevrolet	134,612	14.67	142,109	15.58	−0.91	642,715	14.59	642,169	14.81	−0.22
Ford	111,607	12.16	122,346	13.42	−1.26	545,774	12.39	585,474	13.50	−1.11
Oldsmobile	95,129	10.37	96,881	10.62	−0.25	431,974	9.80	431,346	9.95	−0.15
Pontiac	74,286	8.09	72,681	7.97	+0.12	343,985	7.81	310,666	7.16	+0.65
Buick	63,479	6.92	78,249	8.85	−1.66	298,301	6.77	355,438	8.20	−1.43
Mercury	41,078	4.48	43,900	4.81	−0.33	193,507	4.39	219,554	5.07	−0.68
Dodge	36,310	3.96	37,951	4.16	−0.20	164,536	3.74	194,494	4.48	−0.74
Plymouth	30,568	3.33	27,740	3.04	+0.29	135,268	3.07	156,659	3.61	−0.54
Chrysler	29,523	3.22	32,524	3.57	−0.35	140,266	3.18	145,930	3.37	−0.19
Cadillac	23,457	2.56	25,220	2.77	−0.21	118,206	2.68	116,494	2.69	−0.01
Lincoln	12,965	1.41	11,020	1.21	+0.20	62,666	1.42	66,392	1.53	−0.11
AMC	4,723	0.51	10,264	1.13	−0.62	30,125	0.68	57,586	1.33	−0.65
GENERAL MOTORS	390,963	42.61	415,140	45.52	−2.91	1,835,181	41.65	1,856,113	42.81	−1.16
FORD MOTOR CO.	165,254	18.05	177,266	19.44	−1.39	801,947	18.20	871,420	20.10	−1.90
CHRYSLER MOTORS	96,401	10.51	98,215	10.77	−0.26	440,070	9.99	497,083	11.46	−1.47
AMC	4,723	0.51	10,264	1.13	−0.62	30,125	0.68	57,586	1.33	−0.65
IMPORTS	259,837	28.32	211,025	23.14	+5.18	1,299,356	29.48	1,053,764	24.30	+5.18
MISC. DOMESTIC	5	0.00	22	0.00	−0.00	37	0.00	91	0.00	−0.00
TOTAL	917,579		911,932			4,406,725		4,336,057		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Oklahoma numbers based on manufacturers' sales records.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R.L. Polk & Co. Statistical Report
MAY, 1986 VERSUS MAY, 1985

	1986		1985	
	Month	Year	Month	Year
AMC Alliance FWD	3,334	20,646	5,630	30,918
Encore FWD	843	5,790	3,766	20,806
Eagle 4WD	105	615	199	1,356
Eagle 4WD SW	441	3,074	669	4,506
TOTAL AMC	4,723	30,125	10,264	57,586
Chrysler Laser FWD	2,790	12,025	4,945	25,201
LeBaron GTS FWD	4,834	28,426	6,857	19,912
LeBaron FWD	8,159	38,118	7,638	34,951
LeBaron SW FWD	532	2,736	621	3,077
E Class-NY FWD	4,483	21,850	4,686	23,873
NY Fifth Ave-Newpt	8,725	37,111	7,777	38,916
Total	29,523	140,266	32,524	145,930
Plymouth Horizon FWD	10,412	37,451	6,687	44,431
Turismo FWD	3,406	17,585	4,674	27,345
Reliant FWD	9,359	45,163	8,375	46,610
Reliant SW FWD	2,379	12,774	2,836	14,451
Caravelle FWD	3,521	16,287	3,266	15,767
Gran Fury	1,491	6,008	1,902	8,055
Total	30,568	135,268	27,740	156,659
Dodge Omni FWD	8,980	32,562	6,258	37,552
Charger FWD	3,821	19,010	5,275	29,679
Daytona FWD	3,688	15,537	4,654	23,114
Aries FWD	5,853	31,097	7,072	38,257
Aries SW FWD	1,918	10,158	2,267	11,237
Lancer FWD	3,297	20,304	4,401	14,333
600/400 FWD	6,145	25,050	4,884	24,639
Diplomat	2,608	10,818	3,140	15,683
Total	36,310	164,536	37,951	497,083
TOTAL CHRYSLER CORP.	96,401	440,070	98,215	497,083
Ford Escort FWD	26,578	130,504	30,197	120,141
Escort SW FWD	6,146	34,977	7,578	30,487
EXP FWD	22	286	1,927	12,961
Mustang	16,567	70,576	13,530	66,589
Tempo FWD	18,736	107,652	21,059	139,520
Taurus FWD	13,068	47,768	0	0
Taurus SW FWD	5,442	18,521	0	0
LTD	2,205	17,716	15,534	66,132
LTD SW	582	4,640	3,713	18,407
LTD Crn. Victoria	9,629	45,704	11,795	55,861
LTD Crn. Victoria SW	1,780	8,456	2,204	10,869
Thunderbird	10,852	58,954	14,809	64,507
Total	111,607	545,774	122,346	585,474
Lincoln Town Car	9,586	46,497	8,011	44,832
Mark VII	1,761	8,075	1,289	8,642
Continental	1,618	8,094	1,720	12,918
Total	12,965	62,666	11,020	66,392
Mercury Lynx FWD	4,079	23,962	6,123	24,973
Lynx SW FWD	803	4,672	1,333	5,516
Capri	1,080	4,957	1,240	6,603
Topaz FWD	5,064	25,751	5,686	38,175
Sable FWD	6,752	24,608	0	0
Sable SW FWD	2,312	7,369	0	0
Marquis	994	8,304	7,240	36,209
Marquis SW	136	902	855	4,065
Grand Marquis	9,140	41,400	9,583	49,515
Grand Marquis SW	808	3,989	1,010	5,146
Cougar	9,910	47,593	10,830	49,352
Total	41,078	193,507	43,900	219,554
Lincoln-Mercury Division Total	54,043	256,173	54,920	285,946
TOTAL FORD MOTOR CO.	165,650	801,947	177,266	871,420
Buick Skylark FWD	0	0	8,390	44,131
Skyhawk FWD	6,424	26,282	7,955	35,990
Skyhawk SW FWD	469	1,925	552	2,866
Somerset Regal FWD	10,452	47,098	12,356	39,559
Century FWD	17,746	87,357	16,202	72,465
Century SW FWD	2,125	8,848	2,199	10,487
Regal	6,239	33,551	8,670	41,547
LeSabre	0	0	10,439	53,431
LeSabre FWD	8,541	29,973	0	0
Electra FWD	8,880	50,586	6,192	28,556
Buick SW	1,359	5,758	1,306	5,986
Riviera FWD	1,244	6,923	3,988	20,420
Total	63,479	298,301	78,249	355,438
Cadillac DeVille	0	0	109	1,451
DeVille FWD	12,126	69,689	6,918	34,996
Cimarron	1,901	8,821	2,321	8,657
Fleetwood & Chassis	6,583	24,524	4,244	18,900
Fleetwood FWD	0	0	2,436	13,290
Eldorado FWD	1,567	8,903	6,188	26,442
Seville FWD	1,280	6,269	3,004	12,758
Total	23,457	118,206	25,220	116,494
Chevrolet Nova	11,490	56,433	17	45
Chevette	5,645	31,440	8,565	50,694
Camaro	18,111	72,257	17,771	82,537
Cavalier FWD	26,526	142,159	37,049	151,775
Cavalier SW FWD	4,233	24,391	8,534	34,468
Citation FWD	0	0	5,491	29,834
Celebrity FWD	28,003	131,524	22,672	99,634
Celebrity SW FWD	7,794	33,739	7,470	31,619
Monte Carlo	9,656	42,971	10,467	45,871
Impala	0	0	4,921	21,182
Caprice	16,155	75,308	11,047	56,195
Chevrolet SW	3,653	18,113	4,694	22,364
Corvette	3,346	14,380	3,411	15,951
Total	134,612	642,715	142,109	642,169
Oldsmobile Firenza FWD	3,138	13,332	4,267	20,752
Firenza SW FWD	504	2,203	983	4,757
Calais FWD	11,695	47,564	15,785	50,241
Cutlass Ciera FWD	25,025	121,729	24,628	109,364
Cutlass Ciera SW FWD	3,014	12,988	3,915	16,955
Cutlass Supreme-Calais	18,337	89,842	18,186	85,996
Delta 88	0	0	15,192	76,187
Delta 88 FWD	22,004	72,688	0	0
98 FWD	8,404	57,128	8,929	43,609
Oldsmobile SW	1,886	8,775	2,203	9,021
Toronado FWD	1,122	5,725	2,793	14,464
Total	95,129	431,974	96,881	431,346
Pontiac 1000	1,440	8,505	1,655	8,918
Firebird	9,258	38,034	10,036	41,407
Sunbird FWD	8,886	41,263	12,170	46,953
Sunbird SW FWD	468	2,318	840	3,585
Grand Am FWD	19,191	82,888	10,704	43,802
Bonneville	3,434	18,580	4,376	21,113
6000 FWD	13,372	64,807	12,080	51,454
6000 SW FWD	1,414	5,692	1,232	5,572
Grand Prix	3,347	17,958	4,534	22,455
Parisienne	5,801	29,713	3,778	19,279
Pontiac SW	1,191	5,904	1,248	5,751
Fiero	6,484	28,323	10,028	40,377
Total	74,286	343,985	72,681	310,666
TOTAL GM CORP.	390,963	1,835,181	415,140	1,856,113
Miscellaneous Domestic	5	37	22	91
Domestic Station Wagon Total	51,389	242,922	58,262	261,192
Domestic Grand Total	657,742	3,107,369	700,907	3,282,293
Import Total	259,837	1,299,356	211,025	1,053,764
Grand Total All Registrations	917,579	4,406,725	911,932	4,336,057

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma.

Exports up for 2 in Japan

TOKYO — Toyota Motor Corp. and Nissan Motor Co. reported record exports during June despite increased overseas competition resulting from the yen's sharp appreciation against other currencies.

Toyota said its vehicle exports in June increased 3.6 percent from the year-ago total to 179,294 units, exceeding the previous June record of 173,144, set in 1985.

Nissan also exported a record June high of 136,673 units, an increase of 4.3 percent from the year-earlier total.

Toyota said its June exports marked the first increase over the year-earlier month in four months. It said the increase was due to good sales in North America and Europe.

A breakdown of Toyota's June exports included 118,385 cars, up 12.6 percent from the year-ago total, and 60,909 trucks and buses, down 10.4 percent.

Toyota said its shipments to the United States jumped some 20 percent to 103,009 in June despite price increases since last September.

Nissan's exports to the United States in June increased 20.2 percent over last year's total to 77,771 units.

Toyota said production for June rose 3.1 percent to a record for the month of 314,306 units, beating the previous June mark of 304,881 set in 1985.

Nissan said its production for the month declined 4.3 percent to 208,587.

Jobless rate dips in Japan

TOKYO — Japan's seasonally adjusted unemployment rate in May fell 0.2 percent from April to 2.7 percent.

According the the Japanese government's Management and Coordination Agency, the April jobless rate of 2.9 percent matched the highest rate on record, set last December.

May saw the number of unemployed fall to 1.62 million from 1.82 million in April but registered an increase of 90,000 compared with May 1985, the government said.

The agency also announced that 59.21 million people were working in May, about 200,000 more than in the same month last year.

The number of workers in the service and construction sectors increased from April, while those in manufacturing and agriculture declined, the agency said.

The yen's appreciation against the U.S. dollar and other currencies continued to affect employment in the manufacturing industry, the government said.

AUCTION DATES

American Motors

July 29 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 30 — Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

July 31 — Northway Exchange Inc., Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind.; and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

July 29 — NuCarPrep System, Santa Fe Springs, Calif.

July 30 — Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; and South Seattle Auto Auction, Kent, Wash.

July 31 — Fredericksburg Auto Auction, Fredericksburg, Va.

Aug. 1 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 29 — South Seattle Auto Auction, Kent, Wash.

July 30 — Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

July 31 — Houston Predelivery Center, Houston, Texas, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

July 30 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Brasher's Salt Lake Auto Auction, Salt Lake City

July 31 — Arena Auto Auction, Chicago

Aug. 5 — Dallas Auto Auction, Dallas; Southern Auto Auction, East Windsor, Conn.; and Southwest Auto Auction, Phoenix, Ariz.

Aug. 6 — Hatfield Auto Auction, Hatfield, Pa.; Clanton's Auto Auction, Darlington, S.C.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Omaha Auto Auction, Omaha, Neb.

Used Car Sales
Auction Averages

July to date	$5,191
Month ago	$5,176
Year ago	$4,815

Model Breakdown
Auction Averages

	JUL 1986	JUN 1986	MAY 1986
1986	$12,501	$12,183	$11,292
1985	$8,522	$8,558	$8,650
1984	$6,275	$6,342	$6,384
1983	$5,501	$5,530	$5,516
1982	$4,358	$4,363	$4,361
1981	$3,394	$3,422	$3,423
1980	$2,529	$2,561	$2,560
1979	$2,167	$2,172	$2,195
Overall Average	$5,191	$5,194	$5,143

NHTSA gives insurers timetable on theft data

By Geoff Sundstrom
WASHINGTON REPORTER

WASHINGTON — When the insurance industry went to bat for a motor-vehicle anti-theft standard in the early 1980s, it took a strike and then hit a home run.

Congress told the insurance companies they would have to compile, on an annual basis, all manner of data on motor-vehicle thefts and supply it to the federal government. Lawmakers then passed the Motor Vehicle Theft Law Enforcement Act of 1984, also known as the parts-marking law.

Now, as auto manufacturers are scrambling to label vehicle parts with Vehicle Identification Numbers for the 1987 model year, insurance companies are gearing up for the reporting requirements. NHTSA has proposed that insurers submit their first vehicle theft reports in October.

The reports must include information on the thefts and recoveries of stolen vehicles insured by each company; the rating rules they use to establish premiums for comprehensive insurance; the premium penalties for vehicles considered more likely to be stolen; and actions taken to reduce premiums if the rate of theft drops.

The government also wants to know what insurers are doing to help reduce thefts.

NHTSA is charged with digesting that material for a report to Congress in October 1987.

Congress stipulated that only the largest of the insurance companies are to be subject to the reporting requirement. NHTSA has proposed that 31 insurers be covered by the rule and that the remainder, all small insurers, be excused from collecting data.

NHTSA said it would take comments on its proposal until July 25.

USED-CAR AUCTION DIRECTORY

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

INDIANA

Evansville Auto Auction & Recon Center— Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

ILLINOIS

GREATER CHICAGO AUTO AUCTION
Since 1954
Every Thursday — 10:00 AM
Auction Guaranteed Mileage on all Cars
5 Lanes — 1500 Cars & Trucks
Fleet & Lease Specialists
I-294 Toll Way at Cicero Ave.
(312) 597-3600

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
July 30—E.O.M. Clearance Time. Giant "Sold" Sale, 11 A.M. plus Regular Consignment.
July 31—Thurs., 5 PM Sharp — Semi-monthly Fleet Sale. Complimentary buffet 4 PM.
Aug. 6—Chrysler Factory Sale, 11 A.M., plus Imports.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North, Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec —Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N.J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NORTH CAROLINA

CONGRATULATIONS!
Greensboro Auto Auction
on your
Grand Opening Success
GAA
from
DeVaney Advertising
Charlotte, N.C.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 12 Noon. Serving dealers & fleets. Phone: 717-961-3800.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

on your REALLY BIG SALE be sure and advertise in this section

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

INDIANA

Attention: GM Buyers
General Motors Employees
"CLASS A BUYERS"
Auctions
Saturday August 2nd 11:00 AM
Eastside Middle School - 109 By Pass
4½ miles North of I-69 Anderson, IN
Saturday August 9th 11:00 AM
H.E. McGonigal Cadillac-Buick
1220 E. Boulevard Kokomo, IN
For More Info, Contact:
AUTO DEALERS EXCHANGE
317-352-0121

CONGRESS

FROM PAGE 1

work tools themselves."

In assessing the current U.S. market, Smith said the industry "still is on track" for 15.5 million new-car and truck sales in the U.S. in 1986, "close to last year's record of 15.7 million."

Hennessy noted that "many U.S. suppliers are feeling the heat."

He referred to a recent industry study that projects 20 percent of domestic suppliers will go out of business within 10 years because of offshore sourcing by domestic vehicle manufacturers.

"Detroit's loss of U.S. market share to Japan has hurt American suppliers," Hennessy said. "Japanese automakers have preferred to use their traditional suppliers, both in Japan and here in the U.S. — where some 50 Japanese firms have now set up shop."

While European suppliers have been largely shielded from Japanese competition by trade barriers, Hennessy said, "now they, too, are struggling to measure up to the new cost and quality standards."

To turn difficulties into opportunities, Hennessy said, the domestic supplier industry must follow the lead of Detroit vehicle manufacturers in "renewing our businesses from top to bottom."

The Allied-Signal chairman suggested a five-pronged thrust by suppliers.

It includes: Entering into new partnerships with automaking customers; becoming truly international in marketing and production capabilities; creating automated factories focused on flexible production rather than volume output; getting all supplier company people working together; and developing more sophisticated research and engineering skills.

Hennessy stressed that suppliers who want to succeed in today's automotive industry must have global manufacturing positions; be able to guarantee rapid deliveries anywhere in the world; and be located in areas that help keep production costs at an absolute minimum.

He cited the need for worldwide computerized networks that link machines with data bases, production systems with business systems and design and manufacturing functions with personnel and distribution functions.

On the theme of product innovation, Hennessy said today's average car contains $625 worth of electronics, and predicted the figure "could reach $1,400 by 1995."

Hennessy said Allied-Signal will invest $200 million during the next few years to strengthen its multinational capabilities in electronics systems and is looking for acquisitions to "fill out and extend our product lines."

He said Allied-Signal wants its Bendix Electronics operation "to be a $1 billion company by 1990."

Ward's to launch international issue

Ward's Communications Inc. later this year will launch a new publication called Ward's Automotive International.

The publication will be headquartered in Detroit. Editor will be Mike Sheldrick, former Detroit bureau chief for Business Week.

Ward's, a subsidiary of Thomson International, already has several auto products, including newsletters, statistical services and Ward's Auto World magazine, a controlled-circulation monthly. The company also plans to launch a dealer magazine, according to one source involved in the planning.

AHA Fleetmaster — the first step in 'Project Big Yellow'

AHA to bring back the taxi

AHA Automotive Technologies Corp. is introducing a taxi which it calls the first step in its "Project Big Yellow" program to build a cab it hopes will fill the void left when Checker abandoned taxi production.

The AHA Fleetmaster — a new six-passenger taxi — is making its debut at the Automotive News World Congress.

The company, whose shares are traded on the Toronto Stock Exchange, is located in Brampton, Ontario.

Company President Melvyn A. Stein said that the modified Mercury Grand Marquis accommodates six passengers on two facing seats in the rear compartment. A separate compartment next to the driver — instead of a seat — provides additional luggage space.

"The major difference with this taxi is that it holds six passengers as opposed to three," Stein said. The vehicle's wheelbase has been extended 36 inches, and it has upgraded suspension, a heavy-duty cooling system and oversized tires.

The taxi will sell for "under $20,000," Stein said.

AHA will begin building the Fleetmaster during the 1987 model year, with a target of 1,000.

AHA also builds standard and stretch limousines, ambulances, vans and motor homes.

CENSUS

FROM PAGE 3

was reduced to 102 by a change in the number of intercorporate duals.

All figures in this article and in the accompanying tables signify the net change in dealer totals, both for the individual corporations and car lines and for the domestic industry as a whole.

This year's quarterly breakdown of census figures was discouraging. The domestic industry lost 25 outlets in the first quarter, but that number tripled to 77 for the April-June period.

On the franchise side, six of the 14 makes showed gains for the first half, six were down and two were unchanged. The declines outnumbered the gains.

There were advances of 10 franchises for Oldsmobile, eight for Lincoln, five for Pontiac, four for Plymouth, three for Dodge and one for VW.

Declines amounted to 43 for Ford, 42 for Renault, 18 for AMC, five for Buick, five for Chevrolet and one for Chrysler. The Jan. 1 and midyear franchise totals were unchanged for Mercury and Cadillac.

Chrysler Motors had 4,000 car dealers on July 1, down three from the beginning of the year. There was a gain of two in the first quarter and a loss of five in the second.

The second-quarter ended a string of 14 consecutive quarters in which the company's dealer total had either risen or stayed the same.

Franchise figures on July 1 were Chrysler, 3,048; Plymouth, 3,013; and Dodge, 2,930.

In addition to its 4,000 car dealers, Chrysler Motors has three that handle only Dodge trucks. They are not included in the Chrysler Motors car dealership total or in the Dodge car franchise total.

Ford Motor Co. had quarterly slips of 16 and 19 as its car dealer total fell to 5,482 from 5,517. In 1985, Ford showed a decline of 20 for the first half.

Franchise totals on July 1 were Ford, 4,639; Mercury, 2,477; and Lincoln, 1,606.

Ford Motor has 113 dealers that handle only Ford heavy-duty trucks. They are not included in the company's car dealer total or in the Ford Division car franchise total.

GM had a first-half drop of 25 dealerships, five in the first quarter and 20 in the second. The July 1 total was 9,805. The decline was 55 in the first half of 1985.

Midyear franchise figures were Chevrolet, 5,045; Oldsmobile, 3,200; Pontiac, 2,985; Buick, 2,955; and Cadillac, 1,615.

Adding in the GMC Truck outlets that do not handle any of the corporation's car lines, the GM dealer total is 10,375.

AMC-Renault was steady in the first quarter with a dip of only one outlet, but the second quarter brought a drop of 49. The July 1 count was 1,371. In the first half of 1985, AMC-Renault was down 26.

Franchise totals on July 1 were AMC, 1,350; Renault, 1,276.

Nearly all the AMC-Renault dealerships handle both lines — 1,253 of the 1,371, or 91 percent.

AMC has 7: ! duals with Big Three Makes, and Renault is included in 91 percent of them.

Volkswagen showed no change in the first quarter and added one dealer in the second for a midyear total of 878. In the first half of 1985, VW lost 15. VW has an estimated 150 duals with AMC-Renault and Big Three makes.

The latest count of 20,571 domestic-car dealerships is down 216 from the 20,787 in operation on July 1, 1985.

U.S. FRANCHISES

	Jul. 1, 1986	Jan. 1, 1986
AMC-RENAULT		
AMC	1,350	1,368
Renault	1,276	1,318
CHRYSLER CORP.		
Chrysler	3,045	3,049
Dodge	2,930	2,927
Plymouth	3,013	3,009
FORD MOTOR CO.		
Ford	4,639	4,682
Lincoln	1,606	1,598
Mercury	2,747	2,747
GENERAL MOTORS		
Buick	2,955	2,960
Cadillac	1,615	1,615
Chevrolet	5,045	5,050
Oldsmobile	3,200	3,190
Pontiac	2,985	2,980
VOLKSWAGEN	878	877

Copyright, 1986, Automotive News

Atlanta strike halves Taurus/Sable output

By Mary Connelly
DETROIT REPORTER

A strike at one of the two plants producing Ford Motor Co.'s hot-selling Taurus and Sable models may put a further pinch on already slim supplies.

UAW Local 882 at Ford's Atlanta assembly plant walked off the job to protest working conditions. The strike began at 12:01 a.m. Saturday, July 19, prior to the 2:30 a.m. end of the scheduled shift.

Last Thursday (July 24), a Ford spokesman said no negotiations had been held since the strike began. No talks were scheduled at presstime.

Two eight-hour overtime shifts were scheduled Saturday at Ford's Chicago assembly plant which has been producing 50 percent of the Taurus and Sable sedans and wagons.

Both plants produce at a rate of 63 cars per hour and 1,000 units daily.

On July 1, inventory figures showed a 44-day supply of Taurus and a 34-day supply of Sable models. A 60-day supply is considered normal.

A spot check of Ford and Lincoln-Mercury dealers throughout the country indicated that, for many, consumer demand outstrips supply. The Atlanta strike can only worsen the situation.

"The supply is a big zero," said Ricco Arce, general manager of Northstar Lincoln-Mercury, Poughkeepsie, N.Y.

"I don't have one car in stock, not a demo, nothing. It's a fabulous car, we just don't have it.

"People are coming in asking, 'Where is Sable?' I show them brochures or pictures.

"I have retail orders in my order bank and I cannot supply them. I have a lot of mad customers here right now," Arce said.

"That car is in critical supply," said Gary Collins, president of Downtown Ford, Louisville, Ky., referring to the Taurus.

"We could sell five times what we're getting," he said.

"A strike concerns me but it doesn't upset me," Collins said. "Getting one less a month will not put us out of business. We've got other products just as good."

"Supply is pretty severe," said Dale Nasser, general manager of Fortune Lincoln-Mercury, El Paso, Texas.

"Ford has to do something. We're losing quite a bit of business."

Nasser said he has five Sable models in stock. Three retail units have been on order two months and he expects an additional three-week wait before delivery.

The strike at the Atlanta plant is allowed under the national agreement between Ford and the UAW, which permits employees to strike over health and safety issues.

Sid Hamby, president of UAW Local 882, which represents 3,000 unionized workers at the plant, said members of the Atlanta bargaining committee are scheduled to meet Tuesday in Detroit with Stephen Yokich, head of the international union's Ford department.

Hamby said the issues which prompted the strike include "severe heat problems" in the plant, "poor ventilation," noise levels in excess of federal regulations and hazardous asbestos fibers in working areas.

Ford declined to comment on the union's allegations.

The two sides had been discussing the issues for three months and continued negotiating until the walkout.

"We very much regret the work stoppage," Ford said. "We hope for a quick resolution of the issues and will continue to work toward an early settlement that is fair to both parties.

"Then we can get back to doing what we do best — building the Ford Taurus and Mercury Sable, both of which remain in strong demand throughout North America."

Taurus and Sable represent a $3 billion investment for Ford. Production at the Atlanta plant began Oct. 14 and public introduction followed Dec. 26.

Ford said it spent $250 million modernizing the Atlanta plant, adding a new paint facility and expanding the body shop to add 100 robots in preparation for the Taurus/Sable launch.

Ford Steel strike OK'd

By Mary Connelly
DETROIT REPORTER

Ford Motor Co. has a one-month supply of steel from Rouge Steel and is studying contingency plans in case its steel-producing subsidiary is closed by a strike.

Members of UAW Local 600 approved a strike authorization vote at the Rouge Steel plant last week. No strike deadline has been set. A contract covering 4,000 employees expires Thursday (July 31).

The Rouge plant supplies 40 percent of Ford's steel requirements.

If a strike occurs, it is possible that an additional 9,000 members of UAW Local 600 at the Rouge manufacturing complex could also walk off the job because they are not covered by a signed agreement. Ford has confirmed that a contract was negotiated in 1984 but was never signed.

Negotiators for Ford and the UAW met at two brief main-table meetings last Wednesday and Thursday. Ford characterized those 35-minute and 15-minute sessions as "congenial."

No additional main-table sessions were scheduled at presstime, although subcommittee meetings were continuing.

The UAW said Ford has failed to address the union's chief concern — clarifying the future of the steel plant which the company has said it would consider selling. A Ford spokesman said the outcome of the current negotiations will "play a role" in determining the future of the steel operation which union sources said lost $90 million in 1985.

"The company has made an economic proposal and we're looking at it," the UAW said last week. "It failed to address one of the key questions — clarification of the future of this plant. All of that affects what kind of contract would be in the best interest of Rouge Steel workers."

The union has not made a formal counterproposal to the company's economic proposal.

Ford described its economic offer as "fair and realistic, especially in view of the unsettled conditions in the U.S. steel industry and the competitive realities of the marketplace."

PRODUCTION

Auto production sliced by summer downtime

By Kathy Boyer
DETROIT REPORTER

With several plants down for model changeover and vacation, last week's scheduled domestic auto output fell to 112,015 units.

The figure was 16.86 percent below the previous week's 134,730 and 27.72 percent below the year-ago week's 154,974.

Nissan Motor Manufacturing Co.'s car line in Smyrna, Tenn., remains idle for model changeover.

American Motors' Kenosha, Wis., plant was closed for vacation last week. It is scheduled to resume output today (July 28).

Volkswagen of America's plant in Westmoreland, Pa., will be idle until Aug. 18 for changeover.

Beginning today, three more GM plants are closed for changeover: Fairfax, Kan., until Aug. 5; Flint, Mich. (Buick City), until Aug. 7; and Willow Run, Mich., until Aug. 14.

Other GM plants down for changeover are: Orion Township, Mich.; Leeds, Mo.; Lordstown, Ohio; Doraville, Ga.; Norwood, Ohio; Pontiac, Mich.; and Van Nuys, Calif.

Taurus-Sable production at Ford's Atlanta plant was halted July 19 by a strike over working conditions.

Saturday (July 26) overtime was scheduled at Ford's Chicago plant, the other Taurus-Sable facility.

Ford has slated daily overtime this week at all plants except Wixom, Mich.

Chrysler scheduled overtime last Saturday at its Belvidere, Ill., plant.

Daily overtime this week is slated at Belvidere and at Chrysler's St. Louis (No. 2) and Sterling Heights, Mich., facilities.

2-millionth truck produced

Domestic makers assembled their two-millionth truck of the year last Monday (July 21), nine days ahead of the 1985 pace.

Last week's targeted production of 68,987 trucks was 3.91 percent more than the previous week's 66,391 and 0.80 percent more than the year-ago week's 68,439.

American Motors' Toledo, Ohio, plant, which assembles Jeeps, closed for vacation July 21. It will reopen Aug. 11.

Navistar International's plant in Springfield, Ohio, resumes production today (July 28). It had been closed for vacation since July 14.

Daily overtime is slated this week (July 28) at all Ford plants except Lorain, Ohio.

Overtime is scheduled Saturday (Aug. 2) at Ford's Twin Cities plant.

Canadian trucks at '86 low

Car-and-truck production in Canada continued to be affected by plant vacations last week.

The truck production estimate of 3,857 units was the lowest of any week this year.

Output was 43.35 percent below the previous week's 6,808 and 53.68 percent below the year-ago week's 8,327.

Scheduled output of 9,132 cars was 2.04 percent more than the previous week's 8,949 but 53.72 percent below the year-ago week's 19,730.

General Motors' Ste. Therese, Quebec, plant remains closed until Aug. 18 for vacation.

Ford Motor Co.'s St. Thomas, Ontario, plant resumed production last week (July 21). It had been closed for vacation since July 7.

Chrysler Motors' Windsor, Ontario, plant resumes production today (July 28), ending a vacation that began July 14.

CANADIAN CAR	Week Ended July 26, 1986	Week Ended July 27, 1985	Week Ended July 19, 1986	July Est.	Jan. 1 to July 27, 1985	Jan. 1 to July 26, 1986
AMERICAN MOTORS	0	0	0	0	5,493	2,382
FORD MOTOR	5,520	10,887	0	12,393	278,729	295,326
GENERAL MOTORS	3,387	8,618	8,724	30,128	316,370	328,957
VOLVO	225	225	225	819	6,231	6,226
Total Cars, Canada	9,132	19,730	8,949	43,340	606,823	632,901

U.S. TRUCK*	Week Ended July 26, 1986	Week Ended July 27, 1985	Week Ended July 19, 1986	July Est.	Jan. 1 to July 27, 1985	Jan. 1 to July 26, 1986
CHEVROLET	22,081	25,786	22,168	78,432	700,169	702,886
DODGE	3,800	3,901	4,025	16,334	126,107	51,998
FORD	30,601	24,703	28,839	60,364	675,292	614,885
GMC	6,335	7,797	6,695	24,378	215,741	211,909
NAVISTAR	0	1,670	0	1,032	44,959	40,127
JEEP	0	0	2,313	8,446	114,682	109,302
NISSAN	3,820	2,532	0	6,265	58,193	71,561
AM GENERAL*	50	50	50	182	1,440	1,462
MISCELLANEOUS*	2,300	2,000	2,300	8,372	52,603	66,240
Total Trucks, U.S.	68,987	68,439	66,391	204,303	1,989,386	2,070,370

CANADIAN TRUCK	Week Ended July 26, 1986	Week Ended July 27, 1985	Week Ended July 19, 1986	July Est.	Jan. 1 to July 27, 1985	Jan. 1 to July 26, 1986
AMERICAN MOTORS	550	0	912	2,932	0	16,170
CHRYSLER	0	0	0	8,104	238,389	227,106
FORD	0	3,349	0	2,215	92,998	91,859
GENERAL MOTORS	3,307	4,706	5,896	18,721	171,693	168,779
NAVISTAR	0	272	0	326	7,154	5,461
Total Trucks, Canada	3,857	8,327	6,808	32,298	508,174	509,375
N. American Trucks	72,844	76,766	73,199	236,601	2,497,560	2,579,745

*—Industry weather vane production. †—Estimated.
Total includes domestic car only. AM General includes government-financed vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain some errors of one or two units due to rounding.

U.S. CAR	Week Ended July 26, 1986	Week Ended July 27, 1985	Week Ended July 19, 1986	July Est.	Jan. 1 to July 27, 1985	Jan. 1 to July 26, 1986
AMERICAN MOTORS	0	2,834	0	1,444	61,614	30,037
Renault Total	0	2,834	0	1,444	61,614	30,037
Alliance	0	1,888	0	1,363	38,349	26,690
Encore	0	946	0	81	23,265	3,347
CHRYSLER CORP.	13,100	17,331	13,481	55,255	822,902	796,667
Plymouth Total	4,800	5,670	4,410	19,784	236,583	237,067
Horizon	3,290	2,902	2,857	11,927	88,351	97,192
Sundance	1,100	0	1,049	3,072	0	4,257
Reliant	0	2,506	504	3,377	105,378	96,957
Caravelle	0	5	0	494	31,664	27,823
Gran Fury	500	257	0	914	11,290	10,838
Chrysler Total	3,300	4,087	2,317	15,675	267,874	254,383
LeBaron	0	670	594	3,062	62,843	63,872
LeBaron GTS	1,000	0	1,293	5,622	60,506	41,247
Laser	0	1,045	430	1,484	34,445	27,239
New Yorker/E-Class	0	0	0	937	43,539	47,309
Fifth Avenue	2,300	2,372	0	4,570	60,541	74,716
Dodge Total	5,000	7,574	6,754	29,796	314,345	305,217
Omni	2,600	2,628	3,458	13,535	86,996	93,888
Shadow	1,000	0	912	2,719	0	3,799
Aries	0	2,252	422	3,306	87,795	75,480
Daytona	0	1,076	832	2,725	31,598	30,807
Dodge 600	0	651	341	2,259	43,168	46,756
Lancer	600	0	789	3,460	42,807	33,260
Diplomat	800	967	0	1,800	22,981	21,227
FORD MOTOR	38,321	33,646	36,290	83,898	961,306	1,028,130
Ford Division	26,673	22,279	26,714	59,806	637,589	704,755
Escort	7,954	7,545	7,577	15,531	184,193	219,426
Mustang	4,336	3,697	4,114	14,869	102,152	117,033
LTD	0	4,092	0	0	125,148	0
Taurus	7,089	0	8,091	15,180	0	183,712
Thunderbird	3,099	2,904	2,917	6,016	108,486	90,981
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,195	4,041	4,015	8,210	106,650	113,603
L-M Division	11,648	11,367	11,576	24,092	323,719	323,375
Mercury Total	8,402	7,838	8,320	17,590	231,896	222,967
Lynx	1,465	1,803	1,342	2,807	42,006	36,992
Capri	198	745	180	1,246	10,849	10,791
Marquis	0	1,788	0	0	62,869	0
Sable	2,438	0	2,650	5,068	0	69,346
Cougar	3,085	2,350	2,920	6,005	78,761	71,596
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,216	1,152	1,228	2,444	32,478	34,240
Lincoln Total	3,246	3,529	3,256	6,502	92,023	100,408
Continental	362	487	364	726	15,467	11,304
Lincoln	2,436	2,642	2,443	4,879	66,369	75,325
Mark VI/VII	448	400	449	897	10,187	13,779
GENERAL MOTORS	52,062	92,849	74,301	259,624	2,930,316	2,586,662
Buick Total	14,215	22,282	16,545	58,907	600,500	470,764
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	0	2,244	2,512	6,754	67,136	53,159
Somerset/Skylark	2,790	2,149	2,780	10,232	70,299	67,704
Century	4,360	6,022	4,751	16,978	157,535	147,724
Regal	0	4,003	0	1,318	76,395	36,489
LeSabre/Electra(fwd)	349	2,441	350	1,285	82,559	8,931
LeSabre (fwd)	4,879	0	4,623	16,508	0	85,910
Riviera	918	1,187	802	2,825	39,271	15,870
Electra(fwd)	919	4,236	727	3,207	66,352	54,977
Cadillac Total	335	6,848	5,656	15,710	216,099	194,075
Cimarron	335	56*	343	1,282	16,978	15,781
Seville	0	721	722	1,940	22,938	13,364
Eldorado	0	1,410	684	1,920	43,306	14,796
Cadillac (rwd)	0	355	0	0	28,818	49,101
DeVille (fwd)	0	3,802	3,907	10,568	104,057	101,033
Chevrolet Total	14,438	26,538	19,729	67,874	991,323	796,976
Chevette	0	3,086	0	1,316	98,259	61,031
Cavalier	4,225	9,168	8,336	26,246	292,461	248,857
Celebrity	3,118	5,485	3,138	11,294	167,370	159,932
Camaro	0	3,167	2,944	8,437	136,819	115,669
Citation	0	0	0	0	28,699	0
Monte Carlo	2,804	1,939	2,180	8,308	82,485	67,947
Chevrolet	3,851	2,893	3,131	11,220	156,538	127,757
Corvette	640	600	0	1,055	26,561	15,783
Oldsmobile Total	14,972	24,810	21,097	64,343	727,644	645,193
Firenza	0	798	333	871	38,961	23,400
Cutlass Supreme	0	5,618	0	1,118	134,806	84,031
Cutlass Ciera	3,287	6,540	7,894	20,804	214,119	165,271
88 (rwd)	0	5,528	0	0	146,961	11,749
88 (fwd)	7,915	0	8,031	24,895	0	208,523
Olds 98	1,026	2,874	2,246	7,212	82,837	67,412
Calais	2,010	2,749	2,023	7,376	86,302	72,909
Toronado	734	703	570	2,266	23,636	11,898
Pontiac Total	8,102	12,371	11,274	52,789	394,750	488,654
Acadian**	0	202	0	431	7,711	9,864
2000 Sunbird	0	2,514	2,085	8,231	83,104	84,198
1000	0	992	0	513	18,334	11,792
Firebird	0	1,585	1,898	7,527	73,325	70,440
6000	3,255	1,551	2,602	11,857	29,738	92,450
Parisienne	47	1,529	605	3,281	43,872	41,184
Fiero	0	2,132	262	3,409	69,754	44,332
Grand Am	4,800	2,166	3,822	17,540	68,912	134,394
HONDA	4,700	3,051	4,826	13,801	92,070	110,786
NISSAN	0	1,304	0	0	13,085	21,517
NUMMI*	3,832	1,700	3,832	14,562	19,757	116,877
VOLKSWAGEN	0	2,259	0	3,063	56,326	50,282
Total Cars, U.S.	112,015	154,974	134,730	441,646	4,957,378	4,749,958
Total Cars, Canada	9,132	19,730	8,949	43,340	606,823	632,901
N. American Cars	121,147	174,704	143,679	484,986	5,564,201	5,382,859
N. American Trucks	72,844	76,766	73,199	236,601	2,497,560	2,579,745
North American Cars and Trucks	193,991	251,470	216,878	721,587	8,061,761	7,962,604

*—Joint venture. **—All Acadians are built for sale in Canada.
Monthly estimates may contain some errors of one or two units due to rounding.

Accord seen on Jefferson labor pact

By Mary Connelly
DETROIT REPORTER

Chrysler Corp. and the UAW are expected to reach agreement this week on the type of labor contract needed to ensure construction of a new Jefferson Avenue assembly plant in Detroit.

Chrysler has said it will invest up to $1.2 billion to build a new Jefferson Avenue plant and produce a new pickup truck there if it can achieve a modern labor agreement with the UAW and capture state and city tax incentives.

Last week, Chrysler Chairman Lee Iacocca and a local union official predicted success in the negotiations. The deadline is July 30.

"I think we'll bring it all together," Iacocca said. "That was our hope going in and it seems to be going OK."

"If Chrysler shows good faith, we're going to end it by Monday (July 28)," said Wolf Lawrence, president of UAW Local 7.

Negotiations were scheduled on Saturday and Sunday and were expected to cover such major issues as reduction of the 97 job classifications and management style at the aging plant.

The union has said it is seeking to reduce "needless layers of management" and to reach an agreement achieving more worker participation and Japanese-style management methods at the plant.

Lawrence said work rules and administrative plant rules have already been discussed.

"This union is ready to give Chrysler a good, workable agreement. They have to be ready to give the union something," Lawrence said, citing job security, maintenance of the seniority system and health and safety items.

Iacocca indicated that Chrysler must also have state and city tax breaks before it would invest $1 billion to $1.2 billion between 1987 and 1991 to build a new Jefferson Avenue plant.

"We still have a lot of work ongoing with the state and city," he said. "This should all come together within 30 days."

Chrysler's plan calls for car production at Jefferson Avenue to cease in 1987. Pickup truck assembly would begin in 1988 in a refurbished plant while a new complex is under construction.

There are 4,800 workers employed at the Jefferson plant, which now assembles Plymouth Reliant and Dodge Aries models. No product had been slated after the 1987 model year.

Chrysler and UAW negotiators are working to reach plant-saving agreements by July 30 at Jefferson, the Trenton, Mich., engine plant and the Huntsville, Ala., electronics plant.

Iacocca described the negotiations at Trenton engine as proceeding "very well."

The union has said 1,600 jobs are at stake at the plant. Chrysler will invest $280 million to build a new V-6 engine if a new operating agreement is reached.

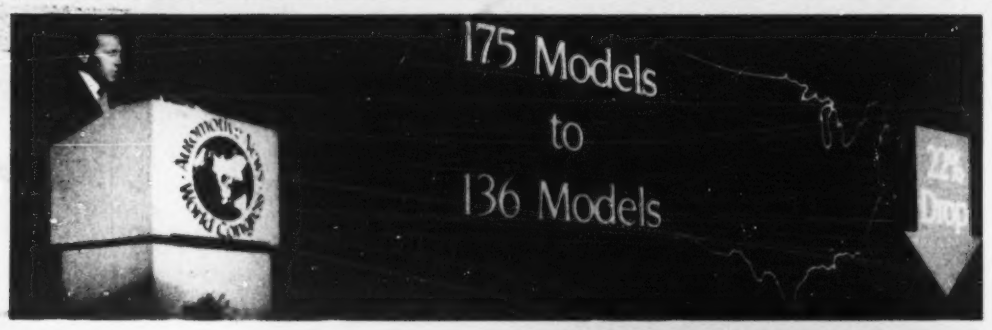
At Huntsville, Chrysler has said it will invest $60 million to build a plant that would serve as the hub of the company's automotive electronics operations if a new agreement is achieved. Chrysler employs 2,765 workers at its Huntsville electronics operation.

Automotive News

August 4, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy



World Congress reveals urgency

By Kathleen Hamilton
MANAGING EDITOR

The 11th Automotive News World Congress revealed an automotive industry quickly girding itself for a worldwide competitive battle that will bloody and perhaps even destroy the inefficient and producers with mediocre quality.

The themes iterated by industry and government speakers at the conference this year were not new — globalization, cost cutting, quality, competitiveness. What was new was the degree of commitment and the sense of urgency expressed by speakers and participants alike.

Inside:
Complete report on the World Congress

And while the issue of international harmonization of standards is not new, it clearly emerged as the next hot trend. Again and again, speakers called for rules that would allow the same components to be used across national borders. The issue has taken on new urgency as companies search for every opportunity to cut production costs and increase efficiencies of scale.

Perhaps because of the industrywide feeling of an impending shakeout, or perhaps because of the increasing power held by megadealers, there appeared to be a resurgence this year in dealer interest in the Congress. The traditional distribution system is indeed on the verge of a shakeup if not a shakeout, according to the trends and forecasts cited by industry leaders last week.

After four years at Detroit's Westin Hotel, the Automotive News World Congress returned to the Hyatt Regency Hotel in Dearborn. Attendance increased by more than half this year, to 480. The Tuesday Evening Gala, addressed by Porsche AG Chairman Peter Schutz and Chrysler Corp. Design Vice President Thomas C. Gale, was limited to 820 persons by room capacity.

People — and good people-management — far outweigh the importance of manufacturing systems or technology, according to Schutz, the man who heads a company best know for its cutting-edge technology.

"You don't attract and hold the best people with money," he said. "You do it with exciting work and the chance to become winners."

It was a message echoed by the convention's closing speaker, Osamu Nobuto, president of Mazda Motor Manufacturing U.S.A., which is in the midst of setting up U S. assembly in Flat Rock, Mich.

A work environment with stable, fulfilling jobs will be as important as the plant's novel layout and its 330 robots, according to Nobuto.

AUTOMOTIVE NEWS JOE WILKENS

Faces of the World Congress, from top: Lloyd Reuss of GM, a panel discussion, Allan Gilmour of Ford and Peter Schutz of Porsche. Below is Thomas Gale of Chrysler.

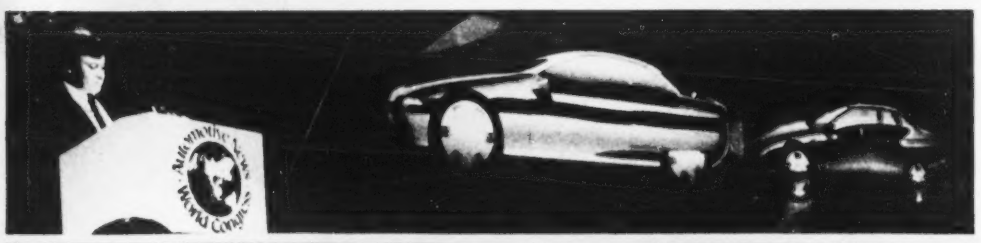
Asked after his speech about the biggest differences he has seen so far between American and Japanese workers, Nobuto said Americans tend to do their assigned jobs, Japanese try to improve their assigned product or process.

Opening night speakers Edward L. Hennessy Jr., chairman of Allied-Signal, and Roger B. Smith, chairman of General Motors, also put employes high up in their formulas for success in the increasingly competitive marketplace.

But Smith — and, later in the week, GM Executive Vice President in charge of North American cars Lloyd E. Reuss — emphasized GM's commitment to pushing manufacturing technology in order to get competitive.

They acknowledged GM ran into problems trying to automate plants. "By attempting as much as we

see CONGRESS, page 55



Ford chooses IBM for $300 million computer system

By Jake Haas
SPECIAL CORRESPONDENT

Ford Motor Co. confirmed that it has chosen IBM to develop a comprehensive, $300 million to $400 million, company-wide integrated office automation and communications system for its North American operations.

The program will help slash its 170,000-person white-collar work force by approximately 35 percent over the next five years, while adding 30,000 office work stations, doubling the number the company already has.

But Ford is still on the prowl for automation expertise. The company reportedly is now looking for bids from software developers to come up with company-wide programming integration to tie in Ford's 20 systems organizations scattered throughout the world.

It also approached IBM for a proposal on that. However, Ford sources emphasize that no contract has been signed or written, pending negotiations with IBM over the next 90 days to work out the details.

Although it is seen as unlikely, Ford could change vendors if negotiations with IBM break down.

Said a company insider, "We do not have a contract with IBM. We do not have an agreement with IBM. What we have done is decide it makes sense to standardize on one manufacturer. All we've done is decide our preferred manufacturer will be IBM. We've just begun negotiations."

Besides desktop hardware and software prices and specifications, networking work stations and micro-to-mainframe links will be included. Also of primary concern are incompatibility solutions and responsibilities between Ford's four office automation vendors, IBM, Digital Equipment Corp., Wang Laboratories and Fortune Systems Corp.

Losing out in the office automation scramble that began in May were Digital Equipment Corp. and Wang Laboratories, which have large installed bases at Ford. Other computer vendors, including a miffed Burroughs Corp., which also has installations at Ford, were not permitted to bid because in the automaker's judgment they lacked the size, breadth and depth to do the job.

Ford began taking bids about two months ago. IBM won primarily because of its presence in the company. Half the company's office work stations, 15,000, are IBM units.

"One of the considerations we are looking at is that less people will have to change systems," explained a Ford spokeswoman. "There were no overwhelming considerations because the three

see IBM, page 7

Chrysler America up $300; '87s rise 2 pct.

By Mary Connelly
DETROIT REPORTER

Chrysler Corp. has added $300 to the price of its America subcompacts, which Chairman Lee Iacocca has touted in a national advertising campaign as the lowest-priced domestically built cars.

The base retail price of Dodge Omni and Plymouth Horizon America models was increased to $5,799 effective with shipments of Aug. 1.

Chrysler Motors Chairman Gerald Greenwald said that despite the price hike, the America models remain the lowest-priced American or Japanese four-door sedans available.

Chrysler last week also announced tentative prices of some 1987 cars and said the increase for the whole car line averages less than 2 percent over prices of comparably equipped 1986 cars.

Chrysler announced no dollar figure, but Automotive News estimated that a 2 percent increase would average about $240.

Included in the announcement were the new Dodge Shadow and Plymouth Sundance. Two-door models start at $7,499 for Shadow and $7,599 for Sundance.

The 1987 Dakota, a new mid-sized pickup truck, has a base price of $7,338, Chrysler said.

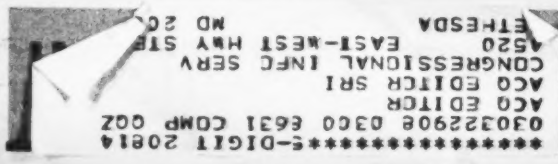
The tentative prices are effective with shipments of new models to dealers. Chrysler estimated that 90,000 1987 vehicles would be in dealer stock by Aug. 15.

According to dealer sources, the Aries and Reliant compacts will be offered in only two two-door and four-door versions in the 1987 model year instead of three, and the wagon will be available in only one version instead of two.

Chrysler did not announce the Aries and Reliant prices. However, dealers said the tentative 1987 re-

see CHRYSLER, page 7

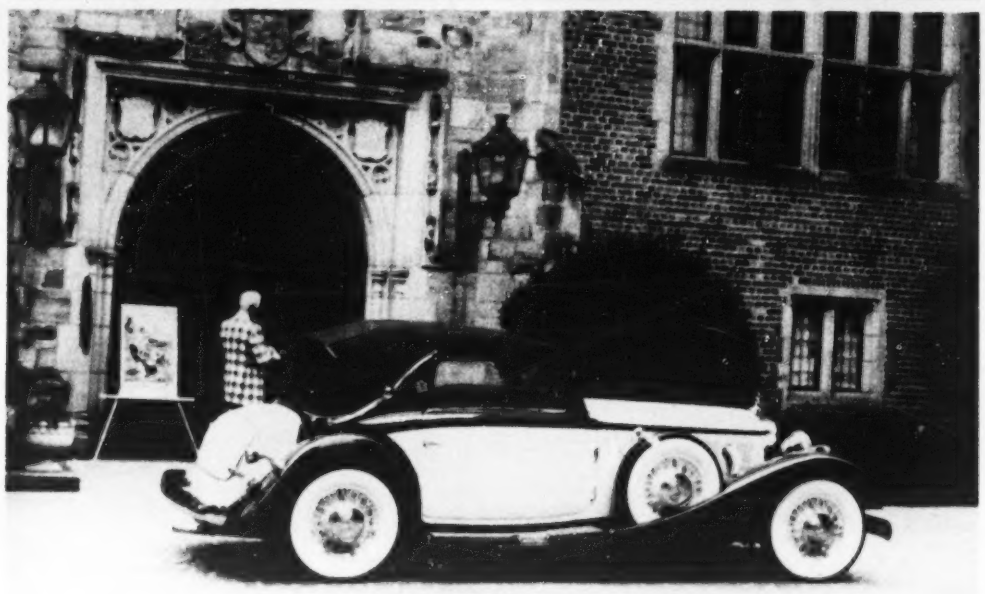
NEWSPAPER



MC denies report
Renault selloff
Page 2

Atlanta still strikes;
Jefferson, Rouge vote
Page 4

40 may be dropped
in Detroit dealer suit
Page 7



Two-tone 1935 Mercedes-Benz 500K Cabriolet at Meadow Brook Hall entrance

AUTOMOTIVE NEWS:Jenny King

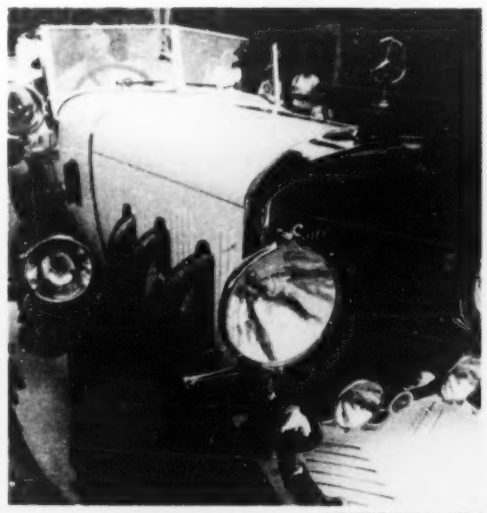
Mercedes featured at Meadow Brook

By Jenny L. King
DETROIT REPORTER

ROCHESTER, Mich. — One of the most elegant of settings was graced with some of the most extravagent cars ever built as the eighth annual Concours d'Elegance.

Meadow Brook Hall, once the private home of Alfred and Matilda Dodge Wilson, was both host and beneficiary of the Concours. The 100-room hall and surrounding 1,400 acres opened Sunday (Aug. 3) for public viewing of the magnificent building and some 200 collector cars from 17 states and Canada.

This year's Concours honored the centennial of Mercedes-Benz' 1886 engine-driven three-wheeler. Keith E.Crain, publisher and editorial director of Automotive News and honorary Concours chairman, said the most spectacular array of Mercedes automobiles ever assembled in North America was on display.



AUTOMOTIVE NEWS:Glenn Triest

Unique supercharged boattail tiger-hunter Mercedes

Auto chiefs pleased by market strength

By Al Fleming
INDUSTRY EDITOR

Presidents of U.S.-based auto companies are pleasantly surprised by the continuing strength of this year's auto market.

And they are now convinced that new car and truck sales in the U.S. will proceed at, or close to, the same robust pace in 1987.

Exclusive interviews of chief operating executives by Automotive News indicates they expect industry sales of 10.3 million to 11.0 million cars and 4.5 million to 4.7 million trucks in calendar 1986.

The most bullish, Ford Motor Co.'s Harold A. Poling, said, "We recently increased our estimate for 1986 calendar year sales from 10.7 million to 11.0 million cars, and from 4.6 to 4.7 million trucks."

Noting a continuing high level of consumer confidence, low rate of inflation and low fuel prices, Poling stressed, "The general buying public seems to be in the mood to purchase vehicles."

While granting there could be a "tapering off" next year, Poling said, "If it were 500,000 units below this year for the industry, I'd still consider '87 a very good year."

F. James McDonald, president of General Motors, sees industry sales of 15.4 million to 15.5 million cars and trucks in 1986. "The markets are still very strong," he said.

McDonald also sees clear sailing ahead. "There are many pluses — low inflation; the dollar's relationship to other currencies; no big jump anticipated in the price of gasoline," he said.

Harold K. Sperlich, president, Chrysler Motors, forecasts 1986 industry sales of 10.6 million cars and 4.5 million trucks.

As for next year, he said, "We're more optimistic now about 1987 than we were six months ago."

Sperlich explained, "We all surprised ourselves that the recovery has lasted as long as it has. With the cost of money down, gas prices down, consumer confidence at near-record highs, credit available, the prospect of a tax bill that may enthuse the masses, plus an awful lot of good product coming to market, we've become more bullish about 1987."

Volkswagen of America looks for industry sales of 10.7 million cars in 1986. However, VWoA projects a slight decline in 1987 to 10.2 million to 10.5 million units.

Calling that "a fairly marginal decrease," VWoA President Noel Phillips questioned whether the economy can sustain its current pace through next year.

"In addition," he said, "you have the fact that a lot of vehicles have gone up in price. That must have some effect on the market."

Tetsuro Chino, president, American Honda Motor Co., noted the "total market is still strong," but said, "I don't see any drastic decline of car sales. Maybe they will reach over 10.3 million for 1986. For 1987, I see it continuing at the same level."

Likewise, Joseph Cappy, president, American Motors, anticipates "a pretty decent '87 for passenger cars, trucks and four-wheel-drive units."

Cappy said, "Industry will be between 10 and 11 million cars, around 3 million light trucks and about 1.5 million 4x4s."

The presidents concur that financing incentives are an irksome aspect of the 1986 market. While they wish incentives would end, most say that will depend on GM.

Said Cappy: "Incentives don't make any sense because none of us is selling any more cars or trucks than we would have sold without them. We're selling the same number and are making less money."

He added: "As soon as the big guy stops, we can stop . . . Everybody's following GM's lead."

Noting that Ford's car inventory has been consistently below the 60-day level this year, Poling said, "We really didn't need incentive programs. But when your major competition initiates these programs, you have to compete."

As a result of incessant incentives, Phillips said, "The competitive pressure has been a lot greater than people expected it to be. It's become a very tough market. I don't know if the incentive route is needed to keep the market going. But it appears necessary . . . for some of the major manufacturers to keep their (sales) volumes up."

Phillips added: "I would suspect there will be a substantial degree of that next year."

And what about GM, target of the incentive ire?

McDonald said, "You always hope you can get out of incentives and back to a normal market. Now, incentives are working."

As for their future, McDonald said, "If interest rates ever got really low, retail-rate support programs would go away. They'll work their way out eventually."

GM offering alternative incentives

DETROIT — General Motors joined its domestic competition last week by offering customer rebates.

Like Ford Motor Co., Chrysler Motors and American Motors, GM is offering the rebates as an alternative to several low-interest-rate loan programs.

Through Aug. 31, customers may take $500 in cash rather than GMAC loans on Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century models. Current incentives include 5.9 annual percentage rate loans for 30 months, 6.9 APR for 36 months, 8.9 APR for 48 months and 9.9 APR contracts for up to 60 months.

Through Sept. 24, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron have been added to the GMAC program at 6.9 APR on 36-month loans, 8.9 APR on 48-month loans and 9.9 APR on 60-month loans. Those lines were not included in the original mid-summer program announced at the end of June.

That program, offering cut-rate loans on nearly all 1986 passenger cars and many light trucks through Sept. 24, remains the same, GM said.

Cadillac dealers participating in the GMAC financing programs were eligible beginning July 23 for cash incentives of $1,000 and $2,000 on Eldorado and Seville models sold from stock. The program runs through Sept. 24, a Detroit-area dealership spokesman said, with incentive amounts based on numbers of cars sold.

INDEX

Advertising news	20
Auction reports	43-45
Automotive World News	35
Classified advertising	47-55
Dealing with dealers	12
Editorial page	10
Engineering	14
Obituaries	6
Personnel	46
Production by makes	67
Registrations, car	26
Truck highlights	22

61st year—No. 5139

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

$356 million riding for GM on CAFE decision

WASHINGTON — Some $356 million of General Motors' money is riding on how NHTSA sets 1987 and 1988 model-year fuel-economy standards.

The safety agency's decision, in turn, is riding on whether the level of "maximum feasible average" fuel economy includes multiyear carry-back credits, as GM wants, or whether it is based on a single year, as NHTSA has tentatively decided.

GM is currently the only company facing big-money civil penalties under the 1975 law.

Altogether, GM owes some $446 million because it failed to meet fuel-economy standards in the past. Government estimates of GM liability are some $46 million from non-compliance with the 1984 CAFE and some $400 million from the 1985 CAFE. Offsetting those, however, is about $90 million that GM will earn from exceeding the 26.0 mpg level of the 1986 CAFE.

Under the law, all companies can carry forward or carry back for three years credits earned from exceeding the fuel economy standards.

Of greater importance than GM's millions, however, is NHTSA's desire to bolster its own tentative decision in case GM goes to court.

NHTSA already knows that Chrysler disagrees with GM, but it wants to smoke out other legal positions, especially from Ford, a full-line company that has failed to meet fuel-economy standards in the past and may again in the future.

Right now, Ford appears safe. It still owes about $55 million for noncompliance with the 1985 CAFE, but it expects to earn enough credits from the 1986 CAFE standard (which was lowered to 26.0 mpg) to wipe out its liability. Ford's current estimated CAFEs for 1987 and 1988 models are 27.1 mpg and 26.3 mpg, respectively. NHTSA has proposed setting standards for those two model years somewheee between 26.0 and 27.5 mpg.

It is not only unusual for NHTSA to issue a supplemental notice to any pending rulemaking, but highly unusual to give only a 15-day response period, as it did last week. NHTSA wants to be able to issue its CAFE decision by the start of the model year.

Also unusual is NHTSA's query about the legal effect of issuing a CAFE below 26.0 mpg. This informs the public indirectly that NHTSA is now considering something above 26.0 mpg. Because of the statutory language, NHTSA would not have to raise the issue of multiyear credits if it were thinking of continuing the 26.0 mpg level, just as it did not when it set the 1986 CAFE standard at 26.0 mpg.

In addition, the query tips off the public that GM needs a standard below 26.0 mpg to accumulate enough credits to wipe out its potential fines. (GM's own CAFE estimates, which may need a bit of updating, are 26.3 mpg for 1987 models and 26.9 mpg for 1988 models.)

Subaru distributor expands

ORANGEBURG, N.Y. — Subaru Distributors Corp. has opened its $4.5-million Boston port facility. The company has a long-term land lease with the port authority in Boston.

Thomas O'Hare, president of SDC, said the company, which has been using the Boston port, has now found a permanent home. The firm distributes Subaru cars and parts in New York and northern New Jersey.

O'Hare said his company will lease the 12-acre site and is negotiating for another five acres as well as options on 10 more acres. The lease period is 20 to 30 years, he said.

The processing of the cars will be handled in a joint venture with Automotive Processors Inc., of Boston. SDC will share a 72,000-square-foot building with Subaru of New England.

To officially open the new facility, Subaru Distributors hosted an open house for its 60 dealers.

Now Available

Professional Telephone Training and Prospect Development Video Library

Tom Stuker

Stuker & Associates has trained over 25,000 managers and salespeople in prospect development, owner retention, maximizing showroom traffic and handling phone inquiries.

ORDER TODAY!
Call Customer Service
1-800-367-6549

(TAPE #1)
Introduction
- No "Cold Calls"
- Reasons Sales People Don't Use the Telephone
- The Four Sources of Business
- Viewer Participation

(TAPE #2)
Basic Guidelines in Telephoning
- Best Time to Call
- Best Place to Call
- Getting Past The Secretary
- Viewer Participation

(TAPES #3 and #4)
Phone Ups/Incoming Calls
- Do's and Don'ts of Phone Ups
- Taking Control of the Call
- Getting the Name, Number and Appointment From the Call
- Getting Referrals From A Phone Up

(TAPE #5)
Calling Back Showroom Traffic
- 30 Days Then, After
- Salesperson's Format
- Public Relations Call
- Lost Deal Format

(TAPE #6)
The Delivery
- Prospecting at the Delivery (the 1,2,3 Sheet)
- Being in Control of the Delivery
- Key Numbers on Business Cards

(TAPE #7)
The Three Day Follow-Up Call
- Reasons To Call
- Whom To Call
- Prospecting The Household
- Getting Referrals
- Close Call For Customer's Benefit

(TAPES #8 and #9)
Getting A System
- The Follow-Up Box
- The Household Prospecting Record
- The Million Dollar Mail Piece
- The Log Sheet
- What To Say When They Call

(TAPE #10)
Getting Started
- Game Plan For Veterans
- Game Plan For Rookies
- Orphan Owners
- Service and Body Shops
- Developing More Appointments

(TAPE #11)
Referrals
- How To Get Them
- How To Call Them
- Sample Calls

(TAPE #12)
Setting Realistic Goals and Objectives
- 20 Units Per Month On Less Than 7 New Phone Calls Per Day

Attend a Stuker & Associates Seminar in your area. We also offer in-dealership training and continuous education with monthly follow-ups from one of our reps.

The Auto Industry's #1 SPECIALISTS in Telephone Training

Stuker & Associates, Inc.

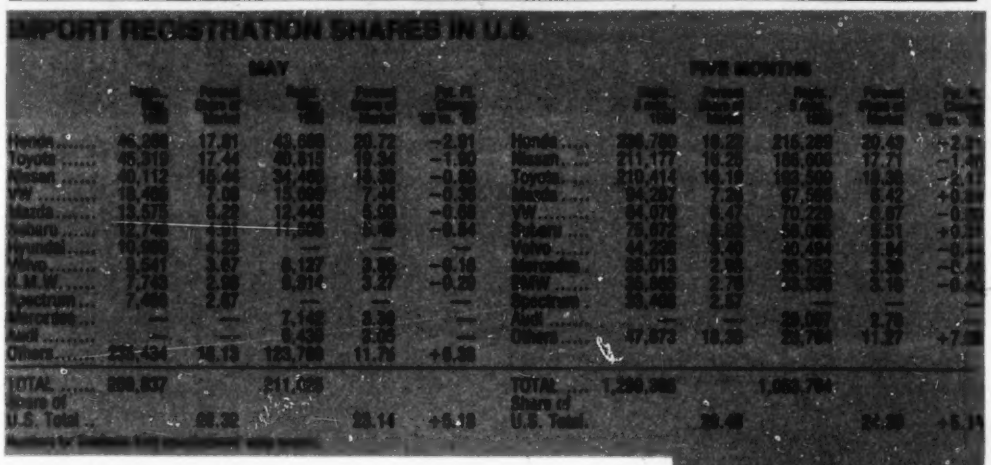
1919 Highland Ave. 129 D. Lombard, IL 60148 (312) 620-8800

MOVE IT with POWER PUSHER

Why do it the hard way when Power Pusher can do the job for you. Push it, pull it, or jump start it. Keep employees productive and healthy.

To order your Power Pusher, contact
Nu-Star, Inc. 1425 County Rd. 89
Shakopee, MN 55379
Telephone (612) 445-8295

nu-star



IMPORT REGISTRATION SHARES IN U.S.

MAY

	May 1986	May 1985	Change
Honda	46,388	17.61	43,688	20.72	−2.91
Toyota	45,319	17.44	40,815	19.34	−1.90
Nissan	40,112	15.44	34,468	16.33	−0.89
VW	18,488	7.08	15,089	7.44	−0.36
Mazda	13,575	5.22	12,445	5.90	−0.68
Subaru	7,[illegible]	[illegible]	[illegible]	5.48	−0.84
Hyundai	10,[illegible]	3.93	—	—	—
Volvo	3,541	3.67	8,127	3.85	−0.18
B.M.W.	7,703	2.96	6,311	3.27	−0.23
Spectrum	7,468	2.87	—	—	—
Mercedes	—	—	7,148	3.39	—
Audi	—	—	5,438	2.58	—
Others	22,434	14.13	183,788	11.79	+6.58
TOTAL	259,837		211,025		
Share of U.S. Total		68.32		28.14	+5.18

FIVE MONTHS

	1986	1986 Share	1985	1985 Share	Pts. Change
Honda	226,700	18.22	215,289	20.49	+2.27
Nissan	211,177	16.26	166,600	17.71	−1.45
Toyota	210,414	16.19	193,589	18.36	−2.17
Mazda	64,287	7.26	67,966	6.42	+0.84
VW	64,079	6.47	70,228	6.67	−0.20
Subaru	79,672	6.68	38,066	3.51	+0.31
Volvo	44,256	3.40	40,494	3.84	−0.44
Mercedes	38,013	2.93	35,752	3.39	−0.46
BMW	38,868	2.76	33,336	3.16	−0.40
Spectrum	38,468	2.57	—	—	—
Audi	—	—	29,097	2.76	—
Others	47,573	18.35	23,794	11.27	+7.08
TOTAL	1,299,365		1,053,764		
Share of U.S. Total		28.49		24.30	+5.19

Sales peak for imports

By Jenny L. King
DETROIT REPORTER

May imported-car registrations were up 23.13 percent from the same month a year earlier, climbing to a record total for the month and 28.32 percent of the U.S. market.

Figures compiled by R.L. Polk & Co. showed May import registrations up almost 50,000 units over the year-ago total. Imports gained 5.18 percentage points in the overall market as domestic registrations stayed around their 1985 level.

The May import sum of 259,837 was a record for the month and was 23.13 percent ahead of last year's 211,025.

Total registrations of 917,579 in May were up a scant 0.62 percent from 911,932 for the same month in 1985.

Two relative newcomers moved into the top 10 import list for May, Hyundai in seventh and Chevrolet Spectrum in tenth place. West-German imports Mercedes-Benz and Audi were pushed out of the top 10 by the South Korean and Japanese-built cars.

Ten makes accounted for 81.65 percent of the import total this May, down seven percentage points from 88.73 percent last year.

At the end of five months, Honda remained on top of the import list although it continued to lose ground.

Ten makes claimed 81.87 percent of the market, down from 88.25 percent the preceding year.

January-May import registrations were up 23.31 percent, to 1,299,365 from 1,053,764. They accounted for 29.48 percent of the total five-month U.S. market, an increase of 5.18 percentage points over 24.30 percent in 1985.

The Japanese share of the May market dropped to 65.97 percent from 67.44 percent. West Germany's share dipped to 13.77 percent from 15.34 percent, while U.S. cars were down to 8.78 percent from 9.71 percent. Comparison totals for May were as follows:

	May 1986	May 1985
Japan	171,418	142,310
West Germany	35,779	32,367
United States	22,822	20,487
Sweden	13,513	11,463
South Korea	10,989	—
Britain	1,950	1,495
Yugoslavia	1,507	—
France	1,076	2,210
Italy	783	693
TOTAL	259,837	211,025

Japanese-built cars claimed 68.34 percent of the January-May import market, down from 69.68 percent in 1985. German products had 13.31 percent, down from 14.24 percent, while U.S. imports were up to 9.44 percent from 8.72 percent. The breakout included:

	5 Mos. 1986	5 Mos. 1985
Japan	888,051	734,285
West Germany	173,001	150,087
United States	122,616	91,908
Sweden	62,820	56,120
South Korea	24,904	—
Britain	9,226	7,768
Yugoslavia	9,165	—
France	6,444	10,681
Italy	3,138	2,915
TOTAL	1,299,365	1,053,764

Registrations of imported trucks in May were up 16.65 percent over last year, following year-to-year gains of 9 percent in April and 3 percent in March. The May total reached 83,768 compared with 71,811 a year earlier. Numbers from the major manufacturers included:

	May 1986	May 1985
Toyota	29,558	26,800
Nissan	18,091	19,738
Mazda	13,427	7,611
Isuzu	6,696	6,187
Others	15,996	11,475
TOTAL	83,768	71,811

Year-to-date truck registrations of 404,086 were up 7.28 percent from 376,664 in 1985. The breakout included:

	5 Mos. 1986	5 Mos. 1985
Toyota	153,605	140,240
Nissan	87,463	109,246
Mazda	55,484	41,700
Isuzu	36,156	—
Dodge Ram 50	—	29,971
Others	71,378	55,507
TOTAL	404,086	376,664

MARKET SHARES
5 MONTHS
1986 VS. 1985

	1986 Sales	1986 Share	Pts. Change
Chevrolet	14.89	14.61	−0.28
Ford	12.39	13.50	−1.11
Oldsmobile	8.89	9.06	−0.17
Pontiac	7.31	7.16	+0.15
Buick	8.77	8.89	−1.43
Honda	5.37	4.97	+0.40
Nissan	4.79	4.30	+0.49
Toyota	4.78	4.46	+0.32
Mercury	4.38	5.07	−0.68
Dodge	3.74	4.48	−0.74
Chrysler	3.18	3.37	−0.19
Plymouth	3.07	3.61	−0.54
Cadillac	2.88	2.88	−0.01
Mazda	2.14	1.58	+0.56
VW	1.91	1.62	+0.29
Subaru	1.72	1.34	+0.38
Lincoln	1.42	1.53	−0.11
Volvo	1.00	0.93	+0.07
Mercedes	0.86	0.83	+0.03
BMW	0.81	0.77	+0.04
Spectrum	0.76	—	—
AMC	0.84	1.33	−0.65
Audi	—	0.67	—
Other Imports	5.34	2.85	+2.49
Misc. Dom.	0.00	0.00	−0.00
TOTAL	4,406,725	4,336,057	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

TOP CARS

U.S. registrations for five months of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1—	642,715	Chevrolet	642,169 — 1
2—	545,774	Ford	585,474 — 2
3—	431,974	Oldsmobile	431,346 — 3
4—	343,985	Pontiac	310,666 — 5
5—	296,301	Buick	355,436 — 4
6—	236,780	Honda	215,289 — 7
7—	211,177	Nissan	166,609 —10
8—	210,414	Toyota	193,509 — 9
9—	193,507	Mercury	219,554 — 6
10—	164,536	Dodge	194,494 — 8
11—	140,286	Chrysler	145,930 —12
12—	135,268	Plymouth	156,659 —11
13—	118,206	Cadillac	116,494 —13
14—	94,267	Mazda	67,596 —15
15—	84,079	VW	70,228 —14
16—	75,672	Subaru	58,066 —17
17—	62,666	Lincoln	66,392 —16
18—	44,238	Volvo	40,494 —19
19—	38,013	Mercedes	35,752 —20
20—	35,885	BMW	33,336 —21
21—	33,408	Spectrum	— —
22—	30,125	AMC	57,586 —18
—	—	Audi	29,097 —22
	235,434	Other Imports	123,769
	37	Misc. Dom.	91
	4,406,725	TOTAL	4,336,057

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1986, Automotive News

Auto pioneers' mansions open for tours

By Scott Miner
Detroit Reporter

Mansions once owned by four Detroit auto magnates or their families are now open to the public and visits are combined in a single tour.

The tour, called "Homes of the Auto Barons," includes the multimillion-dollar homes of Ford Motor Co. founder Henry Ford; Edsel Ford; Lawrence P. Fisher, of the Fisher Body family; and Matilda Dodge-Wilson. The Wilson home is called Meadow Brook Hall. Mrs. Wilson was the widow of John F. Dodge.

At the inaugural tour, members of each of the families were present and spoke about their relatives' homes.

The family members included Alfred Brush Ford, great-grandson of Henry Ford; Richard Wilson, son of Matilda Dodge-Wilson; Paul D. Alandt, grandson-in-law of Edsel Ford; and Thomas K. Fisher, nephew of Lawrence P. Fisher.

Also on hand was Elisabeth Reuther Dickmeyer, daughter of Walter Reuther, former UAW president. Alfred Ford and Elisabeth Dickmeyer bought the Fisher mansion in 1975 and donated it to the International Society for Krishna Consciousness, which now owns and operates it as a cultural center.

The Travel & Tourist Association of Southeast Michigan developed the idea and is working with managers from the four mansions. Guided and self-guided tours are available in all the homes.

South Africa rebounds from auto sales slump

By Jeremy Sinek

South African auto sales took a turn for the better in June, leading to renewed optimism that the industry's slump has finally bottomed out.

The total of 15,769 new cars sold was a 14.65-percent improvement on May, and was 13 percent better than the monthly average for the first five months of '86. It was also a slight improvement over sales in May '85.

Truck and bus sales also were up. Sales of light commercial trucks increased 7.7 percent over May; mediums showed a 16.4-percent gain; and heavies were up 13.1 percent.

But these improvements have to be viewed against a backdrop of exceptionally low sales during the first part of 1986. Overall passenger-car sales for the year to date are still down 13.3 percent from the same period last year. And sales of light, medium and heavy commercial trucks are down by 8.8, 7.2 and 32.5 percent respectively.

Automakers attribute the June boost to a combination of new models coming on stream — Ford registered 1,124 sales of its new Laser/Meteor subcompacts, for example, compared with only 199 of the outgoing Escort in May — and to deliveries of government tender vehicles that had been ordered in April.

Still another reason cited is public perception of greater political stability and some return of economic confidence triggered by the South African government's recent stimulatory package.

It was too early for the government's mid-June economic stimulation package to have had much direct influence on that month's sales, but Nico Vermeulen, director of the Association of Automobile Manufacturers, predicted that the government's measures will continue to underpin demand at current levels in coming months.

"New motor car sales are likely to gain further momentum during the second half of 1986 once the new basis of valuation of company-owned motor cars, for purposes of fringe benefit taxation, is officially implemented," he said.

A new and much less-stringent "perks tax" scheme is due to take effect Sept. 1.

Industry sources estimated that new-car sales would average over 15,000 units a month for the rest of the year, but that would still mean a total market of only about 180,000 units, well down on last year's 204,000.

Manufacturers are optimistic about commercial-vehicle sales. In particular, they expect that the R750 million (U.S. equivalent: $300 million) to be pumped into the building industry as part of the government economic stimulation program will inject new life into light-truck sales.

June was a bumper month for Samcor (Ford/Mazda/Mitsubishi), which topped the sales table with 4,009 units. Samcor recorded gains in Ford Sierra, Mazda 323 and 626 sales, as well as the new Laser/Meteors. Its market share for the first six months, however, remained virtually unchanged from the 1985 full-year figure, at 20.5 percent.

Toyota, shoved into an unfamiliar second place, sold 3,867 cars in June, down 1.4 percent from May; light-truck sales were down, too. But year-to-date figures still leave Toyota comfortably in front with a 26.8-percent car market share. For the whole of 1985 its share was 23.9 percent.

VW/Audi also slipped slightly in June with 2,575 cars sold — down 4.7 percent from May — and 6.5 percent fewer trucks and buses sold. But the January-June figures still leave VW/Audi securely in third place with 17.3 percent of the passenger car market, up from 14.4 percent in 1985.

Mercedes-Benz/Honda held on to fourth despite a disappointing June total of only 1,323 cars sold — 15.1 percent fewer than in May. It was the only automaker to sell fewer cars in June than it had averaged over the previous five months, which the company blamed on supply difficulties arising out of labor problems at the East London factory. For the year to date, Mercedes had 9.7 percent of the market compared with 10.7 percent through 1985.

A 16.2-percent boost was sufficient for GM to push Nissan from fifth to sixth place in June. But even though this is the fifth consecutive month that GM has improved its sales since a catastrophic January, it still placed last in the year-to-date table with 7.1 percent of the market. GM's share last year was 9.3 percent.

Nissan sales were up 8.2 percent from May to June, and over the first six months Nissan remained fifth in market share with 8.1 percent. Nissan's share in 1985 was 6.8 percent.

That leaves BMW sixth for the year-to-date total with 7.6 percent of the market, compared to 6.3 percent last year. In June BMW's sales of 1,211 cars was an 18.7-percent gain on May. ■

South African Passenger Car Sales

Company	January-June 1986 Unit Sales	January-June 1986 Market %	Calendar Year 1985 Unit Sales	Calendar Year 1985 Market %
Toyota	22,946	26.8	48,850	23.9
Samcor	17,495	20.5	42,188	20.6
VW/Audi	14,797	17.3	29,341	14.4
Mercedes/Honda	8,302	9.7	21,842	10.7
Nissan	6,934	8.1	13,870	6.8
BMW	6,534	7.6	12,928	6.3
GM	6,106	7.1	18,973	9.3

OVERSEAS PRODUCTION

SPAIN

Cars

	4 mos. 1986	4 mos. 1985
Ford	94,683	87,772
General Motors	102,561	95,732
PSA	61,072	55,139
Citroen	26,008	23,993
Peugeot	35,064	31,146
Renault	82,841	81,656
Seat	113,583	111,032
Total	454,740	431,331
Vans, trucks, buses		
Enasa	3,778	3,024
Ford	4,269	4,054
General Motors	490	0
Land Rover	10,111	6,657
Mercedes-Benz	4,250	3,424
Motor Iberica	12,183	8,693
PSA	30,900	18,445
Citroen	30,846	18,445
Peugeot	54	0
Renault	15,096	9,466
Seat	6,159	8,539
Total	87,236	62,302
Total vehicles	541,976	493,633

UNITED KINGDOM

Cars

	4 mos. 1986	4 mos. 1985
Carbodies	789	660
Ford	101,971	107,967
GM/Vauxhall	57,181	56,737
Jaguar	15,803	13,620
Lotus	229	300
Panther	99	33
Peugeot/Talbot	22,931	23,167
Reliant	84	235
Rover Group	155,456	177,058
Austin Rover	150,257	172,281
Range Rover	5,199	4,777
Rolls-Royce	892	769
TVR	175	134
Others	208	214
Total	355,818	380,894
Vans, trucks, buses		
ERF	677	725
Foden	218	195
Ford	28,297	37,150
GM/Bedford	18,340	20,385
Hestair Dennis	205	283
Metro Cammell Weymann	71	165
Rover Group	27,774	31,131
Austin Rover	7,707	9,133
Freight Rover	6,606	6,892
Land Rover	8,674	10,004
Leyland	4,787	5,102
Reliant	16	33
Renault	1,520	1,859
Seddon Atkinson	511	570
Others	75	79
Total	77,704	92,575
Total vehicles	433,522	473,469

OVERSEAS REGISTRATIONS

UNITED KINGDOM

Cars

	6 mos. 1986	6 mos. 1985
Alfa Romeo	1,082	1,670
BMW	18,504	17,798
Daihatsu	2,695	2,079
Fiat Auto	32,799	29,219
Ford	257,921	246,973
FSO	2,510	3,057
GM/Vauxhall	154,635	163,154
Honda	9,726	8,406
Hyundai	3,241	2,305
Jaguar	3,884	4,161
Lada	9,002	6,625
Lotus	232	304
Mazda	9,220	7,526
Mercedes-Benz	9,943	9,669
Mitsubishi	5,989	6,448
Nissan	50,734	46,368
Panther	17	39
PSA	59,641	53,183
Citroen	16,845	13,519
Peugeot/Talbot	42,796	39,664
Reliant	169	283
Renault	35,172	39,420
Rover Group	159,821	170,262
Austin Rover	157,578	168,617
Range Rover	2,243	1,645
Rolls-Royce	425	366
Saab	5,137	4,281
Seat	2,794	0
Skoda	6,041	4,585
Subaru	1,587	1,423
Suzuki	2,254	2,092
Toyota	17,535	16,433
Volkswagen/Audi	59,673	57,439
Volvo	35,513	31,683
Zastava	4,180	3,967
Others	2,630	2,418
Total	964,706	943,636

SWEDEN

Cars

	6 mos. 1986	6 mos. 1985
Alfa Romeo	636	726
BMW	2,528	2,449
Daihatsu	779	723
Fiat Auto	3,557	3,772
Ford	14,797	17,048
GM/Opel	12,764	16,200
Honda	2,204	2,223
Jaguar	22	17
Lada	864	785
Mazda	6,437	6,129
Mercedes-Benz	4,053	5,359
Mitsubishi	1,097	1,361
Nissan	7,419	4,822
PSA	3,417	4,071
Citroen	1,475	1,796
Peugeot/Talbot	1,942	2,275
Renault	1,786	1,115
Saab	14,618	15,596
Skoda	84	214
Subaru	730	857
Suzuki	480	342
Toyota	7,272	5,774
VW/Audi Group	16,429	18,081
Audi	5,810	6,528
Volkswagen	10,619	11,553
Volvo	31,781	38,682
Others	28	23
Total	134,083	146,616

BRAZIL

Sales (all vehicles)

	6 mos. 1986	6 mos. 1985
Agrale	668	401
Fiat Auto	51,350	35,154
Engesa	182	0
Ford	100,019	67,416
General Motors	110,000	78,012
Gurgel	909	526
Mercedes-Benz	16,758	11,287
Saab-Scania	2,336	1,412
Toyota	1,727	1,037
Volkswagen	174,240	105,523
Volvo	1,335	845
Others	80	148
Total	459,604	301,761

DENMARK

Cars

	5 mos. 1986	5 mos. 1985
Alfa Romeo	264	50
Austin Rover	199	133
BMW	1,722	1,513
Dacia	212	387
Daihatsu	1,884	1,093
Fiat Auto	4,215	3,640
Ford	11,202	11,231
FSO	672	929
GM/Opel	14,824	12,537
Honda	1,518	771
Lada	1,694	1,664
Mazda	8,760	5,931
Mercedes-Benz	613	483
Mitsubishi	2,187	1,203
PSA	6,024	4,097
Citroen	3,928	2,663
Peugeot/Talbot	2,096	1,434
Renault	519	565
Saab	816	783
Seat	521	106
Skoda	1,665	1,961
Subaru	275	26
Suzuki	161	221
Toyota	10,694	8,474
VW/Audi Group	6,555	5,103
Audi	443	363
Volkswagen	6,112	4,740
Volvo	3,188	2,857
Wartburg	368	592
Zastava	771	749
Others	31	15
Total	86,227	70,374

FRANCE

Cars

	4 mos. 1986	4 mos. 1985
Alfa Romeo	5,314	5,506
Aro	84	231
Austin Rover	11,710	7,805
BMW	10,235	8,821
Ferrari	80	49
Fiat Auto	39,201	27,504
Ford	43,852	47,587
FSO	361	593
GM/Opel	31,907	29,281
Honda	3,074	2,055
Innocenti	376	383
Jaguar	145	78
Lada	6,095	6,813
Maserati	25	37
Mazda	5,405	5,030
Mercedes-Benz	7,381	5,962
Mitsubishi	1,319	1,083
Nissan	6,514	4,927
PSA	207,569	211,553
Citroen	73,650	78,794
Peugeot/Talbot	133,919	132,759
Porsche	544	383
Renault	178,942	176,602
Saab	699	474
Seat	7,204	6,201
Skoda	1,041	1,009
Suzuki/Santana	627	18
Toyota	4,947	3,733
VW/Audi Group	38,574	36,568
Audi	8,149	8,764
Volkswagen	30,425	27,804
Volvo	6,148	6,206
Zastava	483	499
Others	11	27
Total	619,407	596,888

AUCTION DATES

American Motors

Aug. 5 — High Point Auto Auction, High Point, N.C.

Aug. 6 — Columbus Fair Auto Auction, Columbus, Ohio; Mid States Auto Auction, South Bend, Ind.; and Kansas City Auto Auction, Kansas City, Mo.

Chrysler Corp.

Aug. 5 — Aptco Auto Auction, Taylor, Mich.

Aug. 6 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

General Motors

Aug. 5 — Dallas Auto Auction, Dallas; Southern Auto Auction, EastWindsor, Conn.; and Southwest Auto Auction, Phoenix, Ariz.

Aug. 6 — Hatfield Auto Auction, Hatfield, Pa.; Clanton's Auto Auction, Darlington, S.C.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Omaha Auto Auction, Omaha, Neb.

Ford Motor Co.

Aug. 5 — Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

Aug. 6 — Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Northway Exchange Auto Auction, Clifton Park, N.Y. (tenative)

Used Car Sales
Auction Averages

July, 1986	$5,196
Month ago	$5,194
Year ago	$5,327

Model Breakdown
Auction Averages

	JUL 1986	JUN 1986	MAY 1986
1986	$12,574	$12,183	$11,292
1985	$8,522	$8,558	$8,650
1984	$6,259	$6,342	$6,384
1983	$5,501	$5,530	$5,516
1982	$4,358	$4,363	$4,361
1981	$3,395	$3,422	$3,423
1980	$2,528	$2,561	$2,560
1979	$2,164	$2,172	$2,195
Overall Average	$5,196	$5,194	$5,143

USED-CAR AUCTION DIRECTORY

Turn to Page 46 For More Auctions

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon 'o sale 21 years servicing the industry. Contact: Nelso.' Floyd, Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 12 Noon. Serving dealers & fleets. Phone: 717-961-3800.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Auction Every Tuesday
Hatfield Auto Auction
Route 309, Box 309, Hatfield, Pa.
GM BRASS HAT SALE
350 Vehicles Plus
Many Olds, Buicks, Cadillacs
Daily Rent Re-purchase Program
WEDNESDAY, AUG. 6TH
AT 11 A.M.
Hotel Reservations **Airport Pickup**
215-822-1935
Call for Details

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5981

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

FLORIDA

LAKELAND AUTO AUCTION

FACTORY SALE

Ford MERCURY LINCOLN

WEDNESDAY
AUG. 20
— 1986 —
10:00 A.M.

FRANCHISED DEALERS ONLY

350 LINCOLN TOWN CARS — 600 + — GOOD SELECTION OF OTHER MODELS

Buy at the **FORD FACTORY SALE** and **Win** a Low Mileage, **1985 Repurchased Lincoln Town Car.**

- **All Ford Sales Begin at 10:00 A.M. SHARP!** All Units Will Be Available for Dealer Inspection on Monday and Tuesday Prior to the Sale.
- **One Entry** in the Contest Drawing **for Each Car or Truck Purchased.**
- **Dealer Must be Present to Win!**
- **Drawing** Will Follow the Ford Sale on **August 20, 1986.**

FREE COUNTRY BREAKFAST 8-9:30 A.M.

LAKELAND AUTO AUCTION
STATE ROAD 33 & I-4 EXIT 20
P.O. BOX 3806, LAKELAND, FLORIDA 33802
PHONE: (813) 984-1551 FOR HOTEL & LIMO SERVICE

TIME AUTO TRANSPORT

1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey **201-370-2070**
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

PRODUCTION

Auto production dips; week's total is 94,914

By Kathy Boyer
DETROIT REPORTER

Model-changeover closings cut last week's domestic auto production to the lowest level since the first week of the year, which was a holiday week.

Last week's targeted output of 94,914 cars dipped 16.51 percent from the previous week's 113,681 and was 28.13 percent below the year-ago week's 132,063.

So far this year, 4,846,538 cars have been assembled, 4.69 percent below the 5,084,825 completed last year at this point.

Companies shared last week's estimated production as follows: Ford Motor Co., 39.73 percent; General Motors, 35.58 percent; Chrysler Motors, 14.12 percent; Honda of America Manufacturing Inc., 4.95 percent; New United Motor Manufacturing Inc., 4.04 percent; and American Motors, 1.58 percent.

Nissan Motor Manufacturing Co.'s car line in Smyrna, Tenn., remains idle for changeover. The plant is expected to resume output later this month.

Volkswagen of America's plant in Westmoreland, Pa., remains closed for changeover until Aug. 18.

Ford's Atlanta plant, which assembles Taurus and Sable, remains closed by a strike over working conditions.

Ford's Dearborn, Mich., plant is closed for two weeks' vacation beginning today (Aug. 4).

All other Ford car plants are scheduled for overtime this week.

The following GM plants resume production this week after being idle for model changeover: Fairfax, Kan.; Flint, Mich. (Buick City); Orion Township, Mich.; Leeds, Mo.; Doraville, Ga.; and Norwood, Ohio.

The following GM plants will be closed for model changeover this week (Aug. 4): Wentzville, Mo; Oklahoma City, Okla.; Tarrytown, N.Y.; Framingham, Mass.; and Lansing, Mich. (Nos. 1 and 2).

Canadian car assembly dips

Because of plant vacations, estimated Canadian car production last week was the lowest of any week so far this year.

Last week's output of 9,683 cars was 5.61 percent below the previous week's 10,259 and 32.74 percent below the year-ago week's 14,397.

So far this year, 643,711 cars have been assembled, 3.53 percent more than the 621,746 built last year at this point.

With Chrysler Motors' Windsor, Ontario, plant back from vacation, last week's scheduled truck production of 11,715 units was more than double the previous week's 4,307.

Last week's total was 39.90 percent more than the year-ago week's 8,374.

Year-to-date, 521,540 trucks have been built, 1.04 percent more than the 516,190 assembled last year at this time.

Truck production declines 5 pct.

Scheduled domestic truck production of 66,277 units last week was 5.12 percent below the previous week's 69,855 but was 10.94 percent better than the year-ago week's 59,742.

Year-to-date, 2,137,515 trucks have been built, 4.05 percent more than the 2,054,374 completed last year at this time.

American Motors' Toledo, Ohio, plant remains idle for vacation. Output is scheduled to resume Aug. 11.

All Ford Motor Co. truck plants except Lorain, Ohio, are slated for overtime this week (Aug. 4).

CANADIAN CAR	Week Ended Aug. 2, This	Week Ended Aug. 3, Year	Week Ended July 26, Year	July Est.	Jan. 1 to Aug. 3, This	Jan. 1 to Aug. 2, Year
AMERICAN MOTORS	0	0	0	0	5,493	2,362
FORD MOTOR	9,458	11,245	5,429	19,868	290,041	304,693
GENERAL MOTORS	0	2,927	4,605	31,346	319,756	330,185
VOLVO	225	225	225	999	6,456	6,451
Total Cars, Canada	9,683	14,397	10,259	52,213	621,746	643,711
U.S. TRUCK☆	**Week Ended Aug. 2, This**	**Week Ended Aug. 3, Year**	**Week Ended July 26, Year**	**July Est.**	**Jan. 1 to Aug. 3, This**	**Jan. 1 to Aug. 2, Year**
CHEVROLET	21,445	18,880	24,306	97,815	723,483	726,568
DODGE	2,000	0	2,339	16,473	125,908	52,537
FORD	30,327	24,926	29,700	84,225	699,314	844,311
GMC	6,969	6,370	7,426	31,044	222,350	219,989
NAVISTAR*	1,600	1,658	0	2,312	46,619	41,727
JEEP	0	3,279	0	8,446	119,682	109,302
NISSAN	1,586	2,579	3,732	7,446	60,725	73,068
AM GENERAL*	50	50	50	222	1,490	1,512
MISCELLANEOUS*	2,300	2,000	2,300	10,212	64,803	68,540
Total Trucks, U.S.	66,277	59,742	69,855	258,193	2,054,374	2,137,515
CANADIAN TRUCK	**Week Ended Aug. 2, This**	**Week Ended Aug. 3, Year**	**Week Ended July 26, Year**	**July Est.**	**Jan. 1 to Aug. 3, This**	**Jan. 1 to Aug. 2, Year**
AMERICAN MOTORS	0	0	545	2,927	0	18,165
CHRYSLER	5,558	0	0	12,550	236,389	232,964
FORD	2,660	3,651	0	4,510	95,317	94,739
GENERAL MOTORS	3,077	4,511	3,762	21,838	176,088	172,311
NAVISTAR	200	212	0	465	7,416	5,861
Total Trucks, Canada	11,715	8,374	4,307	42,120	516,190	521,540
N. American Trucks	77,992	68,116	74,162	300,313	2,570,564	2,659,055

—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Weekly estimates may contain some of one or two units due to rounding.

U.S. CAR	Week Ended Aug. 2, This	Week Ended Aug. 3, Year	Week Ended July 26, Year	July Est.	Jan. 1 to Aug. 3, This	Jan. 1 to Aug. 2, Year
AMERICAN MOTORS	1,500	2,809	0	2,644	64,448	31,537
Renault Total	1,500	2,809	0	2,644	64,448	31,537
Alliance	1,500	1,936	0	2,563	40,237	28,190
Encore	0	873	0	81	24,211	3,347
CHRYSLER CORP.	13,400	7,491	15,028	77,903	830,033	811,995
Plymouth Total	4,800	2,505	5,694	24,518	239,253	242,761
Horizon	3,400	2,397	4,013	15,460	91,153	101,405
Sundance	1,100	0	1,316	4,188	0	5,573
Reliant	0	0	0	3,377	104,984	96,957
Caravelle	0	0	0	494	31,669	27,823
Gran Fury	300	108	365	1,019	11,447	11,003
Chrysler Total	3,000	2,443	3,209	17,984	270,561	257,292
LeBaron	0	0	0	3,082	62,713	63,872
LeBaron GTS	900	0	1,098	6,360	60,506	42,165
Laser	0	0	0	1,484	34,390	27,239
New Yorker/E-Class	0	0	0	937	43,539	47,309
Fifth Avenue	2,100	2,443	2,171	6,121	72,413	76,687
Dodge Total	5,600	2,543	6,125	35,401	318,219	311,942
Omni	3,100	2,236	3,327	16,733	89,724	97,715
Shadow	1,000	0	1,189	3,708	0	4,988
Aries	0	0	0	3,306	87,047	75,480
Daytona	0	0	0	2,725	31,474	30,807
Dodge 600	0	0	0	2,259	42,919	46,756
Lancer	600	0	652	3,992	42,807	33,912
Diplomat	900	307	957	2,677	23,248	22,284
FORD MOTOR	37,708	32,850	35,673	111,416	993,536	1,063,190
Ford Division	26,571	21,586	24,305	76,695	659,039	728,958
Escort	7,998	7,680	7,937	21,912	191,856	227,407
Mustang	4,281	3,881	4,249	18,207	105,966	121,227
LTD	0	3,493	0	0	128,584	0
Taurus	7,010	0	4,970	18,669	0	168,603
Thunderbird	3,103	2,536	3,046	8,445	111,010	94,031
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,179	3,994	4,103	11,461	110,663	117,690
L-M Division	11,137	11,064	11,368	32,721	334,497	334,232
Mercury Total	8,564	7,471	7,832	23,871	238,959	230,961
Lynx	1,457	1,805	1,421	3,929	43,745	38,405
Capri	224	743	203	1,430	11,576	11,020
Marquis	0	1,807	0	0	54,465	0
Sable	2,518	0	1,885	6,549	0	71,311
Cougar	3,072	2,020	3,064	8,442	80,782	74,649
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,293	1,206	1,259	3,521	33,658	35,576
Lincoln Total	2,573	3,593	3,536	8,860	95,536	103,271
Continental	295	506	403	1,003	15,953	11,640
Lincoln	1,924	2,686	2,651	6,633	69,001	77,464
Mark VI/VII	354	399	482	1,214	10,584	14,167
GENERAL MOTORS	33,774	80,584	54,315	288,898	3,007,153	2,631,689
Buick Total	8,337	19,320	14,596	65,958	619,609	479,482
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	0	0	0	6,754	57,005	53,159
Somerset/Skylark	2,466	2,258	3,143	12,558	72,448	70,523
Century	3,925	5,774	4,368	20,126	163,544	151,057
Regal	0	3,471	0	1,318	79,805	36,489
LeSabre/Electra(rwd)	0	2,462	349	1,285	84,999	8,931
LeSabre (fwd)	0	0	4,887	16,516	0	86,918
Riviera	918	1,252	845	3,286	40,460	16,715
Electra(fwd)	1,028	4,103	1,00*	4,114	70,595	56,090
Cadillac Total	1,839	6,876	1,961	16,807	221,874	197,540
Cimarron	332	630	394	1,607	17,536	16,172
Seville	755	719	782	3,326	23,656	14,901
Eldorado	752	1,416	785	3,307	44,717	16,333
Cadillac (rwd)	0	405	0	0	29,088	49,101
DeVille (fwd)	0	3,706	0	10,568	106,897	101,033
Chevrolet Total	8,558	22,227	13,926	74,209	1,010,371	805,022
Chevette	0	2,773	0	1,316	100,093	61,031
Cavalier	3,380	8,068	4,187	28,912	300,382	252,199
Celebrity	2,496	5,457	3,080	13,261	172,859	162,399
Camaro	0	0	0	8,437	137,143	115,669
Citation	0	0	0	0	28,699	0
Monte Carlo	2,170	2,009	2,205	9,643	83,646	69,718
Chevrolet	0	2,829	3,801	11,170	158,214	127,707
Corvette	512	1,063	644	1,469	27,224	16,299
Oldsmobile Total	10,245	22,810	15,337	72,904	749,687	655,803
Firenza	0	0	0	871	38,949	23,400
Cutlass Supreme	0	4,772	0	1,118	140,068	84,031
Cutlass Ciera	3,223	6,295	3,486	23,561	220,857	166,673
88 (rwd)	58	5,781	0	46	151,087	11,807
88 (fwd)	3,416	0	8,374	27,887	0	212,308
Olds 98	941	2,562	1,051	7,090	85,429	66,378
Calais	2,022	2,668	1,853	8,847	89,156	74,784
Toronado	585	712	583	2,583	24,341	12,332
Pontiac Total	4,795	9,351	8,495	57,018	405,612	483,842
Acadian**	0	255	0	431	7,913	9,864
2000 Sunbird	0	2,577	148	8,379	85,673	84,346
1000	0	678	0	513	18,989	11,792
Firebird	0	0	0	7,527	73,488	70,440
6000	0	1,460	3,300	11,902	31,289	92,495
Parisienne	0	1,557	114	3,348	45,401	41,251
Fiero	0	0	0	3,409	71,866	44,332
Grand Am	4,795	2,824	4,933	21,509	70,973	139,322
HONDA	4,700	3,109	4,833	17,694	95,121	115,619
NISSAN	0	1,289	0	0	14,392	21,517
NUMMI*	3,832	1,800	3,832	17,627	21,557	120,709
VOLKSWAGEN	0	2,331	0	3,063	58,565	50,262
Total Cars, U.S.	94,914	132,063	113,881	519,243	5,084,825	4,846,538
Total Cars, Canada	9,683	14,397	10,259	52,213	621,746	643,711
N. American Cars	104,597	146,460	123,940	571,457	5,706,571	5,490,249
N. American Trucks	77,992	68,116	74,162	300,313	2,570,564	2,659,055
North American Cars and Trucks	182,589	214,576	198,102	871,769	8,277,135	8,149,304

*—Revised estimate. **—All Acadians are built for sale in Canada
Weekly estimates may contain some of one or two units due to rounding.

Ford marks 3 milestones

Ford Motor Co. marked three production milestones late last month — the Dearborn, Mich., engine plant built its three-millionth four-cylinder engine; the two-millionth U.S.-produced Ford Escort was built in Wayne, Mich.; and North America's one-millionth Ford Tempo was built in Oakville, Ontario.

The Dearborn plant produced the three-millionth four-cylinder engine built there since the plant's renovation in 1978.

From 1953 to 1978, the plant turned out V-8s, but accurate production data from those years is unavailable. It is estimated that more than 20 million V-8s were produced there before market trends steered it to four-cylinder business.

The plant was built for the U.S. government in 1941 for the production of engines for World War II aircraft. Ford purchased it in 1947 and used it for storage until its conversion to engine production.

The two-millionth U.S.-produced Ford Escort was built at the Wayne, Mich., assembly plant.

Escort has been the world's best-selling car for four years, with a record 420,700 sold in 1985, according to Ford. So far this year, more than 208,000 have been sold.

The milestone Escort is expected to be delivered in California in mid-August.

Ford's Oakville assembly plant, which has produced 437,565 Tempos, had the honor of building the one-millionth Tempo assembled in North America. The balance of the Tempos have been built at Ford's plant in Kansas City, Mo.

Ford to use supercharger from Eaton

Eaton Corp. is not betting heavily on its supercharger, but the company believes it could develop into a nice piece of business in the years ahead, said William E. Butler, president of the Automotive Components Group.

Butler told the Detroit Auto Writers Group, that Ford Motor Co. will install the Eaton supercharger on its 3.8-liter V-6 engine in a low-volume, special-performance car in the 1989 model year. Eaton's principal competitor for that business was Colt Industries, he said.

"If that catches on in the marketplace, it has the potential to grow into a very nice business," he said.

"We're tooling it for 50,000 units. I suspect that if we sold 15,000 the first year, that would be fantastic," Butler said. Ford is making a financial contribution toward the tooling.

In response to a question, he said a price estimate of about $1,000 could be low.

"I think it will be sold as part of a package," Butler said. "You'll buy an automobile that will have all the other accessories that go along with a supercharged car. The $1,000 figure could be low when you get into wheels and tires and steering wheel and all the bells and whistles of a performance car — and it will be a performance car."

Automotive News

August 11, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Brazil levies stiff new tax on purchases of cars, fuel

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — The Brazilian government has levied stiff surcharges on purchases of new and used cars — 30 percent on prices of new cars and 10 to 30 percent on used cars — as part of a package of measures aimed at reducing consumption and increasing savings.

There also is a surcharge of 28 percent on gasoline and its substitute, alcohol fuel.

The deposits will go into the new National Development Fund and are to be used to finance economic growth.

The surcharges actually are taxes. They will be returned in the form of government "bonds" after three years, adjusted for inflation. But the "bonds" cannot be redeemed for cash.

On car purchases, the "bonds" will go to individual buyers. On motor fuel, the bonds will be issued on an average-per-consumer basis — the amount collected divided by the number of cars.

The surcharges went into effect July 24.

The measures are expected to inhibit demand for autos in the short term, but industry sources were reluctant to make any projections.

"It will take 30 to 60 days for us to have an idea how the market is reacting," said a spokesman for the National Association of Automotive Vehicle Manufacturers (ANFAVEA).

He said that demand had been so high prior to the surcharges that many dealers had illegally charged fees above their markup — that is, charging more than what would be the sticker price in the United States — so that "a compulsory deposit instead of a non-returnable illegal dealer markup may not be much of a discouragement."

But the surcharges are not expected to improve the outlook for automakers in Brazil, where the government has frozen prices, suppliers and dealers are reluctant to take a cut in returns and labor is increasing its demands.

The automakers, meanwhile, cite a need to invest heavily for what all manufacturers see as a major export market.

Some 12,000 unfinished vehicles stand in the yards of Brazil's auto and truck manufacturers awaiting parts. Buyers must wait five months for a new car and two months for a truck. Many dealers refuse to accept orders.

At the same time, "the best the country's automakers can expect this year is to break even," according to Andre Beer, vice-presi-

see BRAZIL, page 30

EUROPEAN SALES — 1986 vs. 1985

Manufacturer	6 mos., 1986	1986 market share	6 mos., 1985	Volume: Pct. gain or loss from 1985
VW-Audi-Seat	696,900	14.6	812,600	+10.6
Fiat Auto	799,000	13.0	727,600	+ 9.8
Japan (all)	727,500	11.8	592,000	+22.9
Ford	712,500	11.6	684,100	+ 7.3
General Motors*	701,500	11.4	657,600	+ 6.7
PSA†	693,000	11.2	650,700	+ 6.5
Renault	609,500	9.9	620,700	– 1.8
Mercedes-Benz	223,000	3.6	203,100	+ 9.8
Rover	216,700	3.5	214,200	+ 1.2
Others	178,200	2.9	158,300	+12.6
BMW	161,000	2.6	156,300	+ 3.0
Volvo	143,500	2.3	139,400	+ 3.0
Alfa Romeo	96,500	1.6	91,400	+ 5.5
Total	6,160,800	100.0	5,688,000	+ 8.3

*Opel, Vauxhall, Isuzu
†Peugeot, Talbot, Citroen

Compiled from industry estimates

Volkswagen leads Europe in sales, heading for record

By Jean-Jacques Renaux
SPECIAL CORRESPONDENT

BRUSSELS, Belgium — The Volkswagen Group again was the sales leader in Europe during the first six months of this year, and the Japanese chalked up a gain of 22.9 percent, according to industry estimates compiled by Automotive News.

New-car sales in Europe totaled 6,160,800 for the first half, up 8.3 percent from 5,688,000 in the first six months of 1985. If sales continue at their first-half pace, 1986 will be a record year. The current mark is 10.64 million in 1985.

The VW Group, which includes Volkswagen, Audi and Seat, had

see EUROPE, page 44

Chevrolet considers $4,995 price tag for 1987 Chevette

By Michelle Krebs
FINANCIAL EDITOR

Chevrolet is considering a plan to market its 1987 Chevette in a manner similar to the way that Chrysler Corp. markets its Omni/Horizon America models but with an even lower price tag — $4,995.

Chevrolet has confirmed that the plan is being considered and said the price is in the $5,000 range. Automotive News sources put the sticker at $4,995.

The least-expensive 1986 Chevette is the two-door hatchback, which has a base price of $5,645. The base four-door is $5,959.

Chevrolet's consideration of an "America" program is a further indication that the battle for the small-car market is heating up, and the predicted price war has begun in earnest.

Auto analysts have said the battle for the U.S. small-car market will become more intense throughout the decade as more overseas companies bring in low-priced vehicles. Yugo kicked off the competition with its $3,990 Yugoslavian-built model. The South Korean-built Hyundai entered the fray last winter with its $4,995 Excel.

Japanese automakers, who have concentrated on the more profitable upscale markets in the recent years of import restraints, are taking another look at the small-car market. Sources say they are re-evaluating the pricing of their entry-level models.

U.S. manufacturers also have begun to fight the South Korean and Yugoslavian competition.

Chrysler announced last spring that it would offer America versions of its Omni and Horizon subcompacts to battle the low-priced foreign competition.

Chrysler billed the America models as the lowest-priced domestically built cars. They went on sale May 15 with a base price of $5,499, $710 less than the previous price. Chrysler since has announced a $300 price increase.

Like the Chrysler models, Chevrolet will offer limited options and limited color choices on the Chevette.

Pontiac dealers expect the Chevette's sister car, the Pontiac 1000, to have a base price a few hundred dollars more than the Chevette. The 1986 base prices for the 1000 are $5,749 for the two-door and $5,969 for the four-door.

The 1987 model year will be the last for the Chevette and 1000.

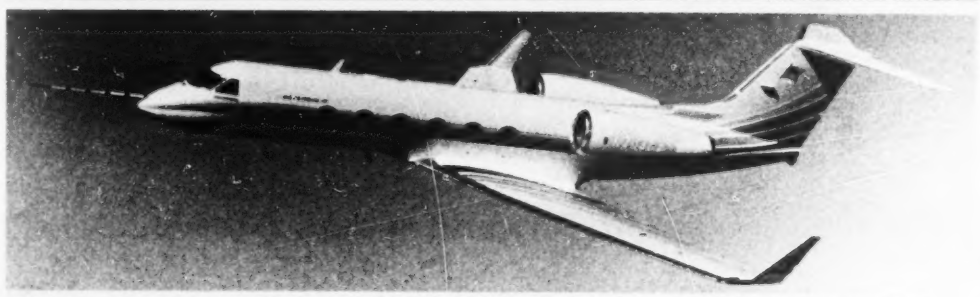
The Chevette was introduced in 1976 and had its best sales years during the recession. Its peak year was 1980 with sales of 369,180.

Sales for the 1986 calendar year to date are 41,985. The bulk of Chevette sales in 1986 were fleet sales for the daily rental market.

Chevrolet plans no direct replacement for the Chevette.

The Isuzu-built Spectrum and Suzuki-built Sprint will fill the void.

The Pontiac 1000 will replaced by the LeMans, an Opel-designed small car built by Daewoo Motor Co., General Motors' affiliate in South Korea. It will debut as a 1988 model.



A Gulfstream jet: Chrysler executives look for the aircraft subsidiary to help the corporation's automotive operations.

Chrysler optimistic on Gulfstream's future

By Mary Connelly
DETROIT REPORTER

In the year since Gulfstream Aerospace became a subsidiary of Chrysler Corp., executives of the auto company appear to have become even more bullish on the $637-million acquisition.

Gulfstream, a manufacturer of corporate and government aircraft, is based in Savannah, Ga.

In interviews, three top Chrysler executives said:

1. Chrysler expects to reap some benefits within the calendar year from an exchange between Gulfstream and the automaker's Huntsville, Ala., electronics operation. The Huntsville plant may do some electronics work for Gulfstream, thus developing Huntsville's military and defense presence.

2. Chrysler Capital Corp. has benefited through involvement in financing programs for Gulfstream planes and is developing a leasing program for Gulfstream customers.

see AIRCRAFT, page 22

Crash stats on Hyundai out of date

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — Bad news for Hyundai is that in government high-speed crashes, the cars performed marginally in protecting the dummy on the driver's side but did very poorly in protecting the dummy on the passenger's side.

Good news for Hyundai and its customers is that between the time NHTSA bought its 1986 four-door sedan and got around to having it crashed, Hyundai changed the design of the belt system so the teeth grab the belt webbing instead of the belt-spool lockup. This makes the belt lock up faster during sudden deceleration such as would

see HYUNDAI, page 43

NEWSPAPER

03032290B 0300 8632 COMP A72
ACO EDITOR
ACO EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE8
BETHESDA MD 20814

...go officials deny ...oduction rumors Page 2

Business world taps auto execs as directors Page 6

Imports set record with 32% of July sales Page 46

Inventory is sliced but days' supply increases

By Kathy Boyer
DETROIT REPORTER

August opened with the lowest domestic new-car inventory in seven months, but the days' supply increased.

With several plants closed during July for model changeover, the stockpile of unsold cars on Aug. 1 decreased to 1,725,524.

The count hadn't been that low since Jan. 1, when 1,629,649 cars were reported.

The Aug. 1 inventory compares with 1,859,576 on July 1 and 1,579,595 on Aug. 1, 1985.

However, the Aug. 1 supply was 69 days, compared with 63 days a month earlier and 65 days a year earlier.

Four domestic manufacturers ran against the tide and experienced decreases in their days' supply: Chrysler Motors, Ford Motor Co., American Honda and Volkswagen of America.

Companies shared the Aug. 1 inventory as follows: General Motors, 62.40 percent; Ford, 20.09 percent; Chrysler, 14.58 percent; American Motors, 1.72 percent; Volkswagen, 1.01 percent; Honda, 0.19 percent; and Nissan, 0.01 percent.

On July 1, the split was: GM, 59.96 percent; Ford, 21.21 percent; Chrysler, 15.63 percent; AMC, 1.79 percent; Volkswagen, 1.14 percent; Honda, 0.26 percent; and Nissan, 0.01 percent.

The shares by size class on Aug. 1 were: subcompact, 17.64 percent; compact, 19.83 percent; intermediate, 37.74 percent; standard, 13.93 percent; and luxury, 10.86 percent.

One month earlier the percentages were: subcompact, 17.77 percent; compact, 20.82 percent; intermediate, 37.13 percent; standard, 13.52 percent; and luxury, 10.76 percent.

There was a 61-day supply of subcompacts on Aug. 1. Days' supplies by nameplate were: Accord, 6; Sentra, 21; Horizon, 25; Omni, 27; Escort, 49; Lynx, 63; Golf/GTI, 71; Nova, 81; Turismo, 87; Charger, 88; Daytona, 93; Chevette, 94; Fiero, 104; Pontiac 1000, 125; Laser, 148; Alliance, 150; Encore, 156; Sundance, 186; and Shadow, 216.

The supply of compact cars was 62 days: Mustang, 44; Sunbird, 47; Topaz, 49; Aries, 56; Reliant, 58; Cavalier, 59; Tempo, 60; Firebird, 66; LeBaron, 68; Camaro, 73; Capri, 74; Firenza, 76; Skyhawk, 117; Eagle, 117; and Cimarron, 127.

There was a 73-day supply of intermediates: Sable, 43; Grand Am, 47; Taurus, 50; Marquis, 51; LTD, 52; Calais, 52; Cougar, 54; Caravelle, 59; Cutlass Supreme, 63; Somerset Regal, 65; Celebrity, 71; Cutlass Ciera, 75; Thunderbird, 76; Dodge 600, 78; Bonneville, 85; Regal, 88; Century, 95; Monte Carlo, 97; LeBaron GTS, 101; Pontiac 6000, 104; Grand Prix, 108; Citation, 114; Lancer, 117; and New Yorker, 187.

The supply of standard-sized cars was 74 days: Grand Marquis, 45; Diplomat, 48; Crown Victoria, 49; Plymouth, 50; Parisienne, 62; Chevrolet, 67; LeSabre, 87; and Oldsmobile 88, 111.

There was an 80-day supply of luxury cars: Lincoln, 52; Fifth Avenue, 59; Continental, 63; Mark VII, 65; Oldsmobile 98, 74; Corvette, 76; Electra, 84; Cadillac, 85; Toronado, 142; Eldorado, 160; Riviera, 178; and Seville, 251.

Hoglund details pains of grooming B-O-C

By Michelle Krebs
FINANCIAL EDITOR

Since taking charge of the Buick-Oldsmobile-Cadillac Group in February, William Hoglund's first job has been to "cement" the last parts of the General Motors reorganization that began two years ago.

The B-O-C group is organized into seven business units: the three divisions — Buick, Oldsmobile and Cadillac — and four platform groups responsible for the design and manufacturing of their assigned platform cars.

Originally, each business unit was to be an individual profit center.

"We've been agonizing over the degree of autonomy of the business units," Hoglund said. "We finally came to the understanding that the group has to be the total business unit."

Hoglund said each unit still will have profit responsibility but not in a traditional return-on-investment sense because the business units have different functions.

"The marketing units have the exposure to the market, but they don't have the resource responsibility," Hoglund noted, "whereas the product teams have all the resource allocation responsibility, but they don't have the marketing."

The original thinking was that if each unit competed against each other for profits, it would maximize the profits of the entire B-O-C organization.

"That worked fine for a while," Hoglund said, "but now, the collaboration of the business units is far more important than the competition. It's that collaboration that we look for to maximize the profitability of B-O-C."

Hoglund said his next job is to work with the marketing divisions to focus their product programs and market direction.

All of GM's North American car divisions are involved in a market-segmentation and model-deproliferation program. The plan is designed to force the car divisions to compete against outsiders, not each other, and to reduce the number of models offered by GM to avoid confusion in the marketplace.

In addition to the product focus, Hoglund said, B-O-C looks for massive improvements in the effective use of resources — capital, people and time.

"The real key to our future is getting rid of the waste," Hoglund said. He estimated that GM has 25 percent waste in everything it does.

He noted that the competition pays that kind of attention to detail and has that same drive to eliminate waste.

"That's the mentality we've got to get," he said. "We're making great strides, but it's going to take a little longer than we thought."

GLENN TWEST

William Hoglund: "The real key to our future is getting rid of the waste."

B-O-C runs in red, Hoglund suggests

If General Motors' Buick-Oldsmobile-Cadillac Group were listed in the Fortune 500, it would rank ninth with $30 billion in annual sales.

As an independent company, B-O-C would follow American Telephone & Telegraph on this year's Fortune 500 list and would be ahead of E.I. du Pont de Nemours & Co.

William Hoglund, B-O-C group executive, intimated that B-O-C as a business unit is not yet profitable.

"We're going through some major start-ups and reorganizations," he said. "We sure as heck are going to be profitable."

Saturn plant to be phased in one step at a time

By Roger Rowand and Michelle Krebs
AUTOMOTIVE NEWS STAFF

General Motors' $3.5-billion Saturn plant, which eventually will be a fully integrated manufacturing complex, will be phased in rather than starting every segment at once.

GM President F. James McDonald, speaking at the University of Michigan's annual Management Briefing Seminar in Traverse City, Mich., said the assembly plant, foundry, sheet metal and plastics operations will be phased in rather than started simultaneously.

"It's crazy for anybody to think it would all open up at once," McDonald said. "You only have so much talent to work on a problem. If you're silly enough to create all those kinds of start-ups with the problems that exist, you put at risk every nickel you have invested there."

Suppliers involved with Saturn say a phase-in of the various manufacturing segments has always been the plan.

In addition, GM, following slow, problematic start-ups at its Detroit-Hamtramck and Buick City plants, has vowed to never again try to start every high-tech element of a new assembly plant at once. Rather, high-tech equipment will be phased in gradually.

F. James McDonald: "It's crazy for anybody to think it would all open up at once. You only have so much talent to work on a problem."

McDonald did acknowledge that GM is evaluating all aspects of its operations, including Saturn, to reduce costs and boost profitability.

Throughout the corporation, GM has been looking for ways to cut spending because of less-than-stellar profit performance in recent quarters and an industry slugfest forecast for the years ahead.

McDonald further confirmed that Saturn cars will be sold through a separate franchise system, as originally planned. Rumors have persisted that Saturn had scratched plans for a separate franchise system and had decided to sell the cars through Chevrolet and Pontiac dealers.

However, Saturn has a team of about a dozen GM dealers working on new ideas for distribution and selection of dealers.

Sources familiar with Saturn plans also deny persistent rumors that the car will be an econobox replacement for the Chevrolet Chevette, which will be discontinued after the 1987 model year.

Sources say the Saturn car will be sportier and more upscale than a traditional econobox.

GM has said the Saturn may not necessarily be its lowest-priced car. The Sprint likely will remain as GM's least expensive car, and Saturn may be second.

McDonald said the long-term production goal for Saturn remains at 500,000 cars a year.

INDEX

Auction reports	34-35
Classified advertising	36-43
Editorial page	10
Inventories	3
Obituaries	45
Personnel	28
Production by makes	47
Sales, car	46
Sales, truck	14
Truck highlights	14

61st year—No. 5140

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

NEW-CAR STOCKS

	Aug. 1 '86	July 1 '86	Aug. 1 '85
Mercury	169	128	156
Escort	156	222	103
Total Renault	152	180	73
Yugo	117	118	107
Total AMC	117	118	107
AMERICAN MOTORS	148	146	116
Alliance	150	253	0
Encore	156	253	0
LeBaron	87	91	0
Reliant	58	49	0
Caravelle	59	52	103
Plymouth	50	50	72
Total Plymouth	52	49	72
Laser	148	148	0
LeBaron K	68	72	0
LeBaron GTS	101	139	0
Cordoba	0	0	0
Fifth Avenue	59	77	119
E-Class	0	0	0
New Yorker	187	186	123
Total Chrysler	78	85	58
Omni	27	27	44
Shadow	216	128	0
Charger	88	84	93
Daytona	93	84	88
Aries	56	58	72
Lancer	117	144	99
Dodge 400-600	0	0	0
Diplomat	48	58	64
Mirada	0	0	0
Dodge 600	78	80	103
Total Dodge	66	66	82
CHRYSLER CORP.	66	67	82
EXP	0	0	52
Escort	49	49	51
Mustang	44	45	37
Tempo	60	70	48
Taurus	50	44	0
Thunderbird	76	88	64
LTD	52	47	38
Crown Victoria	49	57	61
Total Ford Division	54	55	50
Lynx	63	71	85
Topaz	49	63	67
Sable	43	34	0
Cougar XR-7	54	58	58
Capri	74	93	86
Marquis	51	52	44
Grand Marquis	45	51	80
Total Mercury	51	52	57
Continental	63	71	62
Lincoln	52	57	51
Mark VII	65	70	44
Total Lincoln	55	60	52
Total L-M Division	52	54	56
FORD MOTOR CO.	53	55	52
Skyhawk	117	79	64
Skylark	0	0	44
Somerset Regal	65	42	105
Century	95	80	61
Regal	88	82	111
LeSabre	87	66	82
Electra	84	77	75
Riviera	178	187	78
Total Buick	90	73	72
Cimarron	127	98	110
Seville	251	224	97
Cadillac	85	77	72
Eldorado	160	164	81
Total Cadillac	103	90	78
Chevette	94	81	100
Nova	81	91	84
Cavalier	59	43	58
Citation	114	76	101
Camaro	73	63	70
Celebrity	71	58	51
Malibu	0	0	0
Monte Carlo	97	81	62
Chevrolet	67	59	63
Corvette	76	61	85
Total Chevrolet	72	60	65
Firenza	76	52	79
Omega	0	0	0
Calais	52	56	61
Cutlass Ciera	75	68	42
Cutlass Supreme	63	64	64
Olds 88	111	98	62
Olds 98	74	68	55
Toronado	142	186	91
Total Oldsmobile	81	75	58
Fiero	104	96	78
1000	125	121	86
Sunbird	47	47	70
Phoenix	0	0	0
Firebird	66	51	52
Grand Am	47	22	28
6000	104	78	65
Bonneville	85	79	96
Grand Prix	108	94	85
Parisienne	62	59	53
Total Pontiac	75	59	67
GENERAL MOTORS	79	67	68
VOLKSWAGEN	71	62	60
HONDA	6	7	11
NISSAN	21	19	35
DOMESTIC TOTAL	69	63	64
Subcompact	61	60	67
Compact	62	58	63
Intermediate	73	63	62
Standard	74	66	62
Luxury	66	73	71

Head-hunters for directors turn to auto companies

By Laura Clark
DETROIT REPORTER

When Kerr-McGee Corp., an Oklahoma City oil, natural gas and chemical company, wanted to add prestige to its board of directors, it looked to the auto industry.

After several months of searching, the company asked Chrysler Corp. Vice Chairman Bennett Bidwell to join the board.

Kerr-McGee is one of a growing number of non-automotive companies that have recruited auto executives for their boardrooms.

The exact number of automotive executives who sit on outside boards is unknown because the auto companies do not keep track of such data.

But companies that have successfully courted automotive executives for their boards range from personal products giant Procter & Gamble Co. to Dayton Hudson Corp., a large retailing chain.

"In the last 15 years, there has been a trend toward automotive executives sitting on the boards of profit-making companies," said a General Motors spokesman. "At one time, the automotive industry was criticized for having tunnel vision. Now, these executives are bringing back information from other companies."

GM's three top executives serve as directors of other firms. Chairman Roger Smith is a director of Johnson & Johnson; President F. James McDonald, is a director of H.J. Heinz Co. and Georgia-Pacific Corp.; and Vice Chairman Howard H. Kehrl is a director of Dayton Hudson Corp.

Marina Whitman, GM vice president and group executive of the Public Affairs Staffs Group, is a director of Manufacturers Hanover Corp. and Procter & Gamble. Elmer Johnson, GM vice president and general counsel, is a partner in Kirkland and Ellis, a Chicago law firm.

At Ford Motor Co., Vice Chairman William C. Ford is a director of Manufacturers National Bank and Manufacturer's National Corp.; and Vice President and General Counsel Henry R. Nolte is a director of First Federal of Michigan.

At Chrysler, in addition to Bidwell's association with Kerr-McGee, Vice Chairman Robert S. Miller serves on the board of Moore Oregon Lumber Co. of Coos Bay, Ore.; and Glenn White, vice president of personnel and organization, is a director of Zondervan Corp., a publishing and religious supply firm.

To avoid possible conflicts of interest, the four major U.S.-based automakers have set up guidelines governing what kinds of companies their employees may serve as directors.

Though the definition of conflict varies, one stipulation applies throughout the industry: No employee may serve on the board of a competitor.

"You wouldn't find one of our executives sitting on the board of Ford Motor Co., for example," said a Chrysler spokesman.

Conflict of interest policies are invoked when an automotive executive is asked to join the board of a firm that provides goods or services to his company.

"Obviously, if (the directorship) is with a supplier, you're representing the buyer and the seller and would not look at things objectively," said an American Motors spokesman.

AMC sees a conflict in its executives sitting on suppliers' boards, but a Chrysler spokesman said the extent of the relationship between Chrysler and the company would be taken into consideration.

"You really can't paint it with a broad brush, it depends on the supplier," the spokesman said.

Both Ford and GM spokesmen said an executive sitting on the board of a supplier would generally be considered a conflict of interest, although both companies said each case would be looked at individually.

At Ford, all requests to accept outside directorships must go through the vice president and general counsel, who has the authority to approve or deny the request.

At GM, such requests must be reviewed by the executive committee of the board of directors, which will either approve or turn down the request.

Before a Chrysler executive can accept a directorship outside the company, the request must be approved by a representative of the policy committee in his or her area of the corporation and by the vice president of personnel.

AMC's vice president of personnel and industrial relations reviews requests with the company's chief executive officer.

"If appropriate, they will go to the board to see if there is a conflict of interest, potential for a conflict of interest or if the time consumed would interfere with the officer's duties (at AMC)," said an AMC spokesman.

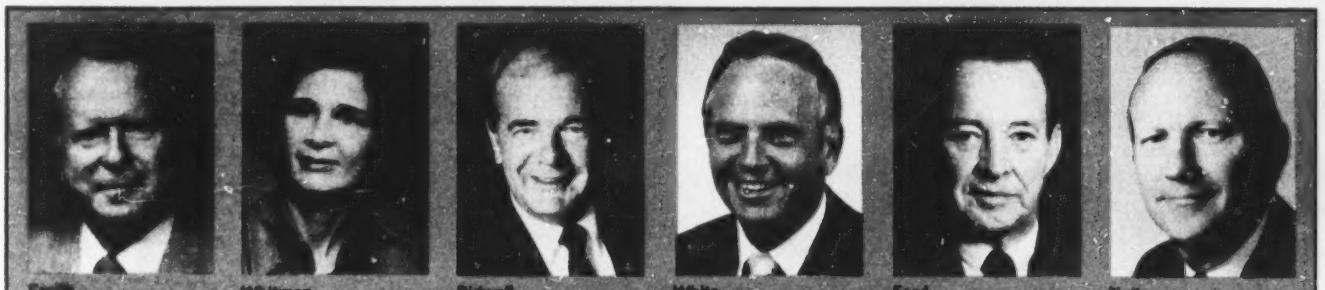
Currently no AMC top executive sits on the board of another company.

Auto executives serving as directors of outside companies receive an annual stipend and usually are paid an additional fee for each board meeting they attend.

For instance, Bidwell receives $12,000 annually from Kerr-McGee plus $500 for every meeting he attends, according to a Kerr-McGee spokesman. Smith receives $35,000 annually for sitting on the Johnson & Johnson board.

Whitman, the GM public affairs vice president, receives $16,000 plus $500 per meeting from Manufacturer's Hanover and $24,000 plus $900 per meeting from Procter & Gamble.

"I don't think they're doing it for the money," said a GM spokesman. "It gives them exposure and the opportunity to communicate with other executives."



SOME AUTO EXECUTIVES WHO HOLD OUTSIDE DIRECTORSHIPS

NAME	POSITION	OUTSIDE BOARD MEMBERSHIPS	FEES RECEIVED IN 1985
Roger Smith	General Motors chairman	Johnson & Johnson	$35,000
Marina Whitman	GM vice president	Manufacturers Hanover Corp. Procter & Gamble Co.	$16,000+ $24,000+
Bennett Bidwell	Chrysler Corp. vice chairman	Kerr-McGee Corp.	$12,000+
Glenn White	Chrysler Corp. vice president	Zondervan Corp.	$ 5,000+
William Clay Ford	Ford Motor Co. vice chairman	Manufacturers National Bank Manufacturers National Corp.	$ 5,000+ (total for both)
Henry Nolte	Ford Motor Co. vice president	First Federal of Michigan	$ 7,500+

GM appoints Mertz to head Buick

By Michelle Krebs
FINANCIAL EDITOR

General Motors has appointed a new general manager for Buick Motor Division in an apparent effort to halt sagging sales.

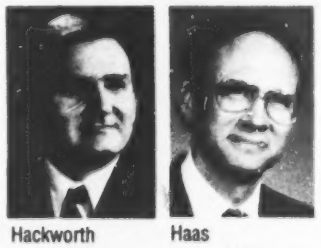
In an unusual move, Donald E. Hackworth, 49, who had been Buick general manager since January 1984, swapped jobs with Edward H. Mertz. Mertz, 49, had headed the Lansing Product Team, part of the Buick-Oldsmobile-Cadillac Group, since August 1985.

Mertz

Before joining the Lansing Product Team, Mertz had been Buick's chief engineer. With his appointment as Buick general manager, Mertz also was elected a GM vice president.

Hackworth has been a GM vice president since 1981, when he became general manager and president of GM of Canada Ltd.

The Lansing Product Team, which Hackworth now heads, is one of four B-O-C product teams.


Hackworth Haas

It is responsible for the design, engineering and manufacture of cars built from the J- and N-body platforms. The J-cars are the Chevrolet Cavalier, Pontiac Sunbird, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron. The N-cars are the Pontiac Grand Am, Oldsmobile Calais and Buick Somerset/Skylark.

A change at Buick had been a topic of speculation among industry insiders. Buick sales for the model year to date are off 20 percent from last year.

GM said the job switch should not be viewed as a demotion for Hackworth, even though his new job was not previously held by a GM vice president. The Lansing Product Team includes 50,000 employees.

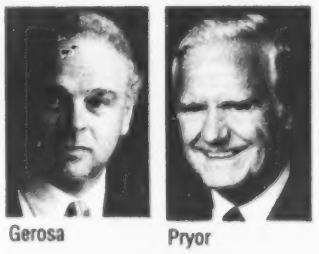
The move does present GM with a dilemma in that Hackworth is the only product team manager who is a GM vice president.

There have been rumblings within the product teams that team managers should have vice president status, as the division general managers have, because they are responsible for organizations that are at least as large.

When the B-O-C and Chevrolet-Pontiac-Canada groups were set up in GM's reorganization two years ago, there were plans to name the product team managers corporate vice presidents, but it never occurred.

GM also announced that Ronald H. Haas, 48, formerly chief engineer of the B-O-C Lansing Product Team, has been elected a GM vice president. He will head the Advanced Engineering Staff.

Haas replaces Robert J. Eaton, who earlier was promoted to group executive in charge of the technical staffs. Haas has held numerous assignments at Oldsmobile Division, ranging from senior project engineer to acting chief engineer.


Gerosa Pryor

Gerosa named

DETROIT — Peter R. Gerosa, 44, has been appointed general sales manager for Cadillac Motor Car Division. He succeeds L.B. "Braz" Pryor, 62, who will retire Dec. 31. Pryor will be on special assignment to Cadillac General Manager John O. Grettenberger until that time.

Gerosa formerly was assistant general sales manager for Oldsmobile Division. He has been in charge of sales in the eastern half of the United States since last March and before that was assistant general sales manager for dealer and marketing activities. Gerosa has been with Oldsmobile for 22 years.

Pryor joined Chevrolet in 1947. He has been with Cadillac since 1973 and has been general sales manager since 1978.

GM engineers leave California

LOS ANGELES — The engineering staff of General Motors' Advanced Concept Center has been transferred to Michigan, and the center is refocusing its efforts primarily on design, Automotive News has learned.

Some engineering staffers have been reassigned already; the others soon will be moving.

The ACC opened nearly three years ago in suburban Thousand Oaks. It was organized to blend design, research and engineering into a single think tank.

Henry Haga, ACC director, said that after the practical experience of having GM engineers working with the center, it has been decided to concentrate primarily on design and rely on outside engineering contracts and the facility's direct computer links with the GM Technical Center in Warren, Mich., to provide engineering support.

As a result, the 10 staff engineers and five support workers have been transferred, and ACC is planning to add to its staff of seven designers.

— Matt DeLorenzo

TRUCK INDUSTRY NEWS

July truck sales decline 4.7 pct.; year's total slips below '85 record

By Arthur Flax
AUTOMOTIVE NEWS STAFF

Truck sales stumbled in July after proceeding at a record pace through June.

In July, 419,106 trucks were sold in the United States, 4.7 percent below the record 439,729 sold a year-earlier.

Through July, 2,812,509 trucks were sold, 0.2 percent below the seven-month record of 2,818,412 set last year.

The sales counts are based on manufacturer's reports for light-duty sales and estimates of medium and heavy truck deliveries.

After setting records for June and for six months, sales in the light-duty segment in July fell 4.6 percent from the 1985 total. This year 396,664 Class 1-3 trucks were sold, compared with the record 415,664 a year earlier.

In the first seven months of 1986, a record 2,658,674 light trucks were sold, 0.3 percent above the previous record of 2,651,472 last year.

Of the light-duty manufacturers, Ford, Jeep and the imports reported sales increases for July and for the year. Sales declined for Chevrolet, Chrysler and GMC.

Ford light-duty sales were up 6.6 percent for July and 3.9 percent for the year; Jeep sales showed an increase of 9.1 percent for the month and 17.9 percent for the year; and import sales were up 6.7 percent for the month and 11.2 percent for the year.

Chevrolet light-duty sales were down 17.9 percent down for July and 4.5 percent for the year; Chrysler sales were down 16.1 percent for July and 13.9 percent for the year; and GMC sales were down 11.3 percent for the month and 2.2 percent for the year.

Sales of full-sized pickups declined appreciably. In July, 101,908 full-sized pickups were sold, down 27.8 percent from the 141,191 sold a year-earlier. Through July, the total was 692,088, down 16.6 percent from 830,035 in the first seven months of 1985.

In the medium-duty Class 4-6 segment, an estimated 4,651 trucks were sold in July, down 7.4 percent from 5,025 last year. Through July, 27,926 medium trucks were sold, down 13.6 percent from 32,335 in the first seven months of 1985.

In the heavy-duty Class 7-8 segment, an estimated 17,922 trucks were sold in July, down 5.9 percent from 19,040 last year. For the seven-month period, 125,909 heavy trucks were sold, down 6.5 percent from 134,605 in 1985.

New Freightliner truck test facility

Freightliner Corp. built this $1.2 million testing facility for trucks at Charlotte, N.C., adjacent to its Charlotte Technical Center. The 49,000-square-foot building will produce prototype parts and assemble prototype vehicles. The prototype assembly was previously handled by Freightliner's truck manufacturing plant in Mount Holly, N.C.

MAJOR MANUFACTURERS BY SEGMENT

	July		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	112,685	105,707	783,411	734,916
Medium-Duty	3,930	4,304	25,287	27,349
Heavy-Duty	1,068	1,567	7,834	9,501
Ford Total	**117,683**	**111,578**	**796,532**	**771,766**
Light-Duty	97,668	118,913	732,307	766,890
Medium-Duty	1,401	1,536	11,210	10,932
Chevrolet Total	**99,069**	**120,449**	**743,517**	**777,822**
Light-Duty	27,022	30,455	182,445	186,463
Medium-Duty	3,567	2,913	21,317	16,728
Heavy-Duty	895	750	4,658	6,538
GMC Total	**31,484**	**34,118**	**208,420**	**209,729**

LIGHT-DUTY JULY, YEAR-TO-DATE SALES

	July		Year-to-Date	
	1986	1985	1986	1985
Vans	14,498	15,222	104,382	113,521
Aerostar	13,698	725	86,105	725
Club Wagon	1,847	2,469	16,208	21,039
Ranger	23,004	17,447	167,286	152,790
Bronco	4,177	4,455	28,169	30,536
Bronco II	8,914	7,514	54,242	61,047
Pickups	46,547	57,875	307,019	355,258
Ford	**112,685**	**105,707**	**783,411**	**734,916**
Vans	11,694	12,950	80,548	94,128
Sportsvan	1,388	2,077	10,624	14,350
Astro	12,620	11,591	89,660	52,738
S-10	14,119	15,121	124,830	131,107
S-10 Blazer	12,588	12,904	93,587	104,136
El Camino	1,428	1,880	13,210	12,081
Blazer	3,271	4,131	24,279	26,491
Suburban	4,887	5,265	34,807	36,246
Pickups	35,673	52,994	260,762	295,613
Chevrolet	**97,668**	**118,913**	**732,307**	**766,890**
Vans	6,652	5,241	45,181	38,677
Ram Wagon	3,385	3,313	25,860	25,260
Voyager	8,416	10,219	67,747	67,747
Caravan	9,224	11,387	70,615	72,336
Mini Ram Van	1,180	2,053	9,356	15,302
Ram 50	5,385	4,838	42,747	41,849
Ramcharger	2,160	2,371	13,557	22,259
Dakota	497	0	656	0
Pickups	9,297	15,649	56,643	102,676
Chrysler	**48,196**	**55,071**	**332,362**	**386,106**
Vans	3,908	3,563	22,917	24,774
Safari	2,617	2,915	19,135	12,087
S-15	3,714	3,379	29,584	29,756
S-15 Jimmy	3,205	3,032	22,792	23,726
Jimmy	823	820	5,045	5,178
Caballero	191	251	1,654	1,532
Suburban	1,652	1,670	11,123	10,942
Pickups	10,264	14,396	66,731	74,055
P Model	537	429	2,766	4,413
W-4	111	0	698	0
GMC	**27,022**	**30,455**	**182,445**	**186,463**
Wrangler/CJ	2,915	3,981	20,079	21,476
Wagoneer	742	1,065	5,811	7,424
Cherokee	8,338	7,940	56,323	53,213
Grand Wagoneer	1,127	1,467	8,536	7,948
Comanche	2,820	0	17,382	0
J-10/J-20	127	277	933	2,434
Jeep	**16,069**	**14,730**	**109,066**	**92,495**
Toyota	50,000	46,356	229,601	200,748
Nissan	20,760	23,654	130,325	160,233
Mazda	12,257	10,779	86,849	64,111
Isuzu	7,181	7,702	48,916	44,125
Mitsubishi	2,303	2,297	18,451	15,385
Suzuki	4,392	0	24,941	0
Imports	**96,893**	**90,788**	**539,083**	**484,602**
Industry Total	**396,533**	**415,664**	**2,658,674**	**2,651,472**

Leasing outlook blends good, bad

MIAMI — The outlook for full-service truck-leasing companies during the last half of 1986 and early 1987 is mixed.

Bowker, Brown & Co., a consulting firm, said commercial truck rentals, which lagged earlier his year, are strengthening. However, there are surplus tractors in rental fleets in the Midwest, mid-South and Texas, the firm said. Bowker, Brown said it anticipates little near-term change in the situation.

One-way and consumer truck rentals continue to be strong.

However, U-Haul's emphasis on rental stores and its failure to renew its fleet, along with the demise of Jartran, has made Ryder the market leader in pricing, the consulting firm said.

Hertz-Penske purchased 1,200 Jartran late-model Ford F-700s from Frank B. Hall Inc. of Westchester County, N.Y., the insurance brokerage firm which had leased the units to Jartran.

One-way and consumer rentals are the most promising growth area of truck rental and leasing for the next 12 months.

Single-source leasing and contract carriage have been explored by virtually every shipper since deregulation to the point where those services will share in the growth, but no longer pose a major threat to full-service lease renewals, Bowker-Brown said.

New lease business will at best follow the gross national product growth of 5 to 6 percent a year, the firm predicted. Given the revenue demands imposed on the major companies — especially Ryder — there is little chance of lease rates reaching profit levels of five years ago. Rate pressures are expected to continue.

Contract maintenance is viewed as having the most promising growth and profit opportunities.

Companies that seriously developed and marketed that service had 20-percent-plus gains in 1985. There is a large market potential in contract maintenance available to leasing companies and truck dealers alike, the firm said.

In addition to the traditional private fleets, the federally induced "privatization" of municipal fleets expands the contract-maintenance horizon beyond any other related service for the foreseeable future.

Caterpillar to offer Belgian-made 4-stroke diesels

By Joseph Bohn
TRUCK EDITOR

Caterpillar Engine's North American mid-range truck business is giving ground to greater powertrain integration by its major customers and the influx of imported trucks.

As a result, Caterpillar is trying to expand its truck market with a family of metric-design, four-stroke diesel engines.

They will become available to commercial markets by January 1988.

The engines will be built in Gosselies, Belgium.

Caterpillar will begin phasing the new engines into its own earthmoving and construction equipment in June 1987.

By the following January, it will begin offering them to the industrial, marine and electric-power-generation markets.

Meanwhile, it is also looking for a home for the new engines among North American chassis manufacturers.

The engines are lighter and more fuel-efficient than the 3208, which Caterpillar sells to Ford and General Motors for their upper-end Class 6 and Class 7 trucks.

The new engines are geared to lighter pickup-and-delivery applications in Class 5 and lower-endClass 6 trucks, where imports are coming on strong.

Caterpillar's 3208 engine sales to Ford and GM have been slipping and are expected to continue to slip.

In 1984, Cat supplied 45 percent of Chevy/GMC Class 7 trucks and 65 percent of Ford Class 7 vehicles.

In 1985, it supplied 44 percent of GM's and 53 percent of Ford's Class 7 trucks.

Ford is pushing hard to make its own Brazilian-produced engines the heavy favorite in its medium-duty trucks. GM has a Detroit Diesel Allison/Deere engine-producing venture that likely will ease Cat out the same way.

At the same time, both Ford's and GM's U.S.-built built medium-duty trucks are giving up market share to imports.

Caterpillar Engine doesn't need an on-highway truck market to support its new powerplants because of its huge captive volume in supplying all its own earthmoving machines.

But, obviously, the economies of scale and profit opportunities of the additional high-volume market are very attractive.

Generally, its new metric-design, four-stroke engines are designated the 1.1-liter family.

Each cylinder displaces 1.1 liters for a total displacement of 4.4 liters (268 cubic inches) in four-cylinder models and 6.6 liters (403 cubic inches) in six-cylinder models.

Cat calls the four-cylinder engine the 3114 and the six-cylinder the 3116.

The engines are offered in naturally aspirated, turbocharged and turbocharged-aftercooled configurations.

Introductory commercial intermittent ratings range from 52 to 172 kilowatts (70 to 230 horsepower) with a broad operating range of 1,500 to 3,000 rpm.

Turbocharged and turbocharged-aftercooled industrial ratings have a 25-percent increase in torque.

Generator sets will be offered in 50- and 60-hertz ratings with standby ratings from 40 to 135 kilowatts and prime ratings from 36 to 123 kilowatts.

Special application ratings will also be available.

Key design features of the 1.1-liter engines include Cat's unit injector fuel system, high-mounted engine camshaft and oscillating roller followers.

AUCTION DATES

American Motors

Aug. 12 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 13 — Minneapolis Auto Auction, Plymouth, Minn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; and Mid States Auto Auction, South Bend, Ind.

Aug. 14 — Northway Exchange, Clifton Park, N.Y.; Todd Auto Auction, Telford, Pa.; and Evansville Auto Auction, Evansville, Ind.

Aug. 19 — High Point Auto Auction, High Point, N.C.

Chrysler Corp.

Aug. 12 — Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 13 — Southern Auto Auction, Warehouse Point, Conn.

Aug. 14 — Fredericksburg Auto Auction, Fredericksburg, Va.

Aug. 19 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; and Dallas Auto Auction, Grand Prairie, Texas (special summer clearance sale)

Ford Motor Co.

Aug. 13 — Concord Auto Auction, Acton, Mass. (tentative)

Aug. 14 — Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; and Southwest Auto Auction, Phoenix, Ariz.

Aug. 20 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

General Motors

Aug. 12 — Denver Auto Auction, Englewood, Colo.; Florida Auto Auction of Orlando, Orlando, Fla.; 166 Auto Auction, Springfield, Mo.; and Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 13 — Brasher's Auto Auction, Fontana, Calif.

Aug. 14 — Nashville Auto Auction, Nashville, Tenn., and Arena Auto Auction, Chicago

AUCTION DIRECTORY

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 300
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Nelson Floyd, Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

Used Car Sales
Auction Averages

August to date	$5,202
Month ago	$5,157
Year ago	$5,831

Model Breakdown
Auction Averages

	AUG 1986	JUL 1986	JUN 1986
1986	$12,331	$12,574	$12,183
1985	$8,505	$8,522	$8,558
1984	$6,258	$6,259	$6,342
1983	$5,505	$5,501	$5,530
1982	$4,358	$4,358	$4,363
1981	$3,400	$3,395	$3,422
1980	$2,524	$2,528	$2,561
1979	$2,156	$2,184	$2,172
Overall Average	$5,202	$5,196	$5,194

Big H Auto Auction building new home

HOUSTON — Construction has started here on the new home of Big H Auto Auction.

Located on 48.7 acres, the auction building will cover approximately 35,000 square feet and house five auction lanes, offices, a reconditioning facility and a restaurant. Completion is scheduled for September.

NUMMI solves plant problems

By Scott Miner
DETROIT REPORTER

Early production and component-quality problems at New United Motor Manufacturing Inc. in Fremont, Calif., have been corrected, and NUMMI officials say top-quality cars now are being produced.

The former General Motors plant was chosen as the site for the GM-Toyota joint venture. GM halted production at Fremont in March 1982, and NUMMI began building the Chevrolet Nova there in December 1984.

After GM and Toyota signed an agreement in February 1983, changes were made within the plant to make it more efficient than it had been before. Manufacturing techniques were totally revamped, said Kosuki Ikebuchi, NUMMI vice president for manufacturing.

Ikebuchi discussed the changes during a Detroit conference on U.S.-Japanese technology.

Toyota's first step was to bring its NUMMI manufacturing staff to the United States to study how cars had been built at Fremont by GM. The Japanese did not view the plant as a quality or efficient operation.

Bringing the Japanese style of building cars to the United States showed how manufacturing philosophies differ between the automotive giants. Practically every operation in the plant was changed by the Toyota NUMMI team.

Although there were problems to overcome, Toyota and GM officials now consider the plant a model of efficiency.

The factory's problem areas were boiled down to three groups: poor quality, low efficiency on the assembly line and excess inventory.

Ikebuchi said production quality was hurt because repairs to equipment were considered part of the regular routine. Absenteeism was high; parts were being damaged in transit; and the quality of parts from suppliers was low, Ikebuchi said.

The lack of efficiency on the assembly line was blamed on excessive inventory, poor utilization of equipment, a centrally controlled maintenance group and ineffective job classification.

Poor inventory control was attributed to inadequate parts management, problems with engineering changes and line repair problems. Ikebuchi said workers had too great a variety of parts at their work stations, preventing them from working efficiently. He also said workers were slow to respond to inventory problems.

The flow of parts has been rearranged. Parts now are delivered to the exact section of the assembly line where they are needed. Workers no longer have to chase parts.

Ikebuchi said one of the biggest snags they encountered was "getting the workers to honestly evaluate a problem. They were not used to the 'team concept.'"

Another problem was the poor quality of parts received from U.S. suppliers in comparison with those received from Japanese firms. "We were disappointed at the beginning," Ikebuchi said. "The technology and inspection (quality) was poor. But the gap (between Japanese and U.S.) suppliers is disappearing."

To improve production, Ikebuchi brought to the new company Toyota's method of building cars.

Ikebuchi said the NUMMI plant was built with the latest equipment in automation three years ago, but with automation changing quickly, it may not be as automated as newer plants in Japan.

The Japanese instituted changes in inventory controls and job classifications.

Ikebuchi said problems have been corrected and the plant is running at high efficiency. "Everything is possible in America," he said.

On a visit to the Fremont plant last spring, U.S. Labor Secretary William E. Brock said, "Absenteeism has dropped from 20 to 25 percent to a remarkable 2 to 3 percent."

He added that union grievances have been reduced from almost 1,000 unresolved grievances and 60 contested firings for 2,500 workers to no more than three grievances at any one time.

The NUMMI plant has 2,500 workers. One the management side, there are 35 people from Toyota and 16 from GM.

Prima scores a diesel first

WAYNE, Mich. — After a four-year, $27 million development program, Perkins Engines has unveiled a new diesel designed for passenger cars.

The company said the Prima is the world's first high-speed, direct-injection diesel for autos.

Roger L. Howsman, Perkins president, said the new engine is the result of a joint venture between the Perkins Worldwide Group, based in England, and Austin Rover.

Howsman said there are no plans to offer the new Prima engine for cars or light vans in North America. However, he said that industrial and marine versions of the Prima will be sold in the United States and Canada, beginning in 1987.

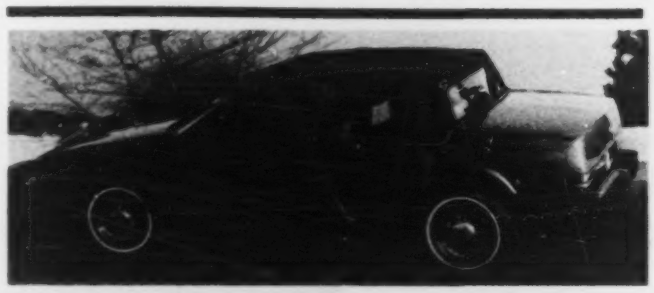
At the heart of the new two-liter engine is the Prima combustion system, which features direct fuel injection and a combustion bowl at the top of the piston.

Perkins said this is the first time direct injection of a diesel has been achieved at engine speeds of around 4,500 rpm, which are required for high-speed applications such as passenger cars. That results in an inherently more efficient engine, providing fuel economy 40 percent better than in gasoline engines, according to Perkins.

As a vehicle or marine unit, the Prima engine will be available in naturally aspirated and turbocharged versions. Horsepower ratings range from 65 to 80.

For industrial applications, hp can be ranged down to 37.5.

The Prima is now in volume production. Perkins and Austin Rover have initial capacity for building 80,000 units year and are capable of expanding to more than 100,000 units.



Cadillac Seville convertible

E&G Classics, Inc., is marketing a convertible top for the 1986 Cadillac Seville. The firm is in Columbia, Md.

Robot keepers trained

DETROIT — There's a growing, oft-stated need in the automotive manufacturing field for people trained in the care and feeding of robots.

That need is becoming more acute as those machines, in turn, grow faster and smarter.

Budd Co. is among suppliers moving ahead in both developing areas of concern.

The company, recognized as being on a par with — or ahead of — carmakers in automation sophistication, has just established a 32,000-square-foot, $1.3 million Automation Research Center in suburban Sterling Heights.

It will have a faculty of 20 manufacturing and training specialists and a goal of accelerating the retraining of Budd workers. The center will have an operating budget of about $1.5 million a year, Budd said.

Russell J. Bennington, manager of research and development in Budd's Stamping and Frame Division, is heading the new center.

"In addition to being a classroom and laboratory for workers and managers, the center will be used to design and evaluate the latest manufacturing technology," Bennington said.

Budd, a subsidiary of Thyssen AG, of Duisburg, West Germany, has annual sales to the auto industry of about $1.3 billion. Stamping and Frame is its largest division.

Budd robot comes unglued, shoots self

DETROIT — Budd Co. claims a first in the field of industrial automation. One of the robots in its North Baltimore, Ohio, plant has committed suicide.

Budd workers are allowed to name their machines and the deceased was Josephine. In her work, she laid down a long and complex bead of adhesive with precision and a neatness that only robots can achieve. Then something happened, said Paul Sichert, vice president, public affairs.

Josephine ignored the glue, picked up a fistful of highly active solvent and shot herself in her electronics-packed chest.

Kablooey! Josephine has been replaced by Ruth.

Jartran loses ad-case plea

SAN FRANCISCO — A federal appeals court here has upheld a $40-million damage award against Jartran Inc., a truck rental firm that is in liquidation proceedings.

The award to U-Haul International Inc. is said to be one of the largest ever in a false advertising case.

U-Haul sued Jartran, charging that Jartran ran false comparative advertising in 1979 and 1980. The ads were aimed directly at U-Haul.

In 1984, a federal district court in Phoenix, Ariz., agreed with U-Haul's claim of injury and awarded the company $40 million in damages.

The Jartran advertising implied that consumers could save money by renting Jartran equipment rather than U-Haul equipment. Jartran's ads also implied that its vehicles were safer and more fuel-efficient than U-Haul vehicles.

The U.S. Court of Appeals for the Ninth Circuit upheld the lower court's award, but said the damages should be distributed in part to U-Haul dealers under a formula to be determined by the lower court.

The appellate court also found the restrictions the lower court placed on future advertising by Jartran to be "over-broad." The court modified those restrictions to prohibit only future false and misleading claims by Jartran, rather than any future comparative claims.

The court also reversed a finding that James A. Ryder, founder of Jartran, is the alter ego of Jartran and thus responsible for payment of damages. The court also refused to award U-Haul attorney fees for the appeal.

Jartran is owned by Frank B. Hall Co., Briarcliff Manor, N.Y., an insurance brokerage concern.

EUROPE

FROM PAGE 1

sales of 898,900 cars, well ahead of 799,000 for second-place Fiat Auto. They held the same positions last year.

But there is no official body that tabulates car sales in Europe. As a result, some estimates put the VW Group and Fiat Auto much closer together for 1986. Some of those estimates do not include 90,700 Seat sales in the VW total, and some sources place Fiat ahead of VW. French industry sources put Fiat on top, and Fiat's own figures also put it in first place.

But all sources agree that the Japanese made a tremendous gain. Sales of Japanese cars in Europe during the first half totaled 727,500, an advance of 22.9 percent over the 592,000 counted in the first half of 1985. Japan's market share was 11.8 percent this year, up from 10.4 percent in 1985.

Seat sales are included in the Volkswagen Group's total for the first time. Two months ago, VW bought 51 percent of the Spanish government's equity in Seat. VW will increase its share to 75 percent by the end of this year and take full ownership by 1990. Seat has been manufacturing Volkswagen cars since 1983.

In the first half of 1986, the VW Group captured 14.6 percent of European new-car sales, followed by Fiat Auto with 13.0 percent. Next in line were the Japanese, 11.8 percent; Ford, 11.6 percent; General Motors, 11.4 percent; PSA (Peugeot-Citroen-Talbot), 11.2 percent; and Renault, 9.9 percent.

Renault was the only one of the leaders to suffer a sales decline. Its sales were down 1.8 percent for the first half. The others were up 6.7 percent to 10.6 percent.

The first half of 1986 was highlighted by the Japanese advance in the European markets. As noted, the Japanese group increased its car sales by 22.9 percent, from 592,000 to 727,000 units.

The Japanese carmakers accounted for 28.7 percent of the total market growth, even though their sales are still restricted in four countries that account for about 50 percent of the total European market.

In Great Britain, a market of some 965,000 cars for the first half, the Japanese still observe a gentlemen's agreement that allows them to take between 10 and 11 percent of the market. They actually took about 10.3 percent during the first half of the year, according to Britain's Society of Motor Manufacturers and Traders.

The French authorities still limit the Japanese market penetration to 3 percent of total sales (of 936,700 cars for the first half), but importers took some 3.4 percent.

In Italy, where the Japanese are allowed to sell no more than 2,000 cars a year, they sold more than that number in the first half.

Spain is still protected from most imports although the country joined the European Economic Community last year. The Japanese carmakers sold about 2,700 cars in the first half, taking nearly one percent of the total of 303,600.

Altogether, the Japanese companies took some 4 percent of the market in these protected countries. In the free markets, however, they took some 20 percent of all sales during the first half.

They made their greatest advance in Germany, the biggest national market in Europe and the one that showed the largest sales gain — up 220,000 cars for the first half. Japan's sales gain in Germany was 51,000 cars.

The Japanese have another stronghold in Europe in the smaller countries, which have no domestic car industry, and mainly in the north of the continent. In markets like Norway, Denmark, Finland, the Netherlands, Belgium, Luxembourg, Switzerland, Austria and Ireland, they increased their sales by more than 63,000 cars to take 27 percent of all sales.

The Japanese market share was 41.6 percent in Finland and 41.3 percent in Ireland. It was between 26 and 37 percent in Norway, Denmark, Greece, Austria and Switzerland.

As they work on increasing their sales volume in Europe, all the Japanese manufacturers also are seeking to build a prestige image. That is part of a plan to go upmarket and sell more profitable cars than they currently do. Until recently, the Japanese makers' success in Europe was based mainly on lower-priced models.

NATION BY NATION

Country	9 mos. 1986	Pct. gain or loss from 1985
West Germany	1,477,500	+ 17.5
Italy	1,034,100	+ 4.2
United Kingdom	964,700	+ 2.2
France	936,700	+ 4.8
Netherlands	347,600	+ 13.9
Spain	303,600	+ 9.7
Belgium/Lux.	253,800	+ 10.9
Switzerland	171,400	+ 13.9
Austria	130,500	+ 2.6
Sweden	134,100	– 6.5
Denmark	101,900	+ 21.8
Norway	101,700	+ 34.9
Finland	80,900	+ 7.7
Portugal	48,200	+ 10.1
Ireland	35,500	– 8.3
Greece	28,400	– 20.8
TOTAL	6,180,800	+ 8.9

Big European growth seen for 4wd autos

Four-wheel-drive automobile sales in Western Europe will surpass sales of 4wd light utility vehicles within the next five years as the market for non-commercial 4wd vehicles triples, a recent report predicts.

The projection was made by Automotive Industry Data Ltd., a British firm.

It predicted that the European 4wd passenger cars, which accounted for 41.3 percent of the total 4wd market last year on sales of 108,230 units, will grow to almost 60 percent, or 480,000 sales, in an 800,000-vehicle market by 1991.

At the same time, sales of light utility vehicles (such as Land Rover and Jeep) are expected to double their 1985 total of almost 154,000 sales.

From 1979 to 1985, the 4wd market in Western Europe grew from about 65,000 sales to just over 260,000 sales, according to the report.

Notably, the production of 4wd passenger cars in those countries rose from a paltry 2,484 units in 1982 to almost 69,000 units in 1985.

The report predicted a huge increase in European 4wd passenger-car production. By 1991, the report said, European 4wd car production will be slightly more than 600,000 units, compared with 68,700 in 1985. As the Western European market will account for only 480,000 sales, including Japanese imports, much of the production will be exported.

North America is expected to be the main export market and the report predicted that 15 to 20 percent of such imported performance/luxury cars as BMW, Audi and Mercedes-Benz will be equipped with 4wd.

However, the report indicated that Japanese models will dominate the European light-utility vehicle market.

"Light-utility 4x4 sales in Europe expanded 2.6 times from 1979 to 1985, while European production remained fairly static during the period, leaving most incremental sales to imports from Japan."

The researchers predicted that European 4wd light-utility vehicle production would reach 135,000 in a market of 320,000 sales in 1991.

The report covers 15 main European markets on a country-by-country basis.

Switzerland is the leading European country in terms of 4wd market penetration, according to the report. In 1985, 30,000 4wd vehicles, representing 11.3 percent of the market, were sold in Switzerland.

Sales of 4wd passenger cars in Switzerland increased from 2,761 in 1979 to 21,447 in 1985.

Spurring the growth of 4wd vehicles in Switzerland is a government subsidy on vehicles which can be made available for civil defense during times of emergency.

The report is available for $750 from Automotive Industry Data Ltd., 34 St. John Street, Lichfield, Staffordshire WS13 6PB, England.

You're happy.

© 1986 American Honda Motor Co., Inc.

SALES

Import sales demolish records

By Jenny L. King
DETROIT REPORTER

Imports stole the sales show in July with their best-ever total and a record share of the July market. Domestic sales were up slightly but remained behind 1985 on a year-to-date basis.

With sales of 305,209, imports claimed 32.00 percent of the July market, up from 29.52 percent a year earlier. It was their third deepest penetration into the U.S. market. Six of the 31 makes notched records, and newcomer Hyundai moved up behind Honda as the fourth biggest importer.

Total new-car sales in July were up 6.11 percent, to 953,876 from 898,925 last year. Imports were up 15.00 percent, to a record 305,209 from 265,392 a year ago. The previous alltime high was 286,194 recorded in May of this year.

Domestic sales recovered from their precipitous 18.01-percent, mid-month decline with a 16.11-percent increase the final 10 days of the month. The July total of 648,667 was up 2.39 percent from 633,527 in 1985. Sales rose for five of the seven U.S. automakers.

General Motors, which sweetened its low-interest-rate-loan incentives in late July with rebate offers on certain models, was up 0.99 percent for the month, to 352,389 from 348,936 last year. Ford Motor Co. climbed 2.60 percent, to 169,924 from 165,621. Chrysler Motors was up 12.61 percent, to 98,835 from 87,766.

Honda reported sales of 15,840 new U.S.-built Accords and Civics in July, up from 9,338 a year earlier. Volkswagen was up 3.29 percent, to 6,402 from 6,198. American Motors sales of 5,186 units were off 57.30 percent from 12,144, and Nissan, still strangled by factory changeover, dropped to 91 Sentra sales from 3,524 a year ago.

GM's share of the July domestic-car market slipped to 54.32 percent from 55.08 percent. Ford inched up to 26.20 percent from 26.14 percent. Chrysler drove away with 15.24 percent, up nearly 1½ percentage points from 13.85 percent.

AMC earned 0.80 percent, down from 1.92 percent. Honda had 2.44 percent, up from 1.47 percent. VW moved to 0.99 percent from 0.98 percent, and Nissan plunged to 0.01 percent from 0.56 percent.

Industry sales at the end of seven months were up 1.09 percent, to 6,601,939 from 6,532,562 in 1985. Imports were up 14.45 percent, to 1,813,293 from 1,584,368. Domestics dipped 3.22 percent, to 4,788,646 from 4,948,194.

July 21-31 domestic-car sales were up 16.11 percent, to 281,476 from 242,413 in 1985.

U.S. CAR SALES BY MARKETING UNITS

	July 1986	July 1985	7 Mos. 1986	7 Mos. 1985
Chevrolet	186,333	181,204	1,245,499	985,821
Ford	114,712	107,968	795,851	857,739
Oldsmobile	84,010	89,409	642,583	657,801
Toyota	75,228	69,769	553,009	552,695
Pontiac	84,193	84,997	614,722	466,539
Buick	80,774	61,375	443,345	327,827
American Honda	52,750	37,400	353,199	323,268
Nissan	69,671	67,082	514,333	515,698
Dodge	46,143	39,977	293,409	282,851
Mercury	43,545	45,321	298,704	320,798
Plymouth	33,814	28,241	242,066	229,998
Chrysler	31,421	28,829	208,752	217,427
VWoA	23,566	25,064	175,527	171,836
Hyundai	19,690	—	72,068	—
Cadillac	19,385	25,977	166,120	174,361
Mazda	16,907	17,229	120,113	103,579
Subaru	16,030	15,569	109,006	94,068
Lincoln	13,372	13,236	91,011	92,884
Volvo	11,470	10,918	74,893	66,496
BMW	6,848	7,827	54,855	51,805
Mercedes	6,789	7,708	50,998	51,805
AMC-Renault	5,430	12,633	42,680	79,314
Saab	4,999	3,679	28,978	23,979
Mitsubishi	3,434	5,280	27,036	27,161
Yugo	3,020	—	14,960	—
Porsche	2,979	2,072	17,705	14,194
Jaguar	2,143	1,784	13,649	11,106
Isuzu	2,062	2,787	18,285	14,473
Peugeot	1,178	1,901	7,716	9,437
Alfa Romeo	810	363	3,676	2,851
Maserati	80	88	880	1,789
TOTAL	953,876	898,925	6,601,939	6,532,562

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentra built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	July 1986	July 1985	7 Mos. 1986	7 Mos. 1985
Acura	4,456	0	17,405	0
Alfa Romeo	810	363	3,676	2,851
Audi	4,606	7,417	36,912	44,503
BMW	6,848	7,827	54,855	50,174
Chevrolet Spectrum	7,112	5,341	50,809	28,246
Chevrolet Sprint	5,194	2,278	40,911	19,989
Dodge Colt	4,148	2,850	27,589	17,478
Dodge Conquest	248	202	1,701	1,001
Dodge Vista	1,546	1,237	10,110	5,816
Honda	32,434	28,062	233,484	230,911
Hyundai	19,690	0	72,068	0
Isuzu	2,062	2,787	18,285	14,473
Jaguar	2,143	1,784	13,649	11,106
Maserati Biturbo	80	88	880	1,789
Mazda	16,907	17,229	120,113	103,579
Mercedes-Benz	6,789	7,708	50,998	51,805
Merkur	1,506	933	9,179	3,998
Mitsubishi	3,434	5,280	27,036	27,161
Nissan	50,580	63,558	358,902	306,957
Peugeot	1,178	1,901	7,716	9,437
Plymouth Colt	3,753	2,599	25,222	18,518
Plymouth Conquest	239	198	1,598	1,548
Plymouth Vista	1,411	1,188	9,548	5,724
Porsche	2,979	2,072	17,705	14,306
Renault	244	486	2,268	4,740
Saab	4,999	3,679	28,978	23,979
Subaru	16,030	15,569	109,006	94,068
Toyota	75,228	69,769	553,009	552,695
Volkswagen	12,547	13,079	90,122	81,177
Volvo	11,470	10,918	74,893	66,496
Yugo	3,020	0	14,960	0
TOTAL	305,209	285,392	1,813,293	1,584,368

Where auto market was, July, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	128,796	13.50%
COMPACT	143,537	15.05%
INTERMEDIATE	231,936	24.31%
STANDARD	83,686	8.79%
LUXURY	60,533	6.35%
IMPORT	305,209	32.00%
TOTAL	953,876	100.00%

DOMESTIC CAR SALES

Alliance	0	0	3,329	6,135	38,288	42,694
Encore	0	0	1,381	6,211	7,702	25,778
Total Renault	0	0	4,710	11,988	35,990	68,177
Eagle	0	0	479	791	4,401	6,347
Total AMC	0	0	479	791	4,401	6,347
AMERICAN MOTORS	2,332	5,264	5,189	12,142	40,389	74,524
Horizon	1,305	1,420	10,833	4,423	64,884	69,466
Rambler	488	0	570	0	3,888	0
Tercel	2,070	1,155	4,143	2,696	68,338	34,518
Reliant	3,407	5,033	6,409	12,059	83,140	82,647
Caravelle	704	841	2,616	2,340	23,618	21,586
Plymouth	880	806	1,888	1,709	19,102	13,122
Total Plymouth	11,870	9,866	28,211	64,249	886,709	266,239
Laser	1,105	1,430	2,518	3,549	12,731	33,250
LeBaron (K)	3,282	2,494	8,157	7,118	89,788	53,570
LeBaron GTS	2,573	2,975	5,988	7,088	37,516	38,916
Cordoba	0	0	0	0	0	0
Fifth Avenue	4,227	2,888	10,544	8,726	39,088	35,080
E-Class	0	0	2,888	0	2,888	18,719
New Yorker	2,004	1,501	2,004	1,350	28,704	13,719
Total Chrysler	13,191	11,116	31,421	28,829	208,752	217,427
Omni	4,328	1,388	8,518	4,088	66,566	46,570
Shadow	312	0	444	0	600	0
Charger	2,181	1,224	4,538	3,729	28,569	27,362
Daytona	1,009	1,382	3,833	3,691	24,171	31,430
Aries	3,410	5,436	8,775	10,788	60,048	68,227
Lancer	1,914	1,725	3,886	4,775	27,732	27,972
Dodge 400-600	0	0	0	0	0	9,913
Diplomat	1,848	1,102	3,175	3,821	18,433	23,626
Mirach	0	0	0	0	0	0
Dodge 600	1,725	1,438	5,822	4,100	36,888	20,445
Total Dodge	16,772	13,603	36,200	34,666	254,031	257,625
CHRYSLER CORP.	41,823	34,366	98,065	87,766	668,446	691,267
EXP	0	356	0	1,211	0	15,641
Escort	13,272	11,538	31,867	29,535	239,603	231,167
Mustang	7,467	4,003	16,628	12,534	107,875	97,515
Tempo	9,643	7,462	21,766	17,871	149,823	175,210
Taurus	8,062	0	19,139	0	121,888	0
Thunderbird	5,202	6,305	12,295	14,288	84,955	96,526
LTD	391	6,539	1,050	17,254	21,597	122,627
Crown Victoria	4,934	5,054	11,997	15,310	79,362	99,044
Total Ford Division	48,931	41,367	114,712	107,998	795,281	837,730
Lynx	2,289	2,518	5,243	6,958	36,431	47,629
Topaz	2,375	1,351	5,672	3,741	39,869	47,188
Sable	2,803	0	8,848	0	53,761	0
Cougar XR-7	4,957	4,308	11,538	10,903	72,786	68,354
Capri	610	521	1,377	1,305	7,830	9,292
Marquis	161	3,500	455	9,638	9,250	58,223
Grand Marquis	4,490	4,498	10,667	12,267	68,597	80,063
Total Mercury	17,825	16,694	41,940	44,396	289,526	317,089
Continental	884	884	1,582	2,173	11,140	17,243
Lincoln	4,368	3,348	9,872	9,237	67,913	63,292
Mark VII	732	798	1,918	1,825	11,958	12,059
Total Lincoln	5,812	5,031	13,372	13,235	91,011	92,884
Total L-M Division	23,437	21,716	55,212	57,623	380,536	409,763
FORD MOTOR COMPANY	72,368	63,102	169,924	165,621	1,176,417	1,247,493
Skyhawk	2,532	2,897	6,897	8,791	49,814	59,861
Skylark	0	867	0	2,011	2,522	51,117
Somerset Regal	4,129	2,326	10,318	4,711	74,522	59,525
Century	8,008	6,315	18,210	16,388	139,218	131,909
Regal	2,888	2,878	6,050	7,538	49,281	63,154
LeSabre	5,142	3,900	11,225	10,018	63,510	67,178
Electra	2,862	4,074	7,180	9,292	66,974	46,294
Riviera	780	1,875	1,584	4,861	9,804	32,057
Total Buick	26,401	24,825	60,774	61,575	446,945	527,627
Cimarron	798	538	1,838	1,508	12,885	13,059
Seville	481	988	1,011	2,382	8,718	19,020
Cadillac	6,635	8,218	15,181	17,127	132,761	102,799
Eldorado	727	2,078	1,564	4,992	11,799	39,483
Total Cadillac	8,601	10,539	19,385	25,977	166,120	174,361
Chevette	1,584	3,329	4,030	8,026	41,995	79,193
Nova	8,624	1,483	17,208	4,043	92,094	7,239
Cavalier	10,716	10,238	29,376	26,604	236,819	261,188
Citation	28	838	48	2,221	1,025	38,311
Camaro	5,748	8,108	14,232	17,019	109,615	125,395
Celebrity	12,388	11,549	29,811	31,826	247,612	213,273
Malibu	0	0	0	0	0	0
Monte Carlo	3,702	3,323	8,766	9,414	84,091	76,340
Chevrolet	7,754	6,764	18,075	18,695	139,662	149,699
Corvette	1,018	1,005	2,483	2,909	21,073	23,240
Total Chevrolet	51,858	44,631	124,027	122,547	983,776	999,774
Firenza	1,325	1,131	2,957	3,088	22,362	33,861
Omega	0	0	0	0	0	0
Calais	4,824	2,939	10,990	8,560	74,498	75,952
Cadillac Cimarron	11,920	9,270	28,128	25,984	197,008	200,529
Cadillac Supreme	6,266	5,598	14,434	15,299	131,729	129,662
Olds 88	10,184	8,865	22,017	18,122	139,127	128,599
Olds 98	2,838	4,720	8,337	11,849	70,641	67,591
Toronado	524	1,073	1,297	2,800	8,160	21,080
Total Oldsmobile	37,880	31,836	84,010	83,400	642,523	657,901
Fiero	2,539	2,365	5,975	6,465	43,078	59,229
1000	516	522	1,276	1,274	11,570	13,167
Sunbird	3,819	2,731	10,388	6,978	70,763	70,310
Phoenix	0	0	0	0	0	838
Firebird	3,922	3,003	8,004	8,369	61,161	64,989
Grand Am	5,860	3,013	12,988	6,541	122,143	62,695
6000	7,223	4,461	15,519	12,407	107,627	91,000
Bonneville	1,069	1,388	2,585	3,660	25,308	31,299
Grand Prix	1,028	1,518	2,528	4,151	24,563	33,239
Parisienne	2,105	1,850	5,079	4,722	48,470	38,168
Total Pontiac	27,704	20,971	64,193	54,597	514,723	465,530
GENERAL MOTORS	152,242	132,402	352,389	348,936	2,728,127	2,765,163
VOLKSWAGEN	3,575	3,143	6,402	6,198	46,493	46,158
HONDA	9,332	2,902	15,840	9,338	106,270	92,399
NISSAN	0	1,124	91	3,524	25,461	10,811
DOMESTIC TOTAL	281,476	251,395	648,667	633,527	4,788,646	4,948,194
IMPORT TOTAL			305,209	285,392	1,813,293	1,584,368
INDUSTRY TOTAL			953,876	898,925	6,601,939	6,532,562

Suppliers slap America price hike

By Roger Rowand
ENGINEERING EDITOR

TRAVERSE CITY, Mich. — Some Chrysler Motors suppliers are asking how the company can increase the price of Omni/Horizon America models by $300. The America rose from $5,499 to $5,799 on Aug. 1.

Suppliers were asked to absorb a 10 percent price cut to support the America program and unions were asked to make concessions.

At an annual University of Michigan supplier-oriented Automotive Management Briefing Seminar here, a vendor asked Chrysler Motors President Harold K. Sperlich how he was able to rationalize the price hike.

Sperlich agreed that supplier and dealer cooperation had been needed. He said the company did not increase prices on 1986 models after its introductory increase last fall and that the hike on its 1987 cars averages less than 2 percent.

"We still have costs coming in the door, notably in the wage, the economic, area," Sperlich said. "You'll find our '87 pricing very responsible. The America still is dramatically lower-priced than it was before we talked to our suppliers, so we think it squares."

Since the start of the America program, Chrysler has asked suppliers for an additional 2 percent price cut. That cut was not tied to America cars, however.

As the seminar progressed, a panel of top auto brass fielded questions — many about prices and the Japanese increases followed by U.S. makers' hikes.

General Motors President F. James McDonald said, "We've made a lot of jokes about the economists but no one has talked about the lawyers. The worst thing you can do is sit up here and talk about prices."

He said GM constantly evaluates its cars and prices against those of competitors. "Then we price accordingly," he said. "That's the only legal answer. That's the only business answer."

PRODUCTION

July production dips to 3-year low

By Kathy Boyer
DETROIT REPORTER

July auto production in the United States was cut by model changeovers and vacations. Output of 512,118 cars was the lowest for any month since July 1983 when 473,239 were assembled.

The month's production dipped 29.20 percent from June's 723,288 and also slipped 17.20 percent below the year-ago month's 618,537.

Changeovers held last week's production to 76,367 cars, lowest of any week so far this year. Last week's targeted build was 23.55 percent below the previous week's 99,895 and 33.87 percent below the year-ago week's 115,481.

So far this year, 4,927,886 cars have been assembled, down 5.22 percent from last year's 5,199,114.

Companies shared last week's estimated production as follows: Ford Motor Co., 43.85 percent; General Motors, 22.58 percent; Chrysler Motors, 19.77 percent; Honda of America Manufacturing Inc., 6.95 percent; New United Motor Manufacturing Inc., 4.89 percent; and American Motors, 1.96 percent.

Volkswagen of America's plant in Westmoreland, Pa. remains idle for changeover until Aug. 18.

Nissan Motor Manufacturing Co.'s car line at the Smyrna, Tenn. plant remained down for changeover last week. Production is scheduled to resume tomorrow (Aug. 12).

American Motors has dropped the Encore nameplate for 1987. The former Encore becomes the Alliance hatchback and the Alliance notchback is now referred to as the Alliance sedan.

GM's Janesville, Ohio, plant closed Aug. 8 for changeover. The plant is expected to resume production Aug. 19.

The following GM plants remain idle for changeover: Wentzville, Mo.; Oklahoma City; Tarrytown, N.Y.; Framingham, Mass.; and Lansing, Mich. (Nos. 1 and 2).

Ford's Atlanta plant remains closed due to a strike over working conditions. The plant assembles Taurus and Sable models.

All Ford car plants except Wixom are slated for daily overtime this week (Aug. 11).

Chrysler's Belvidere, Ill. and St. Louis (No. 2) plants are scheduled for daily overtime this week.

GM trimming capacity at foundry unit

SAGINAW, Mich. — General Motors' Central Foundry Division plans to reduce production capacity.

By the end of August, the division will begin phasing out all operations at its nodular iron casting plant in Saginaw and the die cast and permanent mold aluminum casting operations at its plant in Massena, N.Y. The reductions are scheduled to be completed in two years.

"After careful analysis of our production forecasts, it is clear that we will need less foundry capacity than we now," said George G. Johnson, Central Foundry general manager.

The Massena plant employs 1,329 people to produce aluminum castings for automotive pistons, transmission cases, brake drums and cylinder heads. The Saginaw nodular iron plant employs 1,747 people who make crankshafts, disc brake housings, steering knuckles, exhaust manifolds and other component castings.

"Smaller vehicles with smaller engines require smaller castings," Johnson said. "In addition, we are experiencing fierce competition from foundries outside of GM."

The Massena plant will concentrate on its lost foam cylinder head product line. The lost foam process uses an expendable polystyrene pattern to make each casting.

Approximately 100 Massena plant employees work in the development of lost foam castings. Production of cylinder heads for a 2.0-liter engine for the Chevrolet-Pontiac-Canada Group is scheduled to begin at Massena in September.

Ford begins expansion of St Louis Aerostar plant

DEARBORN, Mich. — Ford Motor Co. has begun site preparation at its St. Louis plant for a $180 million expansion project that will add 243,000 square feet to the plant. Ford said the expansion will provide "a considerable number of new jobs." The plant produces the Aerostar minivan.

Ford has completed a new $78 million 212,000-square-foot paint facility at its Louisville truck plant. Ford builds Rangers and Bronco IIs at Louisville.

Truck output lowest of year

Domestic truck production during July totaled 262,390 units, the lowest monthly output since December when 241,341 trucks were assembled.

July's output was 16.82 percent below June's 315,435 but was 11.33 percent more than the 235,687 produced in July 1985.

Last week's scheduled production of 52,612 was 21.29 percent below the previous week's 66,846 and 16.02 percent below the year-ago week's 62,646.

Year-to-date, 2,190,696 units have been assembled, 3.59 percent more than the 2,114,723 completed last year at this time.

Ford Motor Co.'s Louisville, Ky., plant began production of 1987 Bronco II and Ranger models Aug. 7.

General Motors' Detroit plant closed Aug. 8 for model changeover. The plant is scheduled to resume output Aug. 25.

American Motors' Toledo, Ohio, plant resumed production today (Aug. 11) after being idle since July 21 for vacation.

All Ford plants except Lorain, Ohio, are slated for daily overtime this week (Aug. 11).

Canadian production slides

Canadian carmakers assembled 57,390 units in July, the lowest monthly production since August 1983 when 49,221 cars were built.

July output also was the lowest for that month since 1983 when 54,670 units were assembled.

July's production was 43.27 percent below June's 101,170 and 16.96 percent below the total of 69,110 in July 1985.

Last week's scheduled production of 9,122 cars was down 17.31 percent from the previous week's 11,031 and was 26.49 percent below the year-ago week's 12,410.

Truckmakers' July output of 46,456 was 38.73 percent below June's 75,827 and 9.08 percent below the 51,094 built in July 1985.

Estimated output of 11,151 trucks last week was 11.36 percent below the previous week's 12,580 but was 15.42 percent above the year-ago week's 9,661.

U.S. CAR	Week Ended Aug. 9 1986	Week Ended Aug. 10 1985	Week Ended Aug. 2 1986	July 1986	Jan. 1 to Aug. 10 1986	Jan. 1 to Aug. 9 1986
AMERICAN MOTORS	1,500	2,220	1,332	2,691	67,257	32,466
Renault Total	1,500	2,820	1,332	2,691	67,257	33,057
Alliance	1,500	1,943	1,332	2,610	42,148	28,057
Encore	0	877	0	81	25,109	5,000
CHRYSLER CORP.	15,100	67	17,995	71,378	628,924	551,000
Plymouth Total	5,300	31	6,120	23,054	230,055	249,391
Horizon	2,900	0	3,940	14,584	90,600	104,000
Sundance	1,200	8	1,733	4,505	0	7,400
Reliant	600	21	0	2,569	104,654	97,000
Caravelle	400	1	0	807	31,699	28,200
Gran Fury	200	0	447	890	11,455	11,391
Chrysler Total	8,500	14	4,927	18,012	270,304	282,000
Lebaron	0	0	0	2,325	62,713	63,000
Lebaron GTS	1,600	0	1,465	6,051	60,500	49,700
Laser	0	0	0	1,398	34,300	27,000
New Yorker/E-Class	300	14	175	591	49,539	47,700
Fifth Avenue	2,200	0	2,897	5,460	72,155	70,600
Dodge Total	6,300	22	7,248	32,312	315,662	319,000
Omni	2,800	0	3,469	15,332	69,230	100,000
Shadow	1,100	0	1,356	4,035	0	6,000
Aries	300	11	0	2,428	97,047	75,700
Daytona	0	0	0	2,466	31,474	30,000
Dodge 600	400	11	0	1,859	42,919	47,100
Lancer	600	0	915	3,813	42,807	34,000
Diplomat	1,100	0	1,276	2,999	23,135	23,700
FORD MOTOR	33,400	28,400	33,140	108,417	1,024,425	1,092,100
Ford Division	22,300	18,321	22,000	76,098	679,619	747,000
Escort	7,900	7,900	7,900	21,900	169,452	235,300
Mustang	0	915	3,726	14,029	169,452	129,674
LTD	0	3,354	0	0	131,995	0
Taurus	7,775	0	3,900	16,377	0	173,300
Thunderbird	3,997	2,268	3,043	8,388	113,335	97,000
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	3,448	4,042	4,155	11,439	114,695	121,126
L-M Division	11,100	10,077	10,231	32,519	344,509	344,500
Mercury Total	8,147	6,458	7,658	23,167	245,360	238,200
Lynx	1,465	1,491	1,445	3,921	45,186	39,878
Capri	0	74	215	1,414	11,884	11,011
Marquis	0	1,861	0	0	66,275	0
Sable	2,706	0	1,676	5,930	0	73,176
Cougar	3,046	1,869	3,039	8,366	82,646	77,864
Grand Marquis	0	0	0	0	4,733	0
Topaz	908	1,151	1,283	3,504	34,836	36,474
Lincoln Total	3,033	3,611	2,573	9,152	99,146	106,304
Continental	386	501	294	1,031	16,458	12,034
Lincoln	2,191	2,701	1,926	6,861	71,701	79,657
Mark VII/VIII	447	409	353	1,260	10,987	14,613
GENERAL MOTORS	17,245	75,529	38,698	290,101	3,080,369	2,653,848
Buick Total	4,786	18,449	8,282	66,851	636,194	484,195
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	788	1,201	0	6,704	68,079	53,992
Somerset/Skylark	0	2,625	2,462	12,575	75,269	70,519
Century	0	6,130	3,925	20,259	169,183	161,057
Regal	1,284	963	0	1,199	80,963	37,859
LeSabre/Electra(fwd)	313	2,306	0	1,273	87,322	9,244
LeSabre (rwd)	1,400	0	0	10,301	0	97,319
Riviera	618	1,154	847	3,220	41,736	17,562
Electra(fwd)	0	4,041	1,028	4,121	74,000	86,000
Cadillac Total	5,479	3,113	2,492	18,788	225,764	203,600
Cimarron	338	580	425	1,661	18,121	16,600
Seville	755	711	865	3,417	34,376	15,700
Eldorado	762	1,400	801	3,314	48,139	17,134
Cadillac (rwd)	2,212	412	391	0	28,473	61,704
DeVille (fwd)	1,422	0	0	10,394	107,662	102,466
Chevrolet Total	6,360	21,891	8,666	74,353	1,034,535	812,553
Chevette	0	2,766	0	1,124	103,095	61,091
Cavalier	4,223	7,018	4,178	29,134	306,093	257,239
Celebrity	0	5,471	2,820	13,648	178,327	162,723
Camaro	0	0	0	8,293	137,143	115,699
Citation	0	0	0	0	28,009	0
Monte Carlo	2,170	2,304	2,178	9,551	86,825	71,897
Chevrolet	0	2,966	0	11,061	162,056	127,707
Corvette	0	704	510	1,548	27,424	16,308
Oldsmobile Total	565	22,099	10,517	72,766	769,016	666,600
Firenza	0	827	0	876	949	23,400
Cutlass Supreme	0	3,233	0	1,020	149,013	84,031
Cutlass Ciera	0	8,328	3,192	28,432	228,526	186,649
88 (rwd)	0	8,029	0	0	159,721	11,749
98 (fwd)	0	0	3,500	27,771	0	212,400
Olds 98	0	1,338	995	5,030	69,883	88,435
Calais	0	3,844	2,157	8,993	92,024	74,919
Toronado	565	500	673	2,657	25,050	13,004
Pontiac Total	0	19,008	7,731	55,540	412,560	406,770
Acadian**	0	197	0	431	8,169	9,864
2000 Sunbird	0	2,543	0	8,220	68,394	84,946
1000	0	669	0	35	19,616	11,792
Firebird	0	42	0	7,380	73,488	70,440
6000	0	1,613	3,083	14,320	92,749	95,596
Parisienne	0	1,448	0	3,310	45,886	41,251
Piero	0	0	0	3,330	69,800	44,332
Grand Am	0	3,506	4,648	21,460	74,017	139,165
HONDA	5,300	3,090	5,109	17,992	98,136	121,333
NISSAN	0	1,296	0	0	15,691	21,517
NUMMI*	3,731	1,650	3,731	18,655	23,407	124,339
VOLKSWAGEN	0	2,456	0	2,984	60,916	50,282
Total Cars, U.S.	76,367	115,481	99,895	512,118	5,190,114	4,927,886
Total Cars, Canada	9,122	12,410	11,031	57,390	633,976	654,181
N. American Cars	85,489	127,891	110,926	569,508	5,833,090	5,582,067
N. American Trucks	63,763	72,307	79,426	308,846	2,639,124	2,724,252
North American Cars and Trucks	149,252	200,198	190,352	878,354	8,472,214	8,306,319

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR	Week Ended Aug. 9 1986	Week Ended Aug. 10 1985	Week Ended Aug. 2 1986	July 1986	Jan. 1 to Aug. 10 1986	Jan. 1 to Aug. 9 1986
AMERICAN MOTORS	0	409	0	0	5,813	2,362
FORD MOTOR	9,122	8,860	10,809	23,018	286,714	315,183
GENERAL MOTORS	0	3,141	0	33,372	322,989	330,186
VOLVO	0	0	225	999	6,460	6,451
Total Cars, Canada	9,122	12,410	11,031	57,390	633,976	654,181

U.S. TRUCK*	Week Ended Aug. 9 1986	Week Ended Aug. 10 1985	Week Ended Aug. 2 1986	July 1986	Jan. 1 to Aug. 10 1986	Jan. 1 to Aug. 9 1986
CHEVROLET	15,230	18,191	21,800	101,992	740,165	741,943
DODGE	2,900	4,014	2,548	16,936	130,038	56,983
FORD	23,241	22,857	28,944	83,285	722,468	697,166
GMC	5,321	6,346	7,048	31,211	228,677	225,369
NAVISTAR	1,620	1,650	1,545	2,199	49,267	43,292
JEEP	0	4,853	0	8,908	123,251	109,302
NISSAN	1,960	2,575	1,813	7,465	63,316	75,236
AM GENERAL*	50	50	50	222	1,540	1,562
MISCELLANEOUS*	2,300	2,000	2,300	10,212	56,893	70,940
Total Trucks, U.S.	52,612	62,646	66,846	262,390	2,114,723	2,190,696

CANADIAN TRUCK	Week Ended Aug. 9 1986	Week Ended Aug. 10 1985	Week Ended Aug. 2 1986	July 1986	Jan. 1 to Aug. 10 1986	Jan. 1 to Aug. 9 1986
AMERICAN MOTORS	900	0	0	3,098	0	17,065
CHRYSLER	7,203	5,804	8,348	15,720	240,907	240,657
FORD	2,988	2,838	3,253	4,259	98,662	98,000
GENERAL MOTORS	0	1,007	2,797	22,893	177,253	172,031
NAVISTAR	160	212	182	516	7,579	5,803
Total Trucks, Canada	11,151	9,861	12,580	46,456	524,401	533,556
N. American Trucks	63,763	72,307	79,426	308,846	2,639,124	2,724,252

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Automotive News

August 18, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited

61st year—$50.00 per year, $1.25 per copy

Hyundai franchises offered to dealers in scam

By Matt De Lorenzo
AUTOMOTIVE NEWS STAFF REPORTER
Copyright, 1986, Automotive News

LOS ANGELES — At least 20 U.S. dealers have been offered Hyundai franchises for $5,000 to $2 million by individuals purporting to have connections with Hyundai Motor Co. in South Korea.

Hyundai Motor America Inc., the only U.S. authorized distributor, uncovered the scams recently and obtained a preliminary injunction here against one operator who offered up to 25 franchises across the Sunbelt to an Arizona dealer for $350,000.

Although dealers have placed amounts ranging from $5,000 to $350,000 in cash in escrow accounts to receive the franchises, Hyundai said none have admitted losing any money. Once the scam was uncovered, dealers told Hyundai they were able to recover the monies from escrow.

Hyundai cars barred from Japan, exec says. Story on page 2.

Finbarr O'Neill, Hyundai Motor America vice president and general counsel, said the cases appear unrelated, although documents used in the West Coast incident made their way to Atlanta and were used by people there in approaching dealers.

"A number of dealers have been approached by individuals touting some alleged connection with the Hyundai family," O'Neill said. "They are not at all authorized to represent Hyundai. We've moved promptly against these individuals to get them to cease and desist."

O'Neill said that while the cases have been generally unrelated, the pitches are fairly similar — a dealer is approached by someone who implies that he has some connection with Hyundai or government officials in Korea and can arrange a franchise deal.

"They capitalize on their own alleged connections, which are always sort of vague," O'Neill said.

Although Hyundai Motor America knows of some 20 to 30 dealers who have been contacted by persons promising franchises, it is not known exactly how many operators there are or how widespread the activity is.

"That's the one troubling point; we don't know if this is all there is or if it could be the tip of the iceberg," O'Neill said.

O'Neill stressed that "the only way to be considered (for a franchise) is to apply to Hyundai Motor America. We don't operate through brokers. There's a perception out there that a Korean auto company would somehow operate differently. That's not the case."

Even before Hyundai sold its first car in the United States, people were approaching dealers and offering franchises, according to O'Neill.

The first case was reported in New York during April 1985. Dealers were approached by an individual who promised to deliver franchises for a 15 percent interest in each point. O'Neill said a cease and desist agreement was obtained from that person.

see HYUNDAI, page 72

U.S. automakers caught in middle in South Africa

By Jeremy Sinek
STAFF CORRESPONDENT

JOHANNESBURG, South Africa — As battles over South Africa's apartheid policy intensify here and in the United States, America's two largest automakers are finding themselves caught in the middle.

Last week, General Motors and Ford Motor Co. were among corporations here that signed an advertisement urging the South African government to "remove all discriminatory legislation without delay." The ad was sponsored by the American Chamber of Commerce, which represents 305 U.S.-owned businesses that operate in South Africa.

And as talk of economic sanctions against South Africa intensified last week in Western capitals, some commodity markets reacted by driving up the price of two key metals — platinum and gold — because of concern that the South African government could respond to its critics by halting or reducing the exportation of such strategic metals.

South Africa supplies 80 percent of the West's platinum and 60 percent of its gold. Platinum is necessary for catalytic converters in autos and is essential for some military equipment.

Against that backdrop, General Motors and Ford are trying to cope.

Ford has already reduced its exposure in South Africa; 18 months ago, it became a minority partner in South African Motor Corp. (SAMCOR), which builds some Ford sedans and also makes Mazdas and Mitsubishis, some sold with Ford nameplates.

General Motors South African, a wholly owned subsidiary of the parent corporation, is trying to find a similar arrangement. But the two companies, which have built cars in South Africa since the mid-1920s, together still account for 20 percent of the overall vehicle market in South Africa.

SAMCOR was formed by a merger of Ford of South Africa and Amcar Motor Holdings, the automotive subsidiary of South Africa's Anglo American Industrial Corp.

GM has made no secret that it would like a similar tie-up, either with another carmaker — it held abortive talks with BMW late last year — or with a local conglomerate that could open the way into company fleet markets and provide easier access to local borrowing. Such an arrangement also would lessen the potential blow to the corporation in the event of U.S.-imposed sanctions. Like all South African automakers, GM and Ford have to meet regulations requiring 66 percent local content by weight for passen-

...APARTHEID, page ...

American Motors Corporation

AUTOMOTIVE NEWS/JOE WILSSENS

Pleased as punch
AMC President Joseph Cappy and AMC Chairman Pierre Semerena listen to comments from AMC stockholders, who approved a company restructuring plan last week. Story on page 74.

Import stocks set record

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

The inventory of new imported cars on Aug. 1 was the highest since Automotive News began reporting the figures in April 1982.

The peak inventory was reached despite the fact that import sales during July were the best ever.

The Aug. 1 stockpile totaled 443,244, but a brisk sales pace kept the days' supply of 40 unchanged from the previous month.

Inventory a month earlier totaled 400,106, and on Aug. 1, 1985, the count was 291,871.

The previous record high was set July 1, 1982, when there were 438,113 cars in inventory.

see IMPORTS, page 71

Volvo, GM OK big-truck link; Volvo to hold 65%

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

General Motors and AB Volvo of Sweden signed a memorandum of understanding Aug. 14, forming a new joint-venture company in the heavy-truck field.

It is called Volvo GM Heavy Truck Corp., and it will handle all of the two firms' North American Class 8 manufacturing, marketing, sales and service operations.

Automotive News first reported an impending deal July 28.

The new company will be based in Volvo White's Greensboro, N.C., headquarters and will essentially be run by Volvo.

Volvo will have at least a 65 percent equity share of the new firm, according to Thomas S. McDaniel, group director, Business Planning Staff, GM Truck & Bus Group.

Volvo will have seven representatives on the new company's 10-member board of directors. GM

see VOLVO, page 71

Buick, Oldsmobile scrutinized by GM

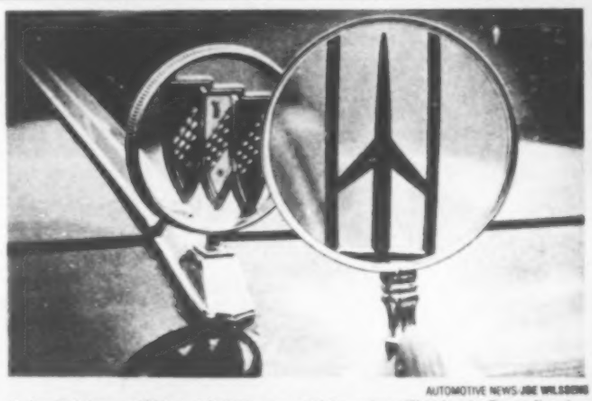
By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Buick and Oldsmobile are under General Motors' magnifying glass so GM can see where their differences lie.

William Hoglund, GM vice president in charge of the Buick-Oldsmobile-Cadillac Group, said the two divisions are sorting out which markets to go after so they can stop battling each other for the same buyers.

All GM divisions are involved in a program to define their markets and reduce the number of models they offer. The plan is to pit the car divisions against outside competitors, not each other, and to reduce the number of models offered by GM.

see BUICK-OLDS, page 72



AUTOMOTIVE NEWS/JOE WILSSENS

Is it a Buick or an Oldsmobile? The two divisions are still trying to figure it out.

NEWSPAPER

...settled at
.../Sable plant
Page 3

40 Detroit dealers
claim FTC victory
Page 6

Mexican racing
draws Chrysler interest
Page 33

...APARTHEID, page ...
BETHESDA MD 20814
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B 0300 8633 CCMP G82
**********5-DIGIT 20814

Chrysler-UAW negotiations give new hope to three plants

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Three Chrysler Corp. plants have a chance for a new lease on life following successful negotiations between the company and the UAW in recent weeks.

• UAW workers at the Jefferson Avenue assembly plant in Detroit have ratified a seven-year operating agreement that Chrysler has said it must have before investing up to $1.2 billion to build a new plant and produce a new pickup truck there.

The future of the Jefferson plant now hinges on Chrysler's ability to obtain state and city tax incentives.

• UAW workers at Chrysler's Huntsville, Ala., electronics plant have also ratified a multi-year, "modern" agreement which paves the way for a new plant to be known as Chrysler Electronic City.

• Union members at Chrysler's Trenton, Mich., engine plant were scheduled to vote Sunday, Aug. 17, on a tentative new-style operating agreement that is needed to win a $280 million investment by Chrysler to build a new V-6 engine at the plant.

The agreements are all so-called progressive operating pacts. They call for fewer job classifications, a "pay for knowledge" method of compensation, a team concept of production and a cooperative labor-management philosophy.

The Jefferson agreement, for example, cuts job classifications from about 98 to 10.

The UAW said the pacts also provide for wage increases.

Chrysler hopes to increase the plants' productivity and efficiency, and the union seeks to ensure continued operation of the plants and give workers a greater voice in their working lives.

The agreements are not effective immediately.

In Huntsville, the new contract covering 2,500 members of UAW Local 1413 would take effect in the spring of 1988 when a new plant is scheduled to open. The Trenton agreement would become effective when production of the new V-6 begins.

At Jefferson Avenue, the new agreement would take effect in the spring of 1988 when truck production is expected to begin.

The plant currently assembles Plymouth Reliant and Dodge Aries models.

Chrysler has said that if its conditions are met, it will begin truck assembly in a rehabilitated plant in 1988 and also will construct a new assembly complex.

On Aug. 10, members of UAW Local 7, which represents about 4,000 Jefferson Avenue employees, voted 684 to 316 to ratify the contract.

Chrysler called the ratification a "giant step in the right direction."

"Now the job needs to be completed and that will take an appropriate incentive agreement by the city and state," the company said.

Bieber says transplants could cost 200,000 U.S. auto jobs by 1990

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

UAW President Owen Bieber says the United States could lose 200,000 jobs by 1990 because of an anticipated surge in "transplant" assembly operations.

Transplant operations refer to the vehicle assembly plants in the United States operated by foreign automakers.

The job loss may occur as sales of transplant vehicles in North America displace 2.2 million units of Big Three sales by 1990, Bieber said in a letter to U.S. Trade Representative Clayton Yeutter.

UAW research indicates that by 1990, as many as 13 North American plants will be assembling up to 2.4 million overseas-designed vehicles for the North American market, Bieber said.

He said that while a typical Big Three assembly plant producing 200,000 vehicles annually supports 25,000 "backup" parts and supplier jobs at a level of 95 percent domestic content, the transplant operation using 30 percent U.S. parts generates only 6,700 "backup" jobs.

Bieber made the job-loss prediction in a letter urging Yeutter to support the "broadest possible agenda" on auto parts during upcoming trade talks between Japan and the United States. The Market-Oriented Sector Specific (MOSS) talks open Wednesday in Tokyo.

"We believe the worst possible scenario would be to restrict the MOSS talks to narrow discussions about Japanese government regulations of auto parts imports," Bieber said. The UAW urged "discussions of the impact of Japanese trade and investment on the U.S. auto and parts industry."

Bieber acknowledged that it is "imperative" that the talks seek access to the Japanese market for U.S. supplier firms because U.S. firms must qualify as original-equipment suppliers in Japan in order to source transplant operations in this country.

"We view access and qualification in Japan as a means or bridge to a larger end," Bieber said. "That end is greatly expanded purchases of parts produced by U.S.-based companies for vehicles assembled here by the transplant firms.

"Several U.S. parts producers have tried to get contracts to supply the transplants, but their success has been limited," Bieber said.

UAW studies indicate that transplant assemblers are buying U.S.-made components which are "low value, bulky and costly to transport; components which are highly standardized; and material such as aluminum and plastic which are cheaper here than in Japan," Bieber said.

"Typically, only about 30 percent, by value, of parts in their U.S.-assembled vehicles is sourced from our supplier firms," Bieber claimed. "In general, except for final assembly and body panel stamping, most of the high-value-added and labor-intensive operations are retained in Japan."

He said that in addition to leading to massive job losses, the use of Japanese suppliers increases the trade deficit.

"The use of an average of $3,000 worth of imported parts in each of the 2.2 million additional transplant-assembled units would add $6.6 billion to the automotive trade deficit by 1990," Bieber said.

AUTOMOTIVE NEWS/JOE WILSEMS

Owen Bieber: "We view access and qualification in Japan as a means or bridge to a larger end. That end is greatly expanded purchases of parts produced by U.S.-based companies for vehicles assembled here by the transplant firms."

SUPPLIER JOBS CREATED
UAW estimates for an assembly plant producing 200,000 cars a year

	Jobs Created: Traditional Domestic	Jobs Created: Transplant	Pct. Sourced in U.S. by Transplant
High value			
Engines & engine parts	1,880	280	14
Exhaust systems	320	160	50
Drivetrains	1,550	0	0
Brakes	380	190	50
Wheels	170	170	100
Carburetors, pistons, valves, rings	480	0	0
Fasteners	990	100	10
Gray iron foundaries	740	0	0
Value-added			
Radios	80	80	100
Electronic components	20	0	0
Engine electric	960	0	0
Refrigeration & heating	250	250	100
Storage batteries	380	190	50
Vehicular lighting	200	200	100
Wiring	200	0	0
Motors & generators	240	120	50
Body			
Seats	100	100	100
Stamping	1,630	1,370	75
Materials			
Steel	810	410	50
Aluminum	190	190	100
Glass	120	150	100
Paint & chemicals	420	460	100
Fabric	1,280	1,280	100
Plastics	480	480	100
Tires & rubber	510	280	50
Other materials	740	0	0
Tooling			
Machine tools	350	0	0
Hand tools	580	0	0
Investment goods			
Machines	550	0	0
Office & communication machinery	510	0	0
Overhead			
Paper, print, furniture, food	1,050	310	30
Other	6,500	0	0
Total parts employment	25,000*	6,700	

* Does not add due to rounding.

INDEX

Auction reports	60-62
Classified advertising	63-71
Coming Events	48
Dealing with dealers	16
Editorial page	10
Extra section	E1
Inventories	1, 71
Personnel	52
Production by makes	76
Recreation on wheels	12
Registrations, car	20
Sales, car	71

61st year—No. 5141

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Atlanta strike ends; 24,000 Taurus/Sables lost

By Mary Connelly
DETROIT REPORTER

Production of Taurus and Sable models was scheduled to resume today, Aug. 18, at Ford Motor Co.'s Atlanta, Ga., assembly plant pending settlement ratification by striking workers Friday afternoon.

A spokesman for UAW Local 882, which represents 3,000 striking workers at the plant, said the union bargaining committee was optimistic the agreement would be ratified. Voting results were not available Friday afternoon.

Ford said the 27-day strike cost production of 24,000 units of the strong-selling models. The Atlanta plant is one of two producing Taurus and Sable models.

Before the strike began, Ford said it had back orders for 160,000 Taurus and Sable models and a four-month delivery lag.

Union members walked off the job July 19 to protest working conditions. Tentative settlement was reached after a 16-hour bargaining session last week.

Sid Hamby, president of UAW Local 882, said the working conditions which prompted the strike included "severe heat problems" in the plant, "poor ventilation," noise levels in excess of federal regulations and hazardous asbestos fibers in working areas.

"The bargaining committee feels we got a good settlement," said J.C. Phillips, a member of the Local 882 bargaining committee. "We feel the working conditions will be better in the plant."

Phillips said the agreement calls for additional fans to reduce heat and boost ventilation in the plant and requires repairs where needed to bring noise levels within federal regulations.

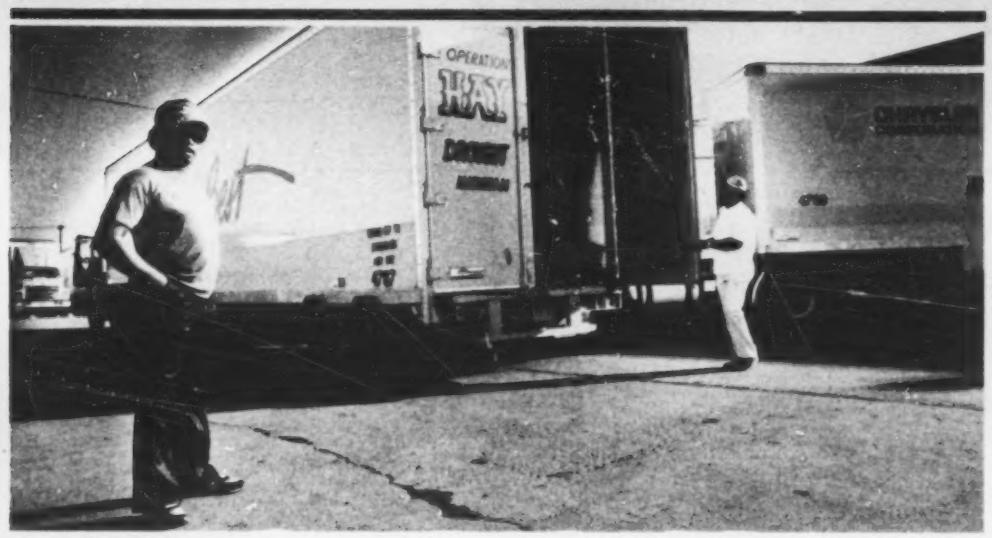
"We also got language that the company will keep asbestos repaired as necessary in the plant," Phillips said.

The strike at the Atlanta plant was allowed under the national agreement between Ford and the UAW, which permits employees to strike over health and safety issues and work standards.

However, the local union has also told Ford it is concerned about outsourcing of work at the Atlanta plant, although that is not a strikeable issue. The union cited the use of a Florida-based company to man a 100,000-square-foot warehouse which stocks more than 220 items to supply the assembly plant.

"Outsourcing was discussed across the table," said Phillips, who declined to reveal the outcome of the talks pending agreement ratification by the local membership.

Throughout the strike, production continued at Ford's Chicago assembly plant, which provides 50 percent of the Taurus and Sable sedans and wagons.



'Operation Hayride'

AUTOMOTIVE NEWS JOE WILSEMS

Five Chrysler trucks were used to deliver 2,500 bales of hay to drought-ridden southern states for livestock fodder. Twelve UAW members from Chrysler Transport in Detroit volunteered to drive the trucks, which were provided by Chrysler Motors. The hay — 125,000 pounds of it — was collected from Michigan farmers and was delivered last week to Forest Park, Ga.

Detroit dealers win partial FTC victory

Federal Trade Commission lawyers have agreed to drop charges that Detroit-area auto dealers used threats of violence and coercion for several years in an effort to limit business hours.

The allegations are part of an FTC antitrust action which accuses nearly 100 Detroit-area dealerships of conspiring to close on Saturdays and most weeknights. Trial before Administrative Law Judge James Timony began last month in Washington and is currently in recess until Sept. 8.

Daniel Hayes, executive vice president of the Detroit Auto Dealers Association, conceded that the "bulk of the case" must still be tried, but he said that dismissal of the threats and coercion charges is an important victory for dealers.

"The case isn't over, but obviously this was central to their case," he said. "With the charges of intimidation and violence out, the underpinning of the case is gone."

Several weeks ago, the dealers asked Timony to throw out the section of the complaint alleging threats and coercion. Acting on the motion, Timony had given FTC lawyers until Aug. 29 to produce 10 exhibits of such behavior by dealers.

Government attorneys last week filed notice with Timony that they would not present a list and would not oppose the motion for dismissal.

An order dropping the charges is being drafted by dealer counsel. The document must be approved by Timony before being forwarded to the full commission for ratification.

"The government was unable to connect any act of intimidation or threat of violence with any new-car dealer in this area," Hayes said.

In announcing the agreement, he called for an apology from FTC lawyers, claiming that the charges have been "a terrible burden for our dealers to bear." But he said the dealer group has not decided whether to file counter-charges.

"The temptation is there, but that is another tricky legal process and we're tired of dealing with these people," he said.

An FTC spokeswoman said last week that the agency does not oppose dropping the paragraph in the complaint citing threats and coercion.

"That has only limited significance and does not affect the main thrust of the case," she said.

During the trial, FTC lawyers have contended that limiting hours adversely affects the ability of car buyers to compare prices and obtain the best deal. They also have sought to show that dealers had no economic justification for reducing hours.

Dealer attorneys have argued that sales personnel pressured dealers to set uniform hours; that dealers did not use threats or coercion; and that dealers are exempt from antitrust laws because they were acting to prevent sales staffs from organizing a union.

The FTC brought restraint of trade charges in December 1984 against 105 individuals, 115 dealerships and 19 dealer associations. However, dealer spokesmen say some respondents have been dropped. DADA attorney Lawrence Raniszeski said last week that 83 individuals, 98 dealerships and 18 associations remain as defendants.

The FTC has declined to confirm the removal of any respondents from the case. But sources say commission approval is virtually certain. Some names have been stricken because the individuals are deceased or long out of business. Many charges included in the case date back to the mid-1960s.

Earlier this summer, Detroit-area dealers and the FTC reached a tentative consent settlement of charges that dealers conspired to restrict price advertising.

The FTC had charged that dealers sought to stop price advertising of current models in local newspapers, resulting in higher costs for consumers. The consent agreement dismissing those allegations is likely but has yet to be acted upon by the commission.

Makers seek to cope with Mexico's troubles

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Mexico's economic crisis is forcing the country's six carmakers to rethink their marketing strategies.

Some, like Volkswagen de Mexico and Chrysler de Mexico, plan to increase promotional advertising spending in 1987 and slash budgets for image building.

"A person who doesn't have the money to buy a car in Mexico is not going to have it if we do more advertising," said Marcus Huchrak, VW de Mexico's advertising and sales promotions chief. ". . . To motivate the market at the moment is very difficult."

Instead, VW de Mexico will try to motivate salespeople by dazzling them with prizes.

"If a salesman sells a Beetle, he'll get one point," Huchrak said. "If he sells a Corsar, he'll get 10. One hundred and twenty points will win him a trip to Europe, and 200 points a trip to Europe with all expenses paid. He'll be able to choose what he wants. There'll even be a house among the prizes."

The gloomy predictions of at least a 30 percent drop in car sales this year did not change following preliminary reports on sales in June, traditionally a bad month.

Huchrak said that in May, VW de Mexico lowered its 1986 car sales estimate from 90,000 to 61,000. Nevertheless, he said, VW expects to outsell Nissan this year.

But Mike Meckel, Ford's advertising manager, said Ford believed that Nissan would finish in first place this year, for the first time since it began selling cars in Mexico 25 years ago and started making them in the country 20 years ago.

Nissan, VW and Renault this summer have been offering a six-month interest-free financing plan to buyers who put 50 percent down.

"By having such strong incentives, Nissan is penetrating the market," Meckel said. "I'm sure this strategy comes from Japan. They did the same in the United States some years ago."

Luis Adame, Nissan Mexicana's marketing manager, said, however, that the Japanese carmaker would not cut back on image-building advertising next year.

"The others have been building their image in Mexico over more years than we have," he said. "We can't afford to stop building ours."

Meckel said, "My strategy next year will be to find a balance between image advertising and hard sell advertising, which includes all the incentive plans."

Ford had been the image leader in the Mexican market; Meckel said he planned to spend 70 percent on image next year and 30 percent on promotions. Ford will continue to advertise on television, despite the 120 percent price increase in the last year by Televisa, Mexico's and Latin America's major television consortium. Meckel said that most automotive companies in Mexico were spending about $1,384,615 a year with Televisa.

Nevertheless, Meckel said Ford might reduce the number of television events that it sponsors — now about 18 a year.

Inaki Landaburu, Chrysler de Mexico's advertising and promotions manager, said Chrysler would spend about 40 percent of its advertising and promotions budget on promotions next year, about the same as this year but double what it spent last year. The rest would be spent on image advertising.

Huchrak, describing VW de Mexico's philosophy in greater detail, said, "We are forgetting for the moment the aspect of communicating what the brand is. We want to get a mixture of promotional and advertising activities."

He said that throughout May and June, VW and about 180 of its 230 distributors had organized a raffle with 15 cars as prizes. About 35,000 people entered after completing a questionnaire. Huchrak said 10,000 of them were serious prospective buyers. "The raffle was a success, because we got people into the showrooms," he said.

The cost to VW de Mexico, including the cars, was just under $1 million, he said.

Huchrak said that this year for the first time VW de Mexico had to contribute toward advertising costs normally paid entirely by the distributors, who added 1.35 percent to the basic price of a vehicle for the purpose.

By the end of July, the company had contributed the equivalent of about $2 million toward advertising. Huchrak said he thought that next year it would be possible to reach an agreement whereby the distributors and company each paid half.

JUNE CAR SALES IN MEXICO
preliminary figures reported by VW de Mexico

	1986		1985	
	% of market	sales	% of market	sales
Nissan Mexicana	36.4	5,542	19.5	4,331
VW de Mexico	31.1	4,737	34.9	7,740
Chrysler de Mexico	17.6	2,655	15.7	3,494
Ford Motor Co.	9.8	1,492	15.5	3,442
GM de Mexico	3.6	553	8.7	1,920
Renault de Mexico	1.5	228	5.7	1,261

Mazda legal requirements on recall under fire

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Requiring some 500,000 Mazda owners to give up their legal rights to obtain a refund for head-gasket repairs is unfair and unprecedented, according to the Center for Auto Safety.

Replacing head gaskets costs about $400. Replacing the entire cylinder head can cost $1,300, and repair costs can exceed $2,000 if the engine is damaged.

In disclosing Mazda's informal warranty extension on its 1979-82 626 cars and 1979-84 B-2000 trucks, the safety center also criticized the company for failing to give the public notice of the problem and for not allowing consumers enough time to discover the problem or to have it fixed.

On Feb. 28, 1986, Mazda advised owners that it would reimburse them for head-gasket repairs if they responded within 90 days and if they signed a legal release.

The center charged that many owners may not be able to recover their expenses under Mazda's restrictions. The center described the legal release as "so broad that should the replacement head gasket fail later and cause personal injury, the consumer would be barred from any recovery."

The center said that the 90-day period specified by Mazda was not enough time, since the vehicles can be up to seven years old and may have been sold to second owners. Owners who have moved, sold their cars or recently bought a used Mazda may not have been able to meet the May 31, 1986, deadline, the center said.

The center maintained that Mazda's reimbursement program can also be unfair to those who bought one of the vehicles before Feb. 28, 1986, but who had the repair made later.

The center cited the case of a Virginia man who complained of the problem in late 1985 and in early 1986, but the dealer failed to replace the head gasket until March 1986 — after the five-year warranty had expired.

When the dealer and Mazda of America (East) refused to pay the $827 repair bill, the car owner complained to Mazda's president in Japan and was offered a $733 "goodwill" settlement. But, said the center, a less-persistent Mazda owner would get nothing.

The center is asking Mazda to extend the reimbursement period to Dec. 31. 1986, and to extend the warranty from 5 years/60,000 miles to 6/60.

It also wants Mazda to reimburse consumers and provide free repairs to those who first complained during the extended warranty period but had the repair made later. The center wants Mazda to advertise the program nationally in order to reach all affected consumers.

But most important, the center wants elimination of the release from legal liability that consumers must sign to get any repairs.

Mazda East declined to comment.

REGISTRATIONS

June's figure best for '86

By Jenny L. King
AUTOMOTIVE NEWS STAFF REPORTER

New-car registrations in June were highest for any month so far this year and were fourth best for that month. The import total was a record for the month, according to figures supplied by R.L. Polk & Co.

The first-half total was up some 160,000 cars from the 1985 period. Domestics were off 3.23 percent, imports were up 21.93 percent.

June registrations totaled 1,011,837, up 9.64 percent from 922,910 a year earlier.

Low-interest-rate loans accounted for the domestic-registration increase of 7.10 percent June to June. Domestic registrations numbered 714,196 this year, up from 666,863 in June, 1985.

The addition of new imports plus the usual buyer enthusiasm for cars built outside the United States resulted in record June import registrations of 297,641, up 16.24 percent from 256,047 last year.

Chrysler Motors and the combined imports, which include U.S.-assembled Honda, Volkswagen and Nissan cars, gained in shares of the market June to June.

Chrysler was up 1.14 percentage points, to 10.77 percent from 9.63 percent. Imports claimed 29.42 percent of the month's market, up 1.69 percentage points from 27.74 percent the preceding year.

Excluding imports, the June market was divided in this manner: General Motors had 58.77 percent, down from 59.39 percent a year ago; Ford Motor Co. was down to 25.23 percent from 25.81 percent; Chrysler Motors climbed to 15.25 percent from 13.33 percent, and American Motors plunged to 0.75 percent from 1.47 percent.

NEW-CAR MARKET SHARES IN U.S.

	JUNE					JULY THROUGH JUNE				
	Regis. 1986	Percent Share of Market	Regis. 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis. 1986	Percent Share of Market	Regis. 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Chevrolet	149,138	14.84	133,515	14.47	+0.17	798,859	14.80	775,884	14.75	-0.12
Ford	121,877	12.04	118,758	12.87	-0.83	667,651	12.32	704,232	13.39	-1.07
Oldsmobile	98,114	9.70	98,408	10.44	-0.74	530,088	9.78	527,724	10.04	-0.26
Pontiac	78,993	7.80	67,104	7.27	+0.53	422,978	7.80	377,770	7.18	+0.62
Buick	70,253	6.94	73,423	7.96	-1.02	388,554	6.80	428,861	8.16	-1.36
Mercury	44,715	4.42	42,018	4.55	-0.13	238,222	4.40	261,572	4.97	-0.57
Dodge	42,220	4.18	33,080	3.58	+0.60	206,756	3.81	227,574	4.33	-0.52
Plymouth	35,415	3.50	22,899	2.48	+1.02	170,683	3.15	179,558	3.41	-0.26
Chrysler	31,285	3.09	32,928	3.57	-0.48	171,551	3.17	178,858	3.40	-0.23
Cadillac	24,252	2.40	25,613	2.78	-0.38	142,458	2.63	142,107	2.70	-0.07
Lincoln	13,620	1.35	11,325	1.23	+0.12	76,286	1.41	77,717	1.48	-0.07
AMC	5,305	0.52	9,778	1.06	-0.54	35,430	0.66	67,364	1.28	-0.62
GENERAL MOTORS	419,750	41.48	396,063	42.92	-1.44	2,254,931	41.61	2,252,176	42.83	-1.22
FORD MOTOR CO.	180,212	17.81	172,101	18.65	-0.84	982,159	18.13	1,043,521	19.84	-1.71
CHRYSLER MOTORS	105,920	10.77	88,907	9.63	+1.14	548,990	10.13	585,990	11.14	-1.01
AMC	5,305	0.52	9,778	1.06	-0.54	35,430	0.66	67,364	1.28	-0.62
IMPORTS	297,641	29.42	256,047	27.74	+1.68	1,597,006	29.47	1,309,811	24.91	+4.56
MISC. DOMESTIC	9	0.00	14	0.00	-0.00	46	0.00	105	0.00	-0.00
TOTAL	1,011,837		922,910			5,418,562		5,258,967		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Chrysler numbers based on manufacturers' sales records.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R.L. Polk & Co. Statistical Report
JUNE, 1986 VERSUS JUNE, 1985

	1986 Month	1986 Year	1985 Month	1985 Year
AMC Alliance FWD	3,843	24,489	5,288	36,206
Encore FWD	909	6,699	3,729	24,535
Eagle 4WD	85	700	144	1,500
Eagle 4WD SW	468	3,542	617	5,123
TOTAL AMC	5,305	35,430	9,778	67,364
Chrysler Laser FWD	2,816	14,843	3,913	29,114
LeBaron GTS FWD	4,251	32,677	7,966	27,878
LeBaron FWD	8,781	46,890	6,958	41,909
LeBaron SW FWD	618	3,354	627	3,704
E Class-NY FWD	4,530	26,380	4,447	28,320
NY Fifth Ave-Newpt	10,287	47,396	9,017	47,933
Total	31,285	171,551	32,928	179,558
Plymouth Horizon FWD	12,950	50,401	5,206	49,637
Sundance FWD	3	3	0	0
Turismo FWD	3,878	21,463	3,678	31,023
Reliant FWD	10,414	55,577	6,815	53,425
Reliant SW FWD	2,663	15,437	2,270	16,721
Caravelle FWD	3,906	20,193	3,077	18,844
Gran Fury	1,601	7,609	1,853	9,908
Total	35,415	170,683	22,899	179,558
Dodge Omni FWD	10,547	43,109	4,575	42,127
Shadow FWD	28	28	0	0
Charger FWD	4,171	23,181	3,903	33,582
Daytona FWD	4,003	19,540	3,678	26,792
Aries FWD	7,313	38,410	5,587	43,844
Aries SW FWD	2,542	12,700	2,062	13,299
Lancer FWD	3,375	23,679	5,539	19,872
600/400 FWD	7,537	32,587	4,647	29,286
Diplomat	2,704	13,522	3,089	18,772
Total	42,220	206,756	33,080	227,574
TOTAL CHRYSLER CORP.	108,920	548,990	88,907	585,990
Ford Escort FWD	29,390	159,884	33,045	153,186
Escort SW FWD	6,546	41,623	8,664	39,151
EXP FWD	35	321	1,576	14,537
Mustang	16,849	87,425	14,230	80,819
Tempo FWD	20,115	127,767	16,596	156,116
Taurus FWD	16,312	64,100	0	0
Taurus SW FWD	6,419	24,940	0	0
LTD	1,725	19,441	13,515	78,647
LTD SW	432	5,072	3,766	22,173
LTD Crn. Victoria	9,663	55,357	11,399	67,200
LTD Crn. Victoria SW	1,929	10,385	2,132	13,001
Thunderbird	12,382	71,336	13,835	78,342
Total	121,877	667,651	118,758	704,232
Lincoln Town Car	10,122	56,619	8,174	53,006
Mark VII	1,840	9,915	1,432	10,074
Continental	1,658	9,752	1,719	14,637
Total	13,620	76,286	11,325	77,717
Mercury Lynx FWD	4,524	28,486	7,131	32,104
Lynx SW FWD	930	5,602	1,414	6,930
Capri	1,109	6,066	1,067	7,670
Topaz FWD	5,994	31,745	4,347	42,522
Sable FWD	7,290	31,898	0	0
Sable SW FWD	2,471	9,840	0	0
Marquis	778	9,082	6,857	43,066
Marquis SW	97	999	803	4,868
Grand Marquis	9,461	50,881	9,169	56,684
Grand Marquis SW	915	4,904	937	6,083
Cougar	11,146	58,739	10,293	59,645
Total	44,715	238,222	42,018	261,572
Lincoln-Mercury Division Total	58,335	314,508	53,343	339,289
TOTAL FORD MOTOR CO.	180,212	982,159	172,101	1,043,521
Buick Skylark FWD	0	0	5,152	49,283
Skyhawk FWD	7,011	33,293	6,010	42,000
Skyhawk SW FWD	494	2,419	458	3,324
Somerset/Skylark FWD	13,372	80,470	11,400	50,959
Century FWD	18,388	105,745	17,188	89,653
Century SW FWD	2,261	11,109	2,195	12,682
Regal	7,005	40,555	9,274	50,821
LeSabre	0	0	10,376	63,807
LeSabre FWD	10,129	40,102	0	0
Electra FWD	8,768	58,354	8,129	34,685
Buick SW	1,473	7,231	1,109	7,096
Riviera FWD	1,352	8,275	4,132	24,552
Total	70,253	388,554	73,423	428,861
Cadillac DeVille	0	0	74	1,525
DeVille FWD	12,686	82,385	6,879	41,875
Cimarron	2,175	10,998	1,738	10,395
Fleetwood & Chassis	6,624	31,146	4,480	23,380
Fleetwood FWD	0	0	2,471	15,761
Eldorado FWD	1,489	10,392	6,671	33,113
Seville FWD	1,268	7,537	3,300	16,058
Total	24,252	142,458	25,613	142,107
Chevrolet Nova FWD	14,435	70,868	1,024	1,069
Chevette	5,215	36,655	9,146	59,840
Camaro	19,017	91,274	18,158	100,695
Cavalier FWD	31,441	173,600	28,522	180,297
Cavalier SW FWD	4,760	29,151	6,802	41,270
Citation FWD	0	0	3,774	33,608
Celebrity FWD	30,079	161,603	23,961	123,595
Celebrity SW FWD	8,925	42,664	7,777	39,396
Monte Carlo	9,999	52,970	10,223	56,094
Impala	0	0	4,717	25,899
Caprice	16,468	91,778	11,[illegible]	57,289
Chevrolet SW	4,431	22,544	4,9[illegible]	27,342
Corvette	3,366	17,748	3,339	19,290
Total	148,136	790,853	133,515	775,884
Oldsmobile Firenza FWD	3,315	16,847	3,059	23,811
Firenza SW FWD	480	2,663	726	5,483
Calais FWD	12,121	59,685	14,078	64,319
Cutlass Ciera FWD	25,060	147,679	25,962	135,326
Cutlass Ciera SW FWD	3,497	16,455	3,939	20,894
Cutlass Supreme-Calais	20,267	113,109	18,939	104,935
Delta 88	0	0	15,916	92,103
Delta 88 FWD	22,127	94,815	0	0
98 FWD	7,279	64,407	8,981	52,590
Oldsmobile SW	2,091	10,866	2,062	11,063
Toronado FWD	1,007	6,732	2,746	17,210
Total	98,114	530,088	98,408	527,754
Pontiac 1000	1,412	9,917	1,917	10,835
Firebird	10,163	48,197	10,103	51,610
Sunbird FWD	11,378	52,639	9,221	56,174
Sunbird SW FWD	480	2,798	727	4,312
Grand Am FWD	19,507	102,395	9,591	53,393
Bonneville	3,416	21,998	4,554	25,667
6000 FWD	15,032	79,8[illegible]	12,020	63,474
6000 SW FWD	1,796	7,[illegible]	1,431	7,003
Grand Prix	3,20[illegible]	21,[illegible]	4,677	27,132
Parisienne	4,791	34,[illegible]	3,753	23,032
Pontiac SW	1,133	7,[illegible]	1,355	7,106
Fiero	6,686	35,009	7,755	48,132
Total	78,993	422,978	67,104	377,770
TOTAL GM CORP.	419,750	2,254,931	396,063	2,252,176
Miscellaneous Domestic	9	46	14	105
Domestic Station Wagon Total	57,931	300,853	56,851	318,043
Domestic Grand Total	714,196	3,821,556	666,863	3,949,156
Import Total	297,641	1,597,006	256,047	1,309,811
Grand Total All Registrations	1,011,837	5,418,562	922,910	5,258,967

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. Manufacturers' sales records used for comparing Oldsmobile.

Toyota puts a freeze on employment

TOYOTA CITY, Japan — In an effort to reduce production costs, Toyota Motor Corp. reportedly has decided to freeze the number of its plant employes at the current 64,000 level.

Meanwhile, the company announced that it has decided to reduce next spring's hiring of college and technical high school graduates by about 24 percent from this year's level.

Toyota plans to hire 580 new graduates next year, compared with 781 this year. The reason for the cut is the business downturn resulting from the yen's appreciation. Toyota reportedly suffered a 30 percent decline in its annual recurring profit for the year ended June 30.

This marks the first time in three years that Toyota has placed restrictions on new hirings of college graduates.

According to the Nihon Keizai, a local business publication, the number of Toyota plant workers at the end of June was up 8 percent, or 4,500, from a year earlier and 15 percent, or 8,200, from three years earlier, mainly due to increased manufacturing processes resulting from a larger number of vehicles produced.

The company reportedly also will reduce the number of auto components used in its various models — which is currently about 700,000 — by more the 100,000 by using the same parts in different models.

Output, sales rise in Japan

TOKYO — Due to increased domestic demand and exports, Japanese automakers produced 1.07 million vehicles in June to top last year's total by 2.6 percent.

The Japan Automobile Manufacturers Association said six-month output rose 2.0 percent to 6.24 million, a record for any first half. The previous high of 6.11 million units was set in 1985.

According to JAMA, production in the first six months included 3.96 million cars, up 4.9 percent over last year; 2.25 million trucks, down 1.6 percent; and 23,000 buses, down 55.1 percent.

Domestic demand for automobiles in the first half climbed 4.1 percent to 2.92 million units, a first-half record, while exports increased to 3.43 million units, up 5.2 percent, JAMA said.

Motorcycle production in the first half, JAMA said, dipped 11.7 percent to 1.96 million units, including 316,000 units in June, down 22.9 percent from a year ago. It was the fifth consecutive month that production declined from the year-ago total.

Chrysler Motors names three plant managers

DETROIT — New plant managers have been appointed at three Chrysler Motors plants.

They are: Philip T. Bray at the Kokomo, Ind., transmission plant; Lawrence C. Mitchell at the Indianapolis foundry; and Richard F. Buehler at the Mound Road engine plant in Detroit.

AUCTION DATES

American Motors

Aug. 19 — High Point Auto Auction, High Point, N.C.

Aug. 20 — Columbus Fair Auto Auction, Columbus, Ohio; Mid States Auto Auction, South Bend, Ind.; and Kansas City Auto Auction, Kansas City, Mo.

Aug. 21 — Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Evansville Auto Auction, Evansville, Ind.

Aug. 22 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Aug. 19 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; and Dallas Auto Auction, Grand Prairie, Texas (special summer clearance sale)

Used Car Sales
Auction Averages

August to date	$5,205
Month ago	$5,173
Year ago	$5,457

Aug. 20 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala. (tentative); Southwest Auto Auction, Phoenix, Ariz.; and Minneapolis Auto Auction, Plymouth, Minn. (tentative).

Aug. 21 — Clanton's Auto Auction, Darlington, S.C. (tentative), and Northway Exchange, Clifton Park, N.Y.

Aug. 22 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Aug. 20 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 21 — Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo. (tentative)

General Motors

Aug. 19 — Southern Auto Auction, East Windsor, Conn.; and South Seattle Auto Auction, Kent, Wash.

Aug. 20 — Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis; and Hatfield Auto Auction, Hatfield, Pa.

Aug. 21 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; and Big H Auto Auction, Houston, Texas

Model Breakdown
Auction Averages

	AUG 1986	JUL 1986	JUN 1986
1986	$12,249	$12,574	$12,183
1985	$8,492	$8,522	$8,558
1984	$6,236	$6,259	$6,342
1983	$5,496	$5,501	$5,530
1982	$4,353	$4,358	$4,363
1981	$3,399	$3,395	$3,422
1980	$2,511	$2,528	$2,561
1979	$2,152	$2,164	$2,172
Overall Average	$5,205	$5,196	$5,194

100 vintage race cars slated to go on block Aug. 22 in California

MONTEREY, Calif. — The first vintage race-car auction in the Western United States will be held here Aug. 22, the same weekend as the Pebble Beach Concours and the Laguna Seca historic races.

The auction's 100 select vintage sports and race cars and antiques include such makes as Maserati, Jaguar, Alfa Romeo, Cobra, Lotus and Mercedes-Benz.

Rick Cole Auctions will conduct the auction. All proceeds from admissions will benefit Children's Service Center of Monterey County, a non-profit agency that finds homes for children through adoption and foster care.

USED-CAR AUCTION DIRECTORY

SOUTH CAROLINA

SPECIAL SALE
AUGUST 26th
Southern Bell & General Telephone Company Vehicles To Be Sold
10:30 A.M.
100 units
Cars, Vans & Trucks
Van-Bucket Trucks & Utility-Bucket Trucks
RAWLS AUTO AUCTION
Oldest Auction In The Nation
803-657-5111
Located 20 minutes from Columbia, South Carolina Airport
Airport Pickup — Hotel Arrangements

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

VIRGINIA

Jim Wheatley's
Harrisonburg
Auto Auction

TEXAS

Fort Worth Auto Auction. 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

Import sales in Japan crack record for July with 6,035

TOKYO — Imported-car sales in Japan in July climbed 28.5 percent over a year ago to 6,035 units, the highest ever for the month. It was the 31st consecutive month that sales have topped the year-earlier level.

However, July sales fell 14.8 percent below the 7,085 vehicles sold in June.

According to the Japan Automobile Importers Association, July sales surpassed the previous record of 5,486 for the month set in 1979, the year import sales reached a record 60,161 units.

Cumulative sales from January through July this year increased 32.2 percent to a record 38,279, JAIA said.

The dealer association attributed brisk sales to lower interest rates on automobile loans involving some imported cars and lower prices resulting from the yen's appreciation against other currencies.

JAIA said the top-selling imports in Japan in July were Volkswagen, 1,475, up 36.2 percent over last year; BMW, 1,325, up 6.8 percent; and Mercedes-Benz, 1,061, up 28.9 percent.

In sales by countries of origin, West Germany was first with 4,587 units, up 22.2 percent over last year. The United Kingdom was a distant second with 383, up 49.6 percent, followed by Sweden, 314, up 57.8 percent; Italy, 312, up 54.5 percent; United States, 250, up 53.4 percent; and France, 175, up 59.1 percent. Other nations accounted for 14 units, JAIA said.

China gets diesel help

TOKYO — Nissan Diesel Motor Co. said it has agreed to sell its management and production expertise to a new state-operated automotive company in China to facilitate the production of heavy-duty vehicles.

A spokesman for the Japanese firm said the request for assistance was made by Second Automobile Works, located in Shiyan, Hubei Province, in Central China.

Nissan Diesel signed an agreement in August 1985 to supply technological data on heavy-duty trucks and to provide consulting services for the construction of a truck plant.

According to the spokesman, the agreement calls for Nissan Diesel, the truck manufacturing affiliate of Nissan Motor Co., to send its experts to instruct Chinese executives and workers on production management and planning, information management, quality control, operational rationalization and labor management, starting in 1987.

The Japanese firm will also send a team of experts to China in September to determine what is necessary for the plant's effective operation and to facilitate the transfer of technology.

The spokesman said the value of the contract will be determined during the team's visit to the Chinese plant.

APAA's export service recognized
Julian C. Morris, president of the Automotive Parts & Accessories Association, accepts the "E" award from President Reagan. The honor is awarded for export service. APAA works closely with Ambassador Clayton Yeutter, left, U.S. Trade Representative; and Secretary of Commerce Malcolm Baldrige, right, to expand auto parts exports.

CLASSIFIEDS

CARS WANTED

NISSANS
WE PAY HIGHEST PRICES
OVER INVOICE
Call
STUART NISSAN
305-286-8000

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky. 502-781-3591. No grey market cars.

NEW TOYOTAS WANTED
We Will Pay Highest Prices
Over Invoice
Call Jackie White or Frankie DeChiaro
DELRAY TOYOTA
DELRAY BEACH, FLORIDA
305-276-5000

HYUNDAI'S WANTED
Call: Iggy
Bay Ridge Hyundai
718-680-1616

SELLERS WANTED
Corporate Fleet &
Lease Bulk Purchases
Call: Dean Kobler
FLEET LIQUIDATORS
Tampa, Florida
800-237-5535

ATTENTION — Lease Co's — Daily rentals — Major Midwestern buyer will buy all makes — models 1982 up, "anywhere in U.S." — One or 100. Call anytime. 612-541-1270, Peggy.

WE BUY NEW CARS
8 to 8,000
We currently pay over invoice for Mercedes, Porsche, BMW, Volvo, Jaguar, Nissan, Honda and Toyota. Prices are negotiable below dealer net cost on all other cars and trucks.
205-271-2330
DIVERSIFIED VEHICLE MANAGEMENT CORPORATION

MIDWEST DEALER will pay the highest prices for 1984/85 police cars, any make. Bank and dealer references furnished. Call: Joe Vaught anytime at 1-800-325-8845; Kansas, 913-788-5815.

WANTED ALL USED POLICE CARS
WILL TRAVEL ANYWHERE
TOP PRICES PAID
Call: MARVIN 212-681-0400
We Help You With Bids
We're #1 in the industry
WE WILL NOT BE OUT-BID
on 1985's or 1986's

Auto sales down 4.5% for 10 days

By Jenny L. King
AUTOMOTIVE NEWS STAFF REPORTER

U.S. new-car sales for Aug. 1-10 dipped slightly from the year-ago total, which itself was depressed by a car haulers' strike and a quiet market.

Adding to this year's doldrums was the fact that there was one less selling day — eight, compared with nine in 1985. Actual sales were down 4.50 percent; they were up 7.44 percent on a daily-rate basis.

The Aug. 1-10 total this year was 152,079 compared with 159,241 in 1985. This year's daily rate was 19,010, up from 17,693.

Year-to-date sales of 4,940,725 were down 3.26 percent from 5,107,122.

General Motors dropped 15.11 percent, to 78,355 from 92,298. (It was down 4.50 percent on a daily-rate basis.) Ford Motor Co. reported sales of 41,435 new passenger cars, up 11.58 percent from 37,135 (up 25.52 percent daily rate).

Chrysler Motors' sales of 25,274 were up 2.57 percent from 24,640 (up 15.38 percent daily rate). American Motors plunged 48.15 percent, to 1,400 from 2,700 (down 41.67 percent daily rate).

The AMC total means that its dealers averaged about one car sale apiece during the Aug. 1-10 period.

Honda reported sales of 4,447 this year compared with 771 in 1985, when cars built were stranded by the haulers' strike.

DOMESTIC SALES

	August 1-10, 1986	August 1-10, 1985
Renault		
Alliance-Encore	1,250†	2,500†
AMC	150†	200†
AMERICAN MOTORS	1,400†	2,700†
Chrysler	7,537	8,160
Plymouth	7,799	6,975
Dodge	9,938	9,505
CHRYSLER CORP.	25,274	24,640
Ford	28,361	23,702
Mercury	9,813	10,667
Lincoln	3,261	2,766
FORD MOTOR CO.	41,435	37,135
Buick	12,507	19,233
Cadillac	5,285	6,373
Chevrolet	29,876	30,391
Oldsmobile	16,070	21,748
Pontiac	14,617	14,553
GENERAL MOTORS	78,355	92,298
VOLKSWAGEN	1,118	1,152
HONDA	4,447	771
NISSAN	50†	545†
U.S. INDUSTRY TOTAL	152,079	159,241

†—Estimate

Volkswagen listed 1,118, down from 1,152. Nissan sales were estimated at 50 compared with 545 a year ago.

GM's share of the market dropped to 51.52 percent from 57.96 percent. Ford moved up to 27.25 percent from 23.32 percent. Chrysler was up to 16.62 percent from 15.48 percent.

AMC slipped to 0.92 percent from 1.70 percent. VW earned 0.74 percent, up from 0.72 percent. Honda had 2.92 percent compared with 0.48 percent in 1985, and Nissan's 0.03 percent was down from 0.34 percent.

On a numbers-only comparison, Plymouth was up 11.81 percent, Dodge was up 4.56 percent and Chrysler was off 7.63 percent. Ford sales were up 19.66 percent, Lincoln was up 17.90 percent and Mercury was down 8.01 percent.

IMPORTS

FROM PAGE 1

The latest 40-day-supply figure compares with the 29-day supply a year-earlier.

The import truck inventory on Aug. 1 was 200,649, also the highest total since Automotive News began reporting import stock figures.

A month earlier, the count was 193,608 and a year earlier it was 74,720.

The 49-day supply of trucks on Aug. 1 compares with 64 days a month earlier and 20 a year earlier.

The combined car-and-truck inventory totaled 643,893 on Aug. 1. A month earlier, the figure was 593,714 and on Aug. 1, 1985, it was 366,591.

Days' supply of cars and trucks on Aug. 1 was 43, down from 46 on July 1, but up from the 26-day supply a year earlier.

Car inventories for the month were shared as follows: Japan, 73.00 percent; Germany, 16.67 percent; and other countries, 10.33 percent.

On July 1, the split was: Japan, 69.44 percent; Germany, 19.46 percent; and other countries, 11.10 percent.

Days' supplies of imported cars by country of origin on Aug. 1 were: Japan — Honda, 11; Toyota, 13; Acura, 32; Mazda, 34; Subaru, 46; Nissan, 47; Mitsubishi, 87; Chrysler, 99; Chevrolet imports, 120 (including 94 for the Suzuki-built Sprint and 138 for the Isuzu-built Spectrum); and Isuzu, 145.

Germany — BMW, 27; Mercedes Benz, 31; Porsche, 40; Volkswagen, 62; Merkur, 73; and Audi, 104.

Other countries — Jaguar, 20; Alfa Romeo, 33; Saab, 42; Yugo, 52; Volvo, 53; Peugeot, 86; and Renault, 198.

Trucks and their days' supplies were: Suzuki, 16; Toyota, 23; Mazda, 48; Nissan, 84; Mitsubishi, 97; Isuzu, 103; and Chrysler, 116.

All import truck figures include Nissan's domestic models.

IMPORT DAYS' SUPPLIES

	Aug. 1, 1986	July 1, 1986	Aug. 1, 1985
Spectrum	138	111	79
Sprint	94	60	62
Chevrolet	120	89	74
Chrysler Corp.	99	102	42
Acura	32	33	0
Honda	11	10	9
Isuzu	145	112	92
Mazda	34	29	23
Mitsubishi	87	58	18
Nissan	47	38	26
Subaru	46	31	22
Toyota	13	21	12
JAPAN	37	37	21
Audi	104	100	51
BMW	27	30	59
Mercedes-Benz	31	29	40
Merkur	73	78	117
Porsche	40	39	56
VW	62	63	66
GERMANY	52	52	57
Alfa Romeo	33	31	24
Hyundai	N/A	0	0
Jaguar	20	26	25
Peugeot	86	80	77
Renault	198	263	297
Saab	42	39	40
Volvo	53	47	41
Yugo	52	66	0
Other Countries	50	48	49
Total Import cars	40	40	29
Isuzu	103	93	29
Mazda	48	28	12
Mitsubishi	97	80	15
Nissan*	84	98	35
Suzuki	16	9	0
Toyota	23	59	12
Chrysler	116	81	38
Total Light Trucks	49	64	20
Total Imp. Vehicles	43	46	26

*Includes domestic trucks

VOLVO

FROM PAGE 1

will have three.

GM of Canada and Volvo are forming Volvo GM Canada Heavy Truck Corp. to distribute heavy-duty trucks built by the U.S. firm.

The equity investments by the two Canadian firms will be the same as in the United States, but board representation will be split 50-50 between Volvo and GM of Canada officials.

Officials expect the new joint venture to begin operations later this year after formal government approval in Sweden and the United States. It is expected to be be fully operational by mid-1988.

The new firm will sell current GMC and Volvo heavy-duty trucks and also the medium-duty FL 4 and FL 6 models imported by Volvo from Sweden.

Thomas McDaniel: He expects uncertainty among dealers and customers.

Eventually, officials expect to combine products into a single lineup. All future products will carry both the GMC and Volvo badges.

GMC and Volvo dealers will retain their separate franchises through the transition period, McDaniel said, but eventually will combined into a single dealer network. He said Volvo dealers will have access to GMAC financing.

He said he anticipated a reduction in the overall number of dealers now handling GMC and Volvo heavy-duty lines.

The two companies expect, though, to retain their separate factory branch stores, some of which are close to one another.

GMC currently has about 300 heavy-duty dealers, Volvo about 220.

On the basis of last year's sales, the newly formed company will be the fourth largest in the domestic heavy-truck market behind Navistar, PACCAR and Mack.

Volvo White and GM had a combined 17.3 percent of Class 8 retail sales last year.

Navistar had 21.4 percent of the Class 8 market, followed by PACCAR, whose combined Peterbilt/Kenworth sales accounted for 17.8 percent. Mack was next with 17.7 percent.

Freightliner had 13.5 percent of the market; Ford had 11.4 percent; and miscellaneous companies accounted for the remaining 0.9 percent.

McDaniel said, however, that a "wait-and-see" attitude by dealers and customers during the transitional period would affect sales and market shares.

GM plans to phase out heavy truck production at its Pontiac Central plant within about two years, assigning all heavy-duty production to Volvo's U.S. facilities.

Affected by the shutdown will be about 1,600 employes directly involved in heavy-duty operations plus an undetermined number of people in support operations.

The end of heavy-truck production at Pontiac Central will eliminate about 21,000 units of annual capacity from the domestic industry's Class 8 market. The plant has been producing at less than half capacity.

The domestic industry has capacity to build 200,000 Class 8 trucks a year. However, this year's sales are expected to be less than 120,000.

GM is essentially turning over all future product design and planning — as well as manufacturing, sales and service — to Volvo.

GM wants to concentrate its money and resources to shoring up its position in the medium and light-duty truck markets.

GM is No. 1 in medium-duty trucks, with 33 percent of the market, McDaniel said. There is a lot of overlap between medium and heavy trucks, with fleets often inclined to buy both from the same manufacturers.

GM, which is planning all-new medium-duty Class 3 to 7 models by 1990 (Automotive News, May 12) wants to "preserve its position" in that segment, particularly against the host of new foreign competitors, McDaniel said.

During the two-year transitional period, GMC will continue to introduce new products already on the boards. They include a new setback-axle General model that is scheduled to go on sale next January and the 60 series Detroit Diesel Allison engines that will be phased in during the 1987 model year.

But ultimately Volvo, which does just about all its design work in Sweden, will be calling the product shots and making the major new-product investments.

Truck operations have remained profitable

Volvo Truck Corp. of Gothenburg, Sweden, has remained profitable through the truck recession of the 1980s.

Last year, Volvo Truck's sales of $2.4 billion accounted for about 19 percent of the parent company's total. It reported an operating profit of $133 million, 12 percent of AB Volvo's total.

Volvo Truck has invested $355 million in capital expenditures during the past five years. Trucks also accounted for a substantial portion of the $1.9 billion invested by the Volvo group in research and development in the same period.

Last year, Volvo produced 41,200 trucks, including 11,200 in Sweden, 11,200 in Belgium and 10,800 in the United States.

Many of its driveline factories are working on two or three shifts. President Sten Langenius estimated that his company could produce 50,000 units a year with no major investment.

CARS WANTED

MAZDAS
WE PAY HIGHEST PRICES
OVER INVOICE
Call
DELRAY MAZDA
Contact: Michael Smock
305-278-7800

WANTED
NEW & USED
TOYOTAS
ALL MODELS
LIST PRICES PAID
With or without RDR cards
Call: CHARLES BARRETT
914-698-8120

PRODUCTION

5-millionth car built

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

United States automakers assembled their five-millionth car of the year last Thursday (Aug. 14), two weeks behind 1985.

So far this year, 5,019,066 cars have been built, 5.59 percent below the 5,316,424 completed last year at this time.

Last week's scheduled production of 90,814 cars was 18.35 percent more than the previous week's 76,733 but was 20.47 percent below the year-ago week's 114,186.

The makers split last week's targeted output as follows: General Motors, 36.39 percent; Ford Motor Co., 35.46 percent; Chrysler Motors, 15.97 percent; Honda of America Manufacturing Inc., 6.00 percent; New United Motor Manufacturing Inc., 4.11 percent; American Motors, 1.65 percent; and Nissan Motor Manufacturing Co., 0.42 percent.

Volkswagen of America's Westmoreland, Pa., plant remained idle last week for model changeover. The plant is to resume output of the Golf/GTI today (Aug. 18).

Nissan's car line in Smyrna, Tenn., resumed output on Aug. 12. The line had been idle since March 28, preparing for production of the 1987 Sentra four-door.

GM's Van Nuys, Calif., plant is to resume output today after being down for changeover. The Janesville, Wis., plant will resume production tomorrow.

GM's Lordstown, Ohio, plant resumed output Aug. 13 after being idle for changeover.

Ford's Atlanta plant is expected to resume production today. The plant has been closed since June 19 because of a strike over working conditions.

Ford's Dearborn, Mich., plant returned to work today after a two-week vacation.

All Ford plants except Wixom, Mich., are slated for daily overtime this week (Aug. 18).

Chrysler's Belvidere, Ill., and St. Louis (No. 2) plants were scheduled for overtime Saturday (Aug. 16). They are slated for daily overtime this week.

Truck output tops 60,000

Last week's domestic truck production of 60,405 units was 3.25 percent more than the previous week's 58,504 but was 6.96 percent below the year-ago week's 64,921.

Year-to-date, 2,256,993 trucks have been assembled, 3.67 percent more than the 2,177,050 completed last year at this point.

American Motors' Toledo, Ohio, plant resumed production today (Aug. 18) after being idle for vacation since July 21.

All Ford plants except Lorain, Ohio, and Twin Cities are slated for daily overtime this week.

Production rises in Canada

Canadian automakers scheduled production of 10,204 units last week, 14.42 percent more than the previous week's 8,918 but 49.18 percent below the year-ago week's 20,080.

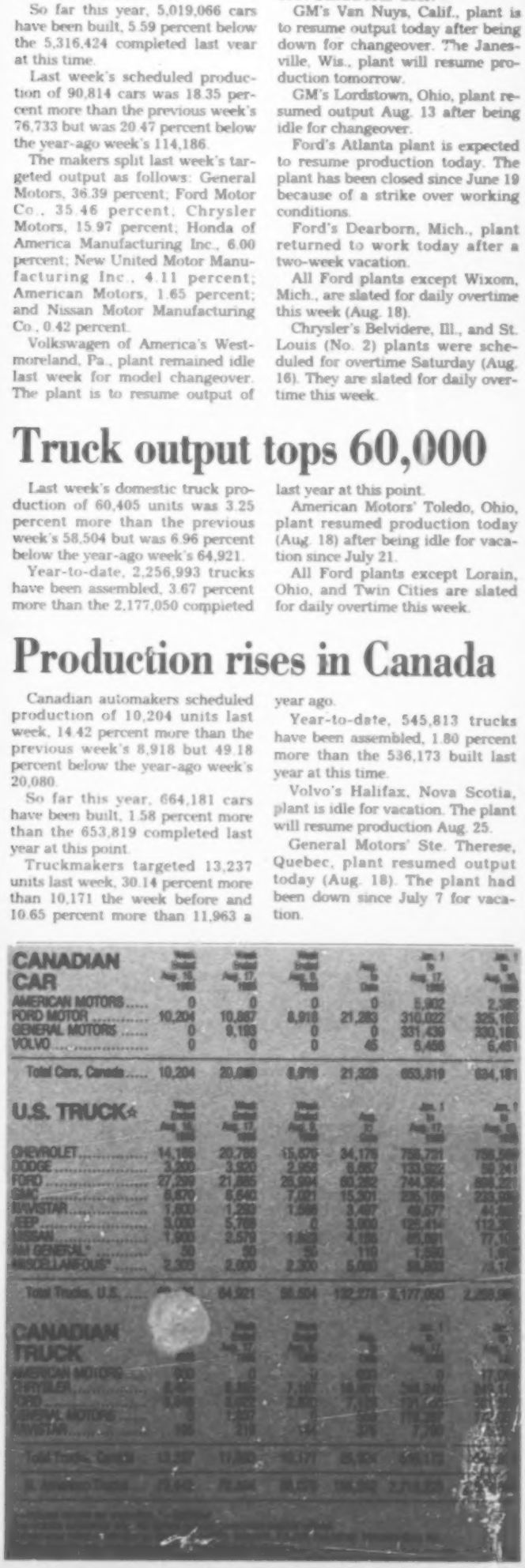
So far this year, 664,181 cars have been built, 1.58 percent more than the 653,819 completed last year at this point.

Truckmakers targeted 13,237 units last week, 30.14 percent more than 10,171 the week before and 10.65 percent more than 11,963 a year ago.

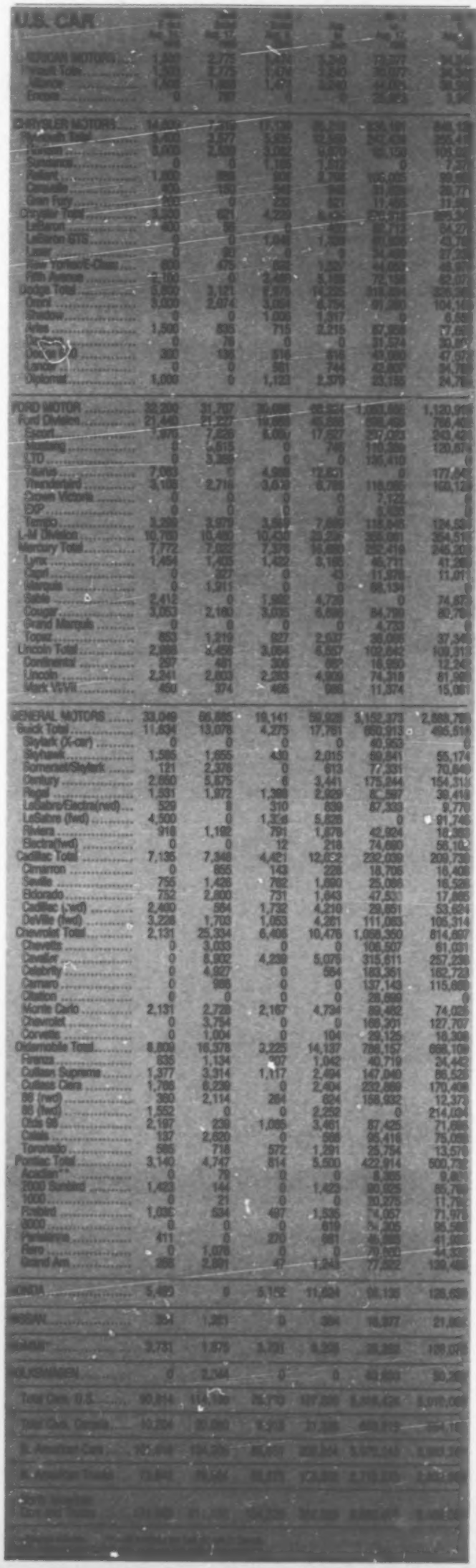
Year-to-date, 545,813 trucks have been assembled, 1.80 percent more than the 536,173 built last year at this time.

Volvo's Halifax, Nova Scotia, plant is idle for vacation. The plant will resume production Aug. 25.

General Motors' Ste. Therese, Quebec, plant resumed output today (Aug. 18). The plant had been down since July 7 for vacation.



CANADIAN CAR	Week Ended Aug. 10, 1985	Week Ended Aug. 17, 1985	Week Ended Aug. 9, 1986	Aug. 1 to Date	Jan. 1 to Aug. 17, 1985	Jan. 1 to Aug. 16, 1986
AMERICAN MOTORS	0	0	0	0	5,902	2,388
FORD MOTOR	10,204	10,857	8,918	21,283	310,022	325,165
GENERAL MOTORS	0	9,193	0	0	331,439	330,188
VOLVO	0	0	0	45	5,456	6,451
Total Cars, Canada	10,204	20,050	8,918	21,328	653,819	664,181
U.S. TRUCK*						
CHEVROLET	14,186	20,786	15,675	34,179	758,731	755,599
DODGE	3,200	3,920	2,958	6,857	133,922	59,241
FORD	27,299	21,885	26,934	60,282	744,954	806,227
GMC	6,879	6,642	7,021	15,301	226,199	233,339
INTERNATIONAL	1,800	1,260	1,566	3,497	49,677	44,866
JEEP	3,000	5,788	0	3,000	126,414	112,362
NISSAN	1,900	2,579	1,800	4,156	65,891	77,103
AM GENERAL*	50	50	50	110	1,550	1,950
MISCELLANEOUS*	2,300	2,600	2,300	5,000	58,803	73,142
Total Trucks, U.S.		64,921	56,504	132,278	2,177,050	2,256,993
CANADIAN TRUCK						
AMERICAN MOTORS	900	0	0	600	0	17,000
CHRYSLER	6,487	6,885	7,187	16,881	348,940	348,140
FORD	5,948	5,622	2,870	7,158	171,427	171,000
GENERAL MOTORS	0	1,257	0	0	110,397	72,000
NAVISTAR	185	219	134	374	7,730	5,673
Total Trucks, Canada	13,537	14,000	10,171	25,904	546,173	545,813
U. American Trucks	73,642	78,444	66,675	158,182	2,723,223	2,802,806



U.S. CAR	Week Ended Aug. 10, 1985	Week Ended Aug. 17, 1985	Week Ended Aug. 9, 1986	Aug. 1 to Date	Jan. 1 to Aug. 17, 1985	Jan. 1 to Aug. 16, 1986
AMERICAN MOTORS	1,800	2,775	1,800	3,240	73,277	34,314
Renault Total	1,500	2,775	1,800	3,240	39,077	34,314
Alliance	1,500	1,668	1,800	3,240	44,000	34,314
Encore	0	787	0	0	29,077	0
CHRYSLER MOTORS	14,600	7,115	15,120	35,220	539,181	648,139
Plymouth Total	3,400	2,577	3,600	10,560	242,404	225,417
Reliant	3,400	2,577	3,600	9,600	96,139	105,600
Sundance	0	0	0	960	0	7,200
Reliant	1,800	988	900	3,708	105,065	89,664
Caravelle	400	160	600	960	31,000	26,774
Gran Fury	200	0	220	620	11,400	11,600
Chrysler Total	3,200	621	4,220	4,400	230,713	285,397
LeBaron	400	98	0	400	89,713	84,227
LeBaron GTS	0	0	1,040	1,200	81,000	43,700
Laser	0	82	0	0	31,000	27,200
New Yorker/E-Class	600	475	600	1,000	44,000	48,900
Fifth Avenue	2,100	0	2,480	2,100	75,000	82,000
Dodge Total	5,800	3,121	6,975	14,225	313,284	326,300
Omni	3,000	2,074	3,000	6,750	97,000	104,100
Shadow	0	0	1,000	1,917	0	6,600
Aries	1,500	535	715	2,215	67,000	77,600
600	0	76	0	0	31,574	30,800
Daytona	300	136	816	816	43,000	47,500
Lancer	0	0	561	744	42,000	34,700
Diplomat	1,000	0	1,123	2,370	23,135	24,700
FORD MOTOR	32,200	31,707	30,698	66,824	1,060,686	1,120,910
Ford Division	21,440	21,227	19,869	45,696	696,488	766,400
Escort	1,976	7,826	5,000	17,627	257,023	243,427
Mustang	0	4,615	0	748	117,389	120,674
LTD	0	3,388	0	0	130,410	0
Taurus	7,083	0	4,868	12,821	0	177,647
Thunderbird	3,109	2,716	3,630	6,788	118,066	169,123
Crown Victoria	0	0	0	0	7,122	0
DP	0	0	0	0	6,658	0
Tempo	3,269	3,979	3,941	7,699	118,645	124,632
LM Division	10,760	10,480	10,829	20,230	366,081	354,511
Mercury Total	7,772	7,022	7,379	14,669	282,419	246,300
Lynx	1,454	1,403	1,422	3,165	46,771	41,200
Capri	0	327	0	43	11,976	11,011
Marquis	0	1,311	0	0	98,134	0
Sable	2,412	0	1,992	4,728	0	74,877
Cougar	3,053	2,180	3,035	6,699	84,798	80,700
Grand Marquis	0	0	0	0	4,733	0
Topaz	853	1,219	927	2,037	36,006	37,340
Lincoln Total	2,988	3,456	3,064	6,557	102,642	108,313
Continental	297	481	306	687	16,980	12,200
Lincoln	2,241	2,803	2,283	4,936	74,318	81,900
Mark VI/VII	450	374	465	986	11,374	15,061
GENERAL MOTORS	33,049	66,885	19,141	59,026	5,152,373	2,888,700
Buick Total	11,634	13,078	4,275	17,761	660,913	495,519
Skylark (X-car)	0	0	0	0	40,953	0
Skyhawk	1,585	1,655	430	2,015	59,841	55,174
Somerset/Skylark	121	2,378	0	613	77,331	70,840
Century	2,660	5,675	6	3,441	175,844	154,310
Regal	1,931	1,972	1,398	2,929	85,597	38,419
LeSabre/Electra(rwd)	529	8	310	839	87,333	9,770
LeSabre (fwd)	4,500	0	1,336	5,828	0	91,746
Riviera	918	1,192	791	1,679	42,924	18,360
Electra(fwd)	0	0	12	218	74,690	58,100
Cadillac Total	7,135	7,348	4,421	12,052	232,039	209,730
Cimarron	0	855	143	228	18,706	18,400
Seville	755	1,428	762	1,690	25,086	18,528
Eldorado	752	2,800	731	1,843	47,531	17,865
Cadillac (rwd)	2,400	564	1,732	4,210	29,651	53,624
DeVille (fwd)	3,228	1,703	1,053	4,281	111,083	105,314
Chevrolet Total	2,131	25,334	6,408	10,476	1,058,350	814,607
Chevette	0	3,033	0	0	108,507	61,031
Cavalier	0	8,902	4,239	5,076	315,611	257,239
Celebrity	0	4,927	0	584	183,361	162,723
Camaro	0	988	0	0	137,143	115,869
Citation	0	0	0	0	28,699	0
Monte Carlo	2,131	2,728	2,167	4,734	89,462	74,025
Chevrolet	0	3,754	0	0	168,301	127,707
Corvette	0	1,004	0	104	29,125	18,308
Oldsmobile Total	8,809	16,378	3,225	14,137	786,157	668,109
Firenza	835	1,134	207	1,042	40,719	24,442
Cutlass Supreme	1,377	3,314	1,117	2,494	147,040	88,523
Cutlass Ciera	1,766	6,239	0	2,404	232,869	170,408
88 (rwd)	390	2,114	284	624	158,932	12,377
88 (fwd)	1,552	0	0	2,252	0	214,024
Olds 98	2,187	239	1,086	3,461	87,425	71,666
Calais	137	2,620	0	508	95,416	75,069
Toronado	585	716	572	1,291	25,754	13,570
Pontiac Total	3,140	4,747	814	5,500	422,914	500,732
Acadian**	0	79	0	0	8,305	9,800
2000 Sunbird	1,423	144	0	1,423	80,025	85,700
1000	0	21	0	0	30,275	11,700
Firebird	1,035	534	497	1,535	74,057	71,970
6000	0	0	0	619	74,305	95,500
Fiero	411	0	220	981	46,895	41,000
Parisienne	0	1,076	0	0	79,800	44,332
Grand Am	266	2,891	47	1,942	77,652	139,480
HONDA	5,483	0	5,152	11,634	98,136	126,630
NISSAN	351	1,381	0	384	18,377	21,865
SAAB	3,731	1,979	3,731	8,259	28,268	109,078
VOLKSWAGEN	0	2,144	0	0	49,600	50,200
Total Cars, U.S.	90,814	114,186	76,770	187,289	5,998,426	5,018,000
Total Cars, Canada	10,204	20,050	8,918	21,328	469,819	664,181
U. American Cars	101,018	134,236	85,688	208,617	6,468,245	5,682,181
U. American Trucks	73,642	78,444	66,675	158,182	2,723,223	2,802,806
Total Vehicles	174,660	212,680	152,363	366,799	9,191,468	8,484,987

Big savings in tires seen for Detroit

By Dave Zeia
AUTOMOTIVE NEWS STAFF REPORTER

Industrywide cuts in wholesale tire prices enacted since last March could save the auto industry more than $100 million.

The 6 percent reduction in tire prices charged to original-equipment manufacturers is equivalent to about $1.30 to $2 per tire, sources said.

If OEM tire demand reaches 52 million units for cars and trucks in the coming model year as expected, the price cuts could translate into $78 million to $104 million in savings since the beginning of the 1986 model year, according to a New York-based auto analyst.

Tire makers trimmed wholesale prices twice during the past year. The first cut came last March, when Goodyear scaled back prices 3 percent, and other original-equipment tire makers followed. A second reduction of nearly 3 percent is being passed on to automakers for the 1987 model year by all the OEM tire suppliers.

Tire makers were able to offer automakers the break mainly due to sagging oil prices

"The major impetus for the lower prices is the drop in oil costs," said Harry W. Millis, a tire industry analyst with McDonald & Co. of Cleveland. "Raw materials are 55 percent of tire production costs and oil-based chemicals are 75 percent of all raw materials."

But the real inspiration for the cuts may have come from the automakers, particularly General Motors, which reportedly put the pricing squeeze on Goodyear last March in exchange for a promise to maintain Goodyear's share of GM business.

"I'd be surprised if there is any change during the model year," Millis said. "In my 25 years as an analyst, I've seen prices change only twice in the middle of the year. That was last March and back in 1980 when Uniroyal was in financial trouble and GM went along with increased prices in order to help bail it out.

"But the question of further cuts really boils down to whether Detroit gets into a jam or raw material costs put tire producers in the position to make further price reductions," he said.

Honda ponders Indonesian deal

TOKYO — Honda Motor Co. said it is considering a joint venture with Indonesia's P.T. Prospect Motor and other Indonesian investors to produce engines in Indonesia beginning next year.

Honda has been shipping knockdown kits of 1.3-, 1.5- and 2.0-liter engines to Prospect Motor for assembly. Last year, Honda shipped 8,000 such kits from Japan.

Honda already has an Indonesian joint venture with P.T. Imora Honda Inc., making seats, exhaust pipes, fuel tanks and other auto parts.

The Indonesian government treats commercial vehicles more favorably than cars. It imposes a stiff tariff on imported cars.

A venture with Prospect Motor would be Honda's second overseas engine program. This fall, Honda expects to begin producing 1.5-liter engines at an annual rate of 60,000 units at its Marysville, Ohio, plant.

Automotive News

August 25, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

DEPRECIATION:

Business to lose fast write-off under tax bill

PLANT
Cost $200 Million

Year	Current Law	Proposed Bill
1	17,600,000	6,084,656
2	16,800,000	6,349,206
3	15,200,000	6,349,206
4	13,800,000	6,349,206
5	12,600,000	6,349,206
6	11,400,000	6,349,206
7	10,400,000	6,349,206
8	9,400,000	6,349,206
9 - 19	8,400,000	6,349,206
20	400,000	6,349,206
21 - 31		6,349,206
32		3,439,164
	200,000,000	200,000,000

AUTO
Cost $15,000

Year	Current Law	Proposed Bill
1	3,200	3,000
2	4,800	4,800
3	4,800	2,880
4		1,728
5		1,728
6		864
	12,800*	15,000

Depreciation figures under new schedules may change before tax code is finalized.
* Limited by luxury car provisions of tax law.
SOURCE: Jeffery B. Kane, partner, Arthur Anderson & Co.

Photo by Joe Wissens/Design by Charlotte Winter

Tax reform plan expected to boost year-end car sales

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Auto analysts expect a flurry of car buying late this year because of tax reform. The bad news is that the year-end buying will steal sales from 1987, they say.

Analysts forecast that sales by year-end could be 100,000 to 200,000 units higher than predicted before tax reform. They also say 1987 will see a decrease of the same magnitude from earlier forecasts.

Tax reform eliminates the sales tax deduction and begins phasing out interest deductions Jan. 1, 1987.

Howard Leonard, auto analyst with FNC Financial Corp., compared the situation to the personal computer market late last year.

Computer makers announced late in 1985 that prices of personal computers would increase Jan. 1, 1986. The announcements triggered a frenzy of computer buying last Christmas.

Maryann Keller, of Furman Selz Mager Dietz & Birney, has upgraded her 1986 sales forecast to 11 million cars or more from her earlier prediction of 10.8 million to 10.9 million units because of a year-end buying surge.

"There will be a flurry of car buying, especially in the expensive category," she said. "If I were thinking of buying a Mercedes, you can bet I'd be putting my order in right now."

She noted that on a $20,000 car

see ANALYSTS, page 50

How tax bill would affect auto industry

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The tax bill agreed to by House and Senate conferees would treat the U.S. auto industry better in the short term than many of its heavy manufacturing brethren.

That's because the industry is profitable, interest rates are down, sales are relatively strong, and the major companies are wrapping up hefty new-vehicle and plant expenditure programs. The auto companies also have made major acquisitions that have diversified

see TAX BILL, page 50

Mexican-produced LeBaron expected in U.S. in March

Jerry Mathis

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Jerry L. Mathis, managing director of Chrysler de Mexico, expects his company will have to export J-cars from Mexico by March to meet U.S. demand.

The J-car is the mid-sized Chrysler LeBaron specialty coupe that will join the U.S. lineup early in January. A convertible, which will be built only in the United States, will be introduced next spring.

He said that Chrysler de Mexico's overall export target for 1987 is $1.5 billion, and he called for greater flexibility in the Mexican government's dealing with the local automotive industry.

He also said the company plans to continue adding to its workforce.

Mathis, a vice president of Chrysler Motors, has been chief of the Mexican operation since March 1985.

He said confusion about

see MATHIS, page 54

Court issues injunction in Hyundai sales scam

By Matt DeLorenzo
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Hyundai Motor America last week obtained a judgment against two men who attempted to sell bogus franchises for the Korean car.

The stipulated judgment by Judge Warren H. Deering of Superior Court for the State of California awards $250,000 plus $10,000 legal fees to Hyundai if Jack LaFollette and Edward Yim violate an injunction that bars them from soliciting dealers for 25 dealerships LaFollette represented as having been issued to him by Hyundai Motor Co., Hyundai Motor America's Korean parent.

In a copyright story last week, Automotive News reported that at least 20 U.S. dealers have been offered phony franchises by apparently unrelated operators in the Southwest; Atlanta; New York; Washington D.C.; Minnesota; and Chicago. Hyundai Motor America attorneys earlier obtained cease and desist orders against several of the operators.

They accused LaFollette of soliciting contracts from dealers in California, Texas, Florida and Arizona. Judge Deering's judgement does not directly block LaFollette and Yim from operating in another state, but in such an instance Hyundai Motor America attorneys could move to collect the $260,000 award and request contempt of court action here while proceeding against the duo elsewhere, a HMA spokesman said.

LaFollette's attorney, Ramon Grolock, told Automotive News that his clients "thought they had something going in Korea" and that they paid more than $10,000 to an unnamed contact in Seoul who allegedly arranged the deal for the 25 franchises. Grolock said LaFollette and Yim are pursuing a case against that person in Korea to recover their money.

The attorney said LaFollette's contact, whom he declined to identify, was previously in the electronics business and now reportedly has landed a job at one of Korea's other automakers.

see HYUNDAI, page 52

High inventories may delay GM '87 intro

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors is considering delaying the introduction of some 1987 cars because of bulging inventories of 1986 models.

GM said the fall public introduction of 1987 models still is officially scheduled for the last week of September. However, sources said that because of pressure from dealers whose lots are filled with certain 1986 cars, GM is contemplating delaying some model introductions.

GM has confirmed it has extended the model changeover period for some of its assembly plants because of high inventories of certain models.

Buick and Oldsmobile dealers have told their divisions that they refuse to take as many new models as they normally would in September because of hefty inventories of 1986 models on their lots.

The dealers have been pressuring the divisions to do something to alleviate the inventory problem, including pushing back the introduction dates for some 1987 models until the inventory of 1986 models can be cleared.

Oldsmobile dealers want the division to hold off introduction of the 1987 Toronado and Delta 88 because they are overloaded with the 1986 versions of those cars. Buick dealers want the same thing for the

see NEW MODELS, page 52

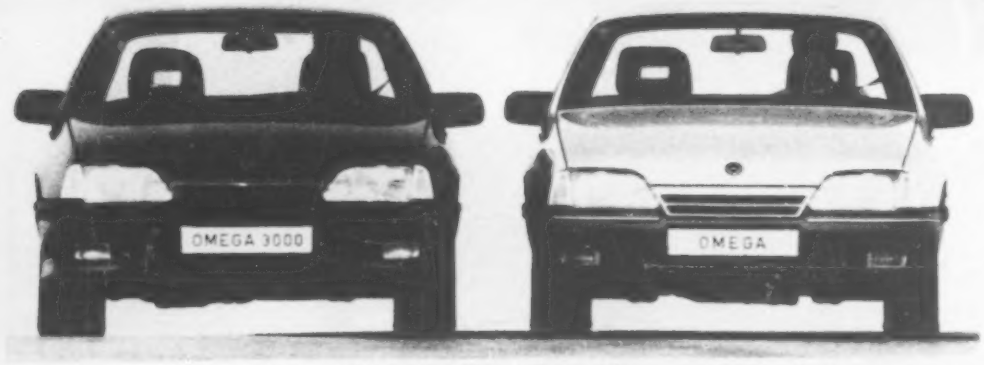
NEWSPAPER

0303229O8 0300 8634 COMP DUZ 20814
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SILER
BETHESDA MD

Taiwan's trade reply: ...panese imports Page 49

GM's CAFE plan: Retroactive rollback Page 6

Renault abandons Mexican car market Page 52



The suspension on the Omega 3000 is set slightly lower than on other models.

Opel reveals details of new V-car

RUESSELSHEIM, West Germany — Adam Opel has released the first technical details of its new-generation V-car, which will replace the Opel Rekord and Vauxhall Carlton in the next few months.

The new line has a low-drag body, an automatically adjusting all-independent suspension, new four-cylinder engines and a 140-mph sporting version.

Opel has chosen a new name — Omega — while its General Motors sister organization in the United Kingdom, Vauxhall Motors, has retained the Carlton label.

In about six months, GM's European subsidiaries will introduce their V-Specials, which will replace the more-upscale Senator sedan and Monza coupe. They will be derivatives of the V-car, which is offered as a four-door sedan and five-door station wagon.

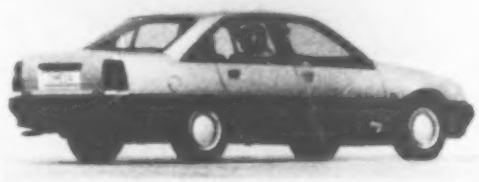
Omega is GM's European answer to part of the Ford Scorpio series. The forthcoming V-Specials will be more competitive with the top-line Scorpios, which will get revised V-6 engines with increased low-speed torque toward the end of this year.

Among Omega's other European rivals are the Renault 25, Volkswagen Passat, Audi 100 and Fiat Croma.

At the same time, GM is aiming for the seemingly recession-proof customers of Daimler-Benz, BMW, Volvo and Saab. Full-range makers like GM, Ford and Renault seem to suffer more from recessions than the specialist makers.

GM estimates that those market segments account for nearly 17 percent of total European sales, or about 1.8 million units annually.

Opel will manufacture Omega and Carlton in Russelsheim, where $490 million has been invested in production facilities. Among the automation systems are six huge transfer presses and separate modular assemblies for doors and interiors.



The lift-over height of the trunk sill is lower than normal on the Omega, making loading easier.

Omega has a front engine and rear-wheel drive. Four-cylinder engines, derivatives of GM's Family 2 design, have capacities of 1.8 and 2 liters and power outputs ranging from 82 to 122 horsepower, depending on state of tune. There are two diesels, including a turbo version.

The company is emphasizing its 3000 version, powered by a 177-hp 3-liter six. Having a high-speed, sporty version is regarded as important in West Germany — and doubly so, given Opel's stodgy image there.

The five-speed manual transmission is a new design. The automatic — a four-speed with lockup — has previously been used in Senator and Monza models.

Opel claims a class-beating drag coefficient of 0.28 for the new sedan. It uses flush-fitting side windows.

Omega is 184.5 inches long and has a 107.5-inch wheelbase. Weights range from 2,570 to 3,000 pounds.

Poling: 18 pct. share isn't enough for Ford

By Jenny L. King
AUTOMOTIVE NEWS STAFF REPORTER

Harold Poling: "We have the capability (to build) 20 percent of the car market and 30 percent of the truck market."

TORONTO — Ford Motor Co.'s long-term goal is to capture 20 percent of the total U.S. new-car market, but the No. 2 domestic automaker predicts a slightly lower share for this year.

"We'll do better than 18 percent, short of 20 percent" of an 11 million-car market, Ford President Harold Poling said here last week.

In a news conference preceding the opening show of Ford Division's 1987-model dealer preview, Poling said the corporation is climbing toward its goal of a 20 percent market share from 16.6 percent five years ago.

"We have the capability (to build) 20 percent of the car market and 30 percent of the truck market," he said. He said there are no plans to close any of Ford's North American plants and that Ford could not meet its market share goal if it reduced production capacity.

At the end of July, Ford's year-to-date share of the market was 17.82 percent, down from 19.10 on July 31, 1985.

The recent strike at the Taurus/Sable plant in Atlanta cost the company 24,000 units, production which he said might never be made up. To the question about a third Taurus/Sable facility, he responded, "Not yet."

Poling stuck with his prediction of 4.7 million truck sales for 1986 and suggested 1987 will be "a good year for cars, but they could drop 500,000" from the 11 million projected for 1986.

He refused to comment on the status of Rouge Steel sale talks. "Our objective is to find a way to run Rouge Steel profitably, to keep our employees," he said. "The problem isn't steel — there's plenty of steel."

Poling was highly critical of the Canadian government's attempts to work with foreign-car manufacturers on Canadian soil. He predicted that cars built in Canada by foreign-based companies would quickly find their way across the border into the U.S. market.

Poling also took a poke at General Motors, objecting to the No. 1 automaker's continued use of consumer incentives programs to increase its sales.

"They haven't increased their share of the market," he noted. "We (Ford) shouldn't be offering incentives. We do because GM does."

Marketing, product changes in works for Ford's '87 line

By Jenny L. King
AUTOMOTIVE NEWS STAFF REPORTER

TORONTO — Ford Division's 1987 new-vehicle line debuted here before the biggest announcement show crowd ever.

Ford marketing and advertising executives Ross Roberts and John Vanderzee told each of six dealer shows, with a total audience of 10,000, that four Thunderbird models will be available in a total of 16 versions, down from more than 160 (including option packages) two model years ago.

The Mustang LX convertible will get a $700 equipment package at no price increase, and the F-series trucks have been restyled and will feature anti-lock rear brakes.

The division's 1987 advertising theme reflects the corporate drive toward quality: "Best-Built American Cars, 6 Years Running. Have You Driven a Ford Lately?"

"It's easy to pick out the Mustang GT in a crowd — not that it's likely to be there long," says one Mustang television commercial. The F-series trucks are the "new shape of tough."

Thunderbird, "a driver's car," features anti-skid brakes and functional air scoops on the higher-horsepower, intercooled 1987 Turbo Coupe. The no-grille T-bird will have a 2.3-liter fuel-injected engine and five-speed manual; four-speed automatic with overdrive is optional.

Ford will bring in its Ford-designed, Mazda-engineered, Korean-built subcompact next spring, the only car in the lineup lacking Ford's aero styling.

At a news conference following the two-hour stage show, Ford Division General Manager Robert Rewey said Ranger pickups will be marketed as attractive alternatives to cars for younger buyers.

The 1987 F-series trucks will be introduced during the last quarter of the calendar year, he said. So far, it's a toss-up whether Ford truck sales will surpass car sales for the year.

Specialized marketing efforts have paid off in California for Escort and Tempo, Rewey said. A Ranger GT model also has done well there, he said.

U.S., Japan plan a series of talks in an effort to solve trade issues

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — U.S. and Japanese negotiators have slated bi-monthly committee meetings until the end of this year in an effort to solve some of the trade problems surrounding auto parts.

The principal difficulty facing U.S. companies seeking to supply Japanese automakers and the Japanese aftermarket is not the few governmental barriers, but the tight traditional relationship between Japanese manufacturers and their Japanese suppliers, U.S. delegates told their counterparts last week.

Undersecretary of Commerce Bruce Smart headed the U.S. delegation at the subcabinet-level meeting in the so-called Market-Oriented, Sector-Selective (MOSS) auto parts negotiations. Makoto Kuroda, vice minister for international affairs in the Ministry of International Trade and Industry, represented Japan.

At the initial auto parts subcabinet meeting last week, the negotiators set up the bi-monthly meeting schedule for a working-level committee that will outline questions concerning the auto parts issue. The committee met first on Aug. 22.

Those committee meetings will lay the groundwork for the United States and Japan to resume subcabinet-level meetings early next year.

Smart said the U.S. representatives last week outlined to the Japanese delegates their objectives for the auto-parts talks:

- To eliminate impediments arising from too-tight relationships between Japanese vehicle manufacturers and their traditional suppliers that preclude consideration of U.S. suppliers.
- To ensure that U.S. parts manufacturers have full access to the parts aftermarket for Japanese vehicles.
- To eliminate any Japanese government regulations and procedures that might limit market access.
- To facilitate U.S. companies' sales efforts through trade promotional and development activities conducted jointly by the U.S. government and MITI.
- To establish a monitoring system by which the United States can identify the types and quantities of parts being purchased.

"We made it specific that we

see TRADE, page 54

INDEX

Auction reports	37, 40
Classifieds	41-47
Coming events	34
Dealing with dealers	16
Legal briefs	31
News briefs	8
Opinion	10
Personnel	32
Production	55
Registrations, car	30
Service management	14
Truck industry	20

61st year—No. 5142

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Isuzu/Fuji U.S. site hunt narrowed

Isuzu Motors and Fuji Heavy Industries have narrowed their search for a U.S. assembly site to just two states, Indiana and Illinois, an Indiana government source said last week.

Up to five other states also had been in the running for the plant just one month ago, including Missouri, Ohio, Kentucky, Tennessee and Arkansas.

Last week, the two Japanese automakers received a commitment letter from Indiana detailing financial incentives available to them.

Illinois has not submitted a final proposal yet, a state official said.

Isuzu and Fuji are looking at sites in three Indiana cities: Lafayette, Terre Haute and Shelbyville. More than one location is under consideration in Illinois.

Last May, Isuzu and Fuji announced plans to set up a joint assembly operation in the United States. The plant initially will be able to produce a combined total of 120,000 Isuzu small trucks and Subaru cars annually.

Already under construction in Illinois is the Diamond-Star car assembly plant in Bloomington-Normal. Diamond-Star is a joint venture of Chrysler Corp. and Mitsubishi Motors.

Several Japanese-based automotive suppliers have operations in Indiana. Another Japanese components maker is expected to announce this week that it plans to build a plant in Illinois, a state official said.

— Dave Zola

TRUCK INDUSTRY

Industry reacts favorably to Volvo/GMC truck tieup

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The heavy-truck industry reacted favorably to the Volvo-General Motors plan to establish Volvo GM Heavy Truck Corp. and predicted that similar agreements and realignments will follow.

Meanwhile, other industry sources said that:

- The new company, when officially formed in a few months, will phase out GMC's Astro. It is expected to continue producing the Brigadier and General long- and short-nosed conventionals.
- GM may end up with considerably less than a 35 percent interest in the new venture firm. It has only the option to acquire up to that percentage.
- The new company, which will refranchise all GM and Volvo heavy-truck dealers, will likely end up with about 350 dealers out of the current combined 520.
- The new company also will offer a variety of new services, such as more-complete finance and leasing packages and money to upgrade dealerships. The dealerships will be attractive, well designed and functional on the order of Volvo's European stores. Substantially more sales/service training will be provided.

Bernard Uhl, chairman of the American Truck Dealers division of the National Automobile Dealers Association, said that in view of worldwide overcapacity, the venture made good business sense to the manufacturers.

"We expect to see more of this kind of activity over the next few years because the market for heavy trucks will remain stagnant for some time to come," he added.

ATD intends to be involved in the issue of how this manufacturing consolidation will affect the dealer body, Uhl added.

Other industry observers expect heavy-truck joint ventures and mergers to "fall like dominos" during the next six to 10 years.

Navistar doesn't have a Class 8 partner, but it has a budding relationship with Nissan in the medium segment.

Mack has Renault, but it's a very weak partnership, since Renault is financially distressed.

PACCAR is starting a relationship with Volkswagen do Brasil.

Ford has no Class 8 partner, although it is trying to lower its heavy-truck manufacturing costs by importing more assembly components from Brazil for its assembly plant in Louisville, Ky.

The merging of Volvo White and GMC's heavy-truck operations may inadvertantly benefit competitors.

Peter Rupp, president and chief executive officer of Freightliner Corp., considers it "just another event in the American truck industry. We haven't attached a great deal of importance to it because these are two participants with the smallest market shares. It's not a jumbo marriage in any way."

Rupp added that the arrangement may have helped "all of us (competitors) by cutting down on excess manufacturing capacity," though he pointed out that there was plenty of excess left.

Individually, dealers like Eric Jackson, owner of Great Basin Truck Center of Salt Lake City and national dealer council chairman for Volvo White, hailed the venture.

"I'm finding a lot of optimism all over the country as dealers call me to discuss this merger," he said. "They're very complimentary of Volvo White's truck management and its ability to pull off this coup" in linking itself to a company the size of GM.

Another dealer, who asked for anonymity, said the GM-Volvo merger would help other dealers by reducing some of the cutthroat pricing competition.

Dealer profits have been eroded by intense price competition among manufacturers; by poor used-truck demand; and by poor new-truck sales profitability.

Robert Young, manager of the ATD 20 Group program at NADA, pointed out that dealers' net profit on sales fell to 1.1 percent at the end of June from 1.8 percent last September.

That represents net profit on sales of 135 to 150 participating heavy-truck dealers.

Young calculated that fully one-third of heavy truck dealers were losing money.

John Rock, manager of GMC Truck & Coach Operations, GM Truck & Bus Group, said GMC's market share had declined during the past several years, partly because it didn't want to buy market share by getting into the pricing foray.

Rock said that fewer than 30 of GMC's and Volvo's combined 520 heavy-duty dealers handle both makes.

Volvo White has no Canadian dealer organization, while GMC's Canadian dealers are exclusives.

Rock said that lack of overlap was one of the strong points in merging the two distribution systems.

Rock said that, as a "wild guess," he thought the new Volvo GM Heavy Truck Corp. probably wouldn't need more than 400 dealers.

GM expects to retain some of its eight truck centers where they don't compete directly with a strong, well-established GM/Volvo dealer nearby.

Some fleet buyers, like UPS, have their own complete service/maintenance facilities and buy only from the factory. And factory outlets will continue to handle such buyers, Rock added.

GMC expects to sell about 8,200 heavy trucks in the United States during the 1986 model year.

Rock said the venture wouldn't affect GMC's more than 600 medium-duty dealers, nor its franchise agreements and arrangements to import Isuzu trucks.

New Class 8 line expected from Peterbilt in autumn

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Peterbilt is expected to announce in late September an entirely new line of Class 8 conventional trucks.

Reportedly, the company will introduce a number of new vehicle identifications, two of them all-new and the balance replacing existing IDs.

The two new designations reportedly are the 375 and 377. They are long-nosed conventionals that will be offered in both set-back and set-forward axle configurations.

One of the lines is expected to be fully aerodynamic in design, similar to Kenworth's aero-styled T600.

The other is expected to offer compromise aero styling, featuring a conventional hood, for buyers who don't want a complete change in appearance.

Other new trucks expected to be announced include a 379 replacing the current 359 highway conventional series; a 357 replacing the current 353 line of on/off highway trucks; a 357A replacing the current 349A series, mainly used in construction; and a 357B replacing the current 349B series of construction vehicles.

Reportedly, the new models aim primarily at increasing cab space.

PACCAR, parent of Peterbilt and Kenworth, generally has a good reputation; but its cabs, some of them very dated, are small.

When Kenworth introduced the T600, it added an aerodynamic hood in front of an older-style cab.

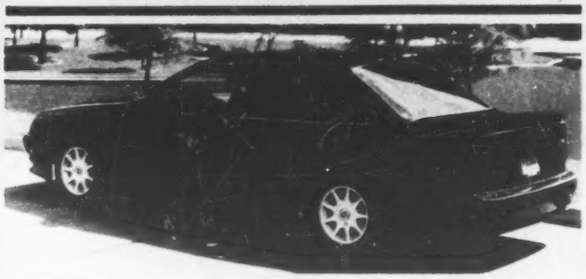
The new Peterbilt lines will feature all-new, larger aluminum cabs among their considerable changes, according to industry sources.

The company is running prototypes in New York and Montana and is expected to officially introduce its new line Sept. 26.

JUNE TRUCK REGISTRATIONS

		0000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	26,935	15,497							42,432	44,404
	YR	147,764	72,285							220,049	262,018
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	23,444	10,862							34,306	31,134
	YR	125,869	47,342							173,231	178,202
PLYMOUTH VOYAGER	MO	10,646								10,646	10,557
	YR	57,919								57,919	53,969
TOTAL CHRYSLER CORP.	MO	37,581	15,497							53,078	54,961
	YR	205,683	72,285							277,968	315,987
FORD	MO	75,671	43,243				815	2,682	955	123,366	107,461
	YR	392,376	233,681				5,003	16,572	5,666	653,298	616,081
*VAN, BRONCO, RANGER & AEROSTAR	MO	58,132	13,822							71,954	50,852
	YR	297,124	75,273							372,397	313,296
FREIGHTLINER	MO								1,733	1,733	1,712
	YR								8,659	8,659	9,300
MERCEDES-BENZ	MO						143	164		307	369
	YR						1,015	697		1,712	2,225
TOTAL DAIMLER-BENZ CORP.	MO						143	164	1,733	2,040	2,081
	YR						1,015	697	8,659	10,371	11,525
CHEVROLET	MO	67,718	44,490	2,748	10	30	431	829	31	116,737	106,815
	YR	362,355	239,063	13,344	157	162	3,167	5,431	248	623,927	587,863
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	53,465	16,890							70,355	60,369
	YR	283,269	86,108							369,377	337,213
GMC	MO	15,845	12,905	283	15	605	397	1,182	504	31,736	30,015
	YR	82,593	65,580	1,390	120	1,764	2,589	11,353	3,721	169,110	163,421
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	11,987	4,312							16,299	14,157
	YR	62,102	20,758							82,860	77,560
TOTAL GM CORP.	MO	83,563	57,845	3,031	25	635	828	2,011	535	148,473	136,830
	YR	444,948	304,643	14,734	277	1,926	5,756	16,784	3,969	793,037	751,284
INTERNATIONAL	MO						1,202	1,886	2,235	5,323	5,922
	YR						8,036	10,186	12,590	30,812	34,653
JEEP TRUCK	MO	13,681	1,234							14,915	16,009
	YR	79,893	8,192							88,085	80,135
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	11,589	1,081							12,670	15,874
	YR	65,714	7,407							73,121	79,123
MACK	MO						269	244	1,616	2,129	3,050
	YR						1,167	1,165	8,645	10,977	15,899
KENWORTH	MO								775	775	863
	YR								5,138	5,138	5,650
PETERBILT	MO								752	752	1,076
	YR								4,682	4,682	6,273
TOTAL PACCAR CORP.	MO								1,527	1,527	1,939
	YR								9,820	9,820	11,923
AUTOCAR	MO								168	168	132
	YR								918	918	788
VOLVO	MO							61	86	147	182
	YR							522	490	1,012	1,127
WHITE	MO								622	622	718
	YR								3,559	3,559	4,356
TOTAL VOLVO WHITE CORP.	MO							61	876	937	1,032
	YR							522	4,967	5,489	6,271
WESTERN STAR	MO								76	76	97
	YR								539	539	581
MISCELLANEOUS DOMESTIC	MO		335					11	235	581	518
	YR		1,646					48	1,101	2,795	2,809
OTHER IMPORTS	MO	80,125	751	473	64	21	32	73	5	81,544	69,284
	YR	439,467	5,426	2,969	359	169	106	335	22	448,843	410,347
GRAND TOTAL	MO	290,621	118,905	3,504	89	656	3,289	7,132	9,793	433,989	399,184
	YR	1,562,367	625,873	17,693	636	2,095	21,083	46,309	55,978	2,332,034	2,257,495
1985 YR. TO DATE		1,460,468	639,943	18,171	468	3,384	26,101	38,598	70,362		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.



The JMX Ford Taurus

Modified Taurus aims at enthusiast prospect

HOUSTON — JMX Aero Styling & Performance has introduced its new JMX Ford Taurus, a radical modification.

JMX said Ford's strategy was to hit the middle of the projected market.

"We are aiming a bit left, focusing on a narrower market segment — the enthusiast," JMX said.

Body additions designed to enhance the car's aerodynamics are available in fiberglass and ABS and soon will be available in injected nylathane.

JMX is a division of Plus One of Houston. The car's suspension has been modified in a joint effort by Plus One of Houston and Suspension Techniques of Southern California.

Spring rates have been increased slightly to lower the car 1¼ inches in the front and 1½ inches in the rear. Anti-roll bars and bushings as well as performance struts are in the works, the company said.

Both 15-inch and 16-inch Fulda HR and VR speed-rated tires are available, along with Centra and Bottger wheels made in Germany. The 15-inch application can use either a 205/68HR15 tire or a 225/50VR15 size. The 16-inch wheels can be fitted with a 205/55VR16 or a 225/55VR16 tire.

'86 Cadillacs "Extended Body" Limos

☆ *Also '86 Lincoln Limos*

"IMMEDIATE DELIVERY" ☆$34,000☆ "IMMEDIATE DELIVERY"

"AMERICAN CUSTOM COACHWORKS, LTD."

"Three" new special styles and sizes that are the best value and quality that you can acquire. You may choose from cars in production for "immediate delivery" of approximately 26 units or you can place your order to build a custom limousine to your specifications with a variety of equipment. "We welcome your inquiry" . . . and your purchase of our quality products.

CALL (213) 272-7908 OR (213) 278-0643

FOR MORE INFORMATION

"DISTRIBUTOR POINTS AVAILABLE" EB 29

NO MORE WORRIES

about bouncing checks with

MERCANTILE SYSTEMS, INC.

"Check Guarantee" Service

- **Guaranteed reimbursement** (including Stop Payment) within 7 days!
- **Automatic Protection Feature** (Time consuming phone calls virtually eliminated.)
- **Lowest Cost Service**

1-800-638-4600

(in Illinois only: 1-800-638-4610)

ASK ABOUT INSTANT CREDIT

REGISTRATIONS

IMPORT REGISTRATION SHARES IN U.S.

	JUNE					SIX MONTHS				
	Regis. June 1986	Percent Share of Market	Regis. June 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85	Regis. 6 Mos. 1986	Percent Share of Market	Regis. 6 Mos. 1985	Percent Share of Market	Pct. Pt. Change '86 vs. '85
Toyota	55,118	18.52	53,574	20.92	−2.40	Honda	286,189	17.92	261,689	19.98	−2.06
Nissan	50,339	16.91	50,139	19.58	−2.67	Toyota	265,512	16.22	247,063	18.87	−2.65
Honda	49,409	16.60	46,400	18.12	−1.52	Nissan	261,516	16.37	236,748	18.08	−1.71
VW	19,961	6.71	17,474	6.82	−0.11	Mazda	110,609	6.93	82,702	6.31	+0.62
Mazda	16,322	5.48	15,106	5.90	−0.42	VW	104,049	6.51	87,702	6.70	−0.19
Subaru	13,465	4.52	13,185	5.15	−0.63	Subaru	89,137	5.58	71,270	5.44	+0.14
Hyundai	12,573	4.22	—	—	—	Volvo	55,725	3.49	49,827	3.80	−0.31
Volvo	11,499	3.86	9,333	3.65	−0.21	Mercedes	44,969	2.82	43,219	3.30	−0.48
B.M.W.	8,299	2.79	7,583	2.97	−0.18	BMW	44,1	2.77	40,929	3.12	−0.35
Mercedes	6,956	2.34	7,467	2.92	−0.58	Hyundai	37,477	2.35	—	—	—
Audi	—	—	7,150	2.79	—	Audi	—	—	36,247	2.77	—
Others	53,700	18.05	28,628	11.18	+6.87	Others	297,638	18.64	152,395	11.53	+7.11
TOTAL	297,641		256,047			TOTAL	1,597,006		1,309,811		
Share of U.S. Total		29.42		27.74	+1.68	Share of U.S. Total		29.47		24.91	+4.56

Imports soar to record and hike market share

By Jenny L. King
AUTOMOTIVE NEWS STAFF REPORTER

Registrations of imported cars set a record in June, and the imports increased their market penetration compared with both a year earlier and a month earlier.

Total import registrations were up 16.24 percent in June, to a record 297,641 from 256,047 in 1985. Figures from R.L. Polk & Co. showed imports claiming 29.42 percent of the market, up from 27.74 percent the same month a year earlier and up from 28.32 percent in May.

The top-10 lineup remained much as it was in June 1985. Hyundai, on sale in the U.S. only since February, pushed Volvo from seventh to eighth, followed by BMW and Mercedes-Benz.

Ten makes held 81.95 percent of the import market this June compared with 88.82 percent in 1985. Polk analyses include domestic-built units in VW, Honda and Nissan totals.

First-half new import registrations gained 4½ percentage points, advancing to 29.47 percent from 24.91 percent of the total market. In numbers, they were up 21.93 percent from the same 1985 period.

Mazda, up 0.62 percentage points, and Subaru, up 0.14 percentage points, were the only import makes to increase their shares of the market from year-ago levels. Hyundai moved into the top 10, pushing Audi out of that group.

Ten imports had 81.36 percent of the first-half total, compared with 88.37 percent in 1985.

Japanese makes accounted for 67.64 percent of the June import total, down from 70.70 percent in 1985. The German share dipped to 12.71 percent from 13.89 percent. Korea was the fifth highest seller in June by country of origin. The breakdown was as follows:

	June 1986	June 1985
Japan	201,337	181,019
West Germany	37,843	35,563
United States	23,837	22,446
Sweden	16,039	12,863
Korea	12,573	—
Britain	2,374	1,777
Yugoslavia	1,595	—
France	1,220	1,750
Italy	823	629
TOTAL	297,641	256,047

Year to year, the Japanese share of the market slipped to 68.21 percent from 69.88 percent. West Germany was down to 13.20 percent from 14.17 percent, while the U.S. (including U.S.-assembled Accords, Golfs and Sentras) was up to 9.17 percent from 8.73 percent. The totals:

	6 Mos. 1986	6 Mos. 1985
Japan	1,089,388	915,304
West Germany	210,844	185,650
United States	146,453	114,354
Sweden	78,859	68,983
Korea	37,477	—
Britain	11,600	9,545
Yugoslavia	10,760	—
France	7,664	12,431
Italy	3,961	3,544
TOTAL	1,597,006	1,309,811

Registrations of imported trucks were up 18.42 percent in June, to 89,553 from 75,625 last year. Of the four top makers, Nissan was the only one to fall below last year's total. Toyota was up 11.52 percent, Mazda was up 43.88 percent and Isuzu was up 2.88 percent. Totals for each were as follows:

	June 1986	June 1985
Toyota	33,738	30,252
Nissan	18,986	19,035
Mazda	13,752	9,558
Isuzu	6,175	6,002
Others	16,902	10,778
TOTAL	89,553	75,625

First-half imported truck registrations were up 9.14 percent, to 493,639 from 452,289.

	6 Mos. 1986	6 Mos. 1985
Toyota	187,343	170,492
Nissan	106,449	128,281
Mazda	69,236	51,258
Isuzu	42,331	23,394
Others	88,280	67,763
TOTAL	493,639	452,289

MARKET SHARES

6 MONTHS
1986 VS. 1985

Make	1986 Market Share	1985 Market Share	Pct. Pt. Change '86 vs. '85
Chevrolet	14.60	14.75	−0.15
Ford	12.32	13.32	−1.00
Oldsmobile	9.76	10.04	−0.28
Pontiac	7.80	7.18	+0.62
Buick	6.80	8.16	−1.36
Honda	5.28	4.98	+0.30
Toyota	4.90	4.70	+0.20
Nissan	4.83	4.50	+0.33
Mercury	4.40	4.97	−0.57
Dodge	3.81	4.33	−0.52
Chrysler	3.17	3.40	−0.23
Plymouth	3.15	3.41	−0.26
Cadillac	2.63	2.70	−0.07
Mazda	2.04	1.57	+0.47
VW	1.92	1.67	+0.25
Subaru	1.65	1.35	+0.30
Lincoln	1.41	1.48	−0.07
Volvo	1.03	0.95	+0.06
Mercedes	0.83	0.82	+0.01
BMW	0.82	0.78	+0.04
Hyundai	0.69	—	—
AMC	0.66	1.28	−0.62
Audi	—	0.69	—
Other Imports	5.49	2.90	+2.59
Misc. Dom.	0.00	0.00	−0.00
TOTAL	5,418,562	5,258,967	

Based on new-car registrations from R. L. Polk & Co. Oklahoma from manufacturers' sales records.

TOP CARS

U.S. registrations for six months of 1986. Oklahoma numbers from manufacturers' sales records.

1986 Position		Make	1985 Position
1	790,853	Chevrolet	775,684 — 1
2	667,651	Ford	704,232 — 2
3	530,088	Oldsmobile	527,754 — 3
4	422,978	Pontiac	377,770 — 5
5	388,554	Buick	428,881 — 4
6	286,180	Honda	261,689 — 6
7	265,532	Toyota	247,063 — 8
8	261,516	Nissan	236,748 — 9
9	238,222	Mercury	261,572 — 7
10	206,776	Dodge	227,574 — 10
11	171,551	Chrysler	178,858 — 12
12	170,883	Plymouth	179,559 — 11
13	142,453	Cadillac	142,107 — 13
14	110,803	Mazda	82,702 — 15
15	104,040	VW	87,702 — 14
16	89,137	Subaru	71,270 — 17
17	76,286	Lincoln	77,717 — 16
18	55,725	Volvo	49,827 — 18
19	44,969	Mercedes	43,219 — 20
20	41,104	BMW	40,929 — 21
21	37,477	Hyundai	— —
22	35,430	AMC	67,364 — 19
—	—	Audi	36,247 — 22
	297,638	Other Imports	152,395
	46	Misc. Dom.	105
	5,418,562	TOTAL	5,258,967

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Cadillac's Allante gets its own tire design

DETROIT — Allante, the special car from Cadillac Motor Car Division, will have special tires.

Called the Eagle VL, they are from Goodyear Tire & Rubber Co. and will be the only size produced for Allante by Goodyear.

The main development challenge was to create a V-speed-rated tire with low rolling resistance and a smooth, quiet ride. The V rating means the tires are designed for speeds of excess of 130 mph.

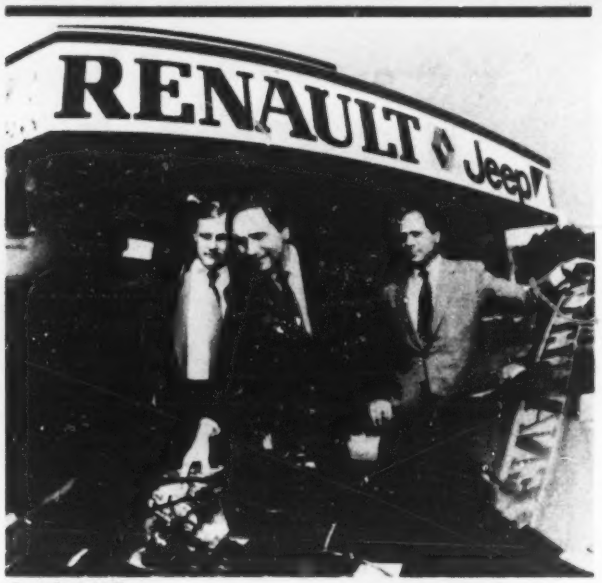
Each 26.2-pound tire is built of two polyester plies, two belts of steel cord and two overlays of nylon.

Goodyear said the Eagle VL is a result of its engineers working closely with tire specialists at Cadillac and General Motors during three years of development.

One of the top priorities was a quiet ride because Allante is a convertible/hardtop.

"The convertible was aimed at providing a ride with the top down that is as quiet at that of many sedans. That was a real challenge for tire designers," said Beale A. Robinson, Goodyear's chief of passenger-tire engineering.

The tire is a P225/60VR15. It is available only as a blackwall and has distinctive sidewall lettering and tread pattern.



Service talk
Jean Pierre Gerhart, center, director of manufacturing at Renault's assembly plant in Maubeuge, France, looks at a Renault engine. Gerhart talked to dealers in California recently about servicing for the 1988 Medallion, which is expected to arrive in showrooms in early 1987. Gerhart is flanked by Dean Greb, AMC's director of field operations, and Bob Williams, AMC's western regional manager.

AUCTION DATES

American Motors

Aug. 26 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 27 — Minneapolis Auto Auction, Plymouth, Minn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; and Mid States Auto Auction, South Bend, Ind.

Aug. 28 — Northway Exchange, Clifton Park, N.Y.; Todd Auto Auction, Telford, Pa.; and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

Aug. 26 — Arena Auto Auction, Chicago, and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 27 — Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Aug. 28 — Indianapolis Auto Auction, Indianapolis

Ford Motor Co.

Aug. 26 — South Seattle Auto Auction, Kent, Wash.

Aug. 27 — Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C. (tentative)

Aug. 28 — Baltimore-Washington Auto Exchange, Baltimore; Houston Predelivery Center, Houston; and Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 27 — Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction, Kansas City, Mo.; Atlanta Auto Auction, Red Oak, Ga.; and Brasher's Salt Lake Auto Auction, Salt Lake City

Aug. 28 — Arena Auto Auction, Chicago, and Ohio Auto Auction, Columbus, Ohio

Model Breakdown
Auction Averages

	AUG 1986	JUL 1986	JUN 1986
1986	$12,148	$12,574	$12,183
1985	$8,500	$8,522	$8,558
1984	$6,241	$6,259	$6,342
1983	$5,498	$5,501	$5,530
1982	$4,345	$4,358	$4,383
1981	$3,385	$3,395	$3,422
1980	$2,500	$2,528	$2,561
1979	$2,144	$2,164	$2,172
Overall Average	$5,222	$5,196	$5,194

Used Car Sales
Auction Averages

August to date	$5,222
Month ago	$5,191
Year ago	$5,504

Gem Motors acquires site for public auto auction

DENVER — Gem Motors Inc. has acquired a former truck terminal here as the site of Denver's first consumer auto auction.

Gem holds a franchise from Public Auto Auctions of America.

Progress reported in battle against odometer tampering

ST. LOUIS — The auto industry has made much progress in its efforts to end odometer fraud, according to Bernart Hart, executive secretary of the National Auto Auction Association.

Hart told the sixth annual National Odometer Enforcement Association that progress is being made in Congress, with the Senate approving a bill and the House considering another version.

Also, he said, the Odometer Tampering Elimination Committee (OTEC) has approved a resolution to stifle the practice.

However, Hart conceded that "no one segment" could solve the problem for all people. He said that only an all-industry approach could halt the increase in odometer fraud.

Hart said that the American Auto Leasing Association has resigned from OTEC and that the National Automobile Dealers Association has been "inactive," attending only one of four major meetings in Washington.

Richard C. Morse, chief of the Odometer Fraud Staff of NHTSA's Office of Enforcement, said later that he blamed new- and used-car dealers for some tampering.

"A lot of them know what's going on and turn their heads," he said. "Odometer fraud is a silent conspiracy." Morse represents the federal government on OTEC.

Morse said rollbacks "skew the used-car market and put dealers at a competitive disadvantage."

A report issued during the conference estimated that half of the 4½ million leased cars in one state had false odometer readings. Because of the extent of the fraud, the federal government and many states are upgrading the offense from misdemeanor to felony and are imposing stiffer penalties, including long prison terms.

Wayne Morton, representing the National Independent Automobile Dealers Association, said his organization has been "in the forefront of this struggle," but "we cannot and will not support any movement that attempts to use the used-car industry as scapegoats or use methods that only label all as being bad."

"The more we dig, there is some involvement by organized crime," Missouri Attorney General William L. Webster said after his keynote address.

Webster told the meeting "that new-car dealers are our greatest ally in our fight to protect the public against rollback fraud."

In the legislative effort to tighten the laws and put teeth into enforcement, "we have received marvelous support" from the franchised dealers, Webster said. After all, "when a new-car dealer has a floorplan, has erected a building and has assumed a franchise for millions, he cannot afford to have rollbacks."

Webster estimated that rollbacks cost Missourians $100 million a year; federal officials put the national loss at $4 billion annually.

John R. Fleder, director of the U.S. Department of Justice's Office of Consumer Litigation, said that "the federal government will prosecute the most culpable tamperers and no one will be immune."

Webster said his office is working with the Missouri Legislature to stiffen penalties because "this is no longer a petty white-collar crime."

OTEC passed a resolution calling on all states to engage in a vigorous law-enforcement program to apprehend and prosecute odometer tamperers, and to enact legislation and administrative practices to prevent title washing and provide felony penalties for tampering.

Several new ways to detect tampering were demonstrated at the meeting.

Carfax Inc. of Columbia, Mo., is compiling a database of title histories in several Midwest states. It has two million on file now in Missouri, Kansas and Iowa and is expanding into Texas.

Another national title
A hydroplane powered by a Pontiac Fiero engine won the 2.5-liter modified class race at the American Power Boat Association nationals, held Aug. 16-17 in Lowell, Ore. The boat's team, based in New Baltimore, Mich., clocked a 99.7 mph average speed. It was the second consecutive year the boat had won the race.

MNI
PARTS INVENTORY MANAGEMENT SEMINARS
SEPT. 3-5 PORTLAND, OR
OCT. 15-17 BALTIMORE, MD
NOV. 12-14 HOUSTON, TX
DEC. 10-12 DALLAS, TX

Use Automotive News Want Ads for Quick Action

Are demos cutting-into your profits?

Ever consider how expensive salesmen's demos are to your Dealership? Well, if you haven't there is no better time than the present.

- Insurance Rates
- Allocations
- Declining Profits

All subtracting from your bottom line.

Now, there is a solution. With dedication and a firm understanding of your needs, Wheelways has designed innovative supplemental Dealership Financing guaranteed to stop the demo dilemma. In addition, you are insured with $5,000,000 of liability coverage on each vehicle you finance with us.

For more information, complete & mail the attached coupon. Or call Wheelways today, (215) 642-8400.

YES! I am interested in Supplemental Dealership Financing. Tell me what Wheelways has to offer.

Mail to:
WHEELWAYS
INSURANCE AND FINANCIAL SERVICES
308 East Lancaster Avenue
Wynnewood, PA 19096-1993

Name _____
Title _____
Company _____
Telephone ( ) _____
Address _____
City _____
State _____ Zip _____

AN-8/25/86

Dealer service grosses soar; looks like trend

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

Several shop managers indicated dealerships are placing a greater emphasis on increasing business and improving productivity in the backshop.

Service and parts business at new-car dealerships soared in June to cap an increase for the first six months of 1986.

The Automotive News Service Index found that shop business at dealerships in June amounted to 114.3 percent of the volume recorded in June 1985.

The June increase was the fourth straight month in which service volume topped that of the year-ago month, and it was the largest gain of the year.

An industry source attributed increased service business to the growing population of automobiles after three strong years of industry sales. He also said the emphasis by manufacturers to offer service contracts, as well as the increased complexity of today's automobiles, has brought customers back to the dealers for service.

Several shop managers indicated dealerships are placing a greater emphasis on increasing business and improving productivity in the backshop.

A service manager at a southern Chevrolet dealer, for example, said the shop was "revamped" and 10 mechanics were recently added. The increase in service business, he believes, comes as a result of the emphasis placed by the manufacturers on improved customer satisfaction.

In May, the index showed an advance of only 2.4 percent over May 1985. Prior to June, the year's largest increase in service volume occurred in January, when the indicators registered a 7.4 percent gain over January 1985.

In the first six months of 1986, service and parts volume showed a gain of 5.1 percent over the 1985 period.

In June, total labor sales (customer paid and warranty) recorded the biggest gain, up 17.8 percent.

Shop parts sales (customer paid and warranty) were up 15.7 percent; sales of all parts and accessories climbed 14.8 percent; gross profit on all labor, parts and accessories sales was up 13.7 percent; and repair orders written were up 9.5 percent.

In addition, parts and accessories sales to off-premises customers were up 14.1 percent in June.

Total labor sales also registered the biggest gain for the first six months of 1986, climbing 9.8 percent over the year-earlier period.

Other indicators showing gains for the first half were gross profit on all labor, parts and accessories sales, up 7.7 percent; shop parts sales, up 5.4 percent; and sales of all parts and accessories, up 2.4 percent.

SERVICE INDEX 114.3*

	June '86 vs June '85	6 mos. '86 vs 6 mos. '85
Gross Profit on All Labor and P&A Sales	+13.7%	+7.7%
Repair Orders Written	+9.5%	0.0%
Total Labor Sales (Customer & Warranty)	+17.8%	+9.8%
Shop Parts Sales (Customer & Warranty)	+15.7%	+5.4%
Sales of All P&A	+14.8%	+2.4%

*—Survey by Automotive News shows that dealers' service and parts business in June 1986 was 114.3 percent of business in June 1985. Service business in the first 6 months of 1986 was 105.1 percent of business in the corresponding period in 1985.

Repair orders written registered no change.

Parts and accessories sales to off-premises customers were down 0.4 percent in the first half of 1986.

Taiwan OKs U.S. exports with names of Japanese

TOKYO — The government of Taiwan has decided in principle to allow imports of Japanese brand-name sedans produced in the United States.

Taiwan does not allow imports of cars built in Japan.

The Ministry of Economic Affairs said the importation of the Japanese-based sedans is in line with the government's trade-liberalization policy and will help offset Taiwan's large trade surplus with the United States.

Meanwhile, reports from Taiwan indicate that the government will rescind the export requirement for automotive joint ventures between Taiwanese and foreign companies.

According to the Free China Newsletter, distributed here by an agency of the Taiwanese government, the Ministry of Economic Affairs will allow imports of Japanese sedans on condition that the cars are given a U.S. certificate of origin.

According to Hsu Kuo-an, director of the Industrial Development Bureau, Taiwanese auto manufacturers will not be affected much by those imports because of their relatively high price, the problem of obtaining parts and accessories and the current high tariff.

The export requirement for automotive joint ventures between local and foreign firms was included in a law enacted in March 1985 to protect the domestic auto industry.

Currently, a joint venture between Toyota Motor Corp. and Taiwan's Kuo Zui Motors Ltd., for example, has to export 12.1 percent of its automotive production in the third year of operation and 12.5 percent in the fifth year.

Kuo Zui Motors, 22 percent owned by Toyota, is scheduled to start producing 25,000 of Toyota's Corolla-class cars and 15,000 commercial vehicles annually starting in 1988.

The U.S. has strongly criticized the Taiwanese export requirement. President Reagan recently appointed a commission to study the requirement to determine if it will result in some of the cars being exported to the United States.

New from BMW
BMW has released the first official photographs of its new 7-series, which is to debut at the Paris Auto and Truck Show in October. The first model in the series to be sold in Europe will be the 735i, which has a 3.5-liter engine. BMW says the aerodynamic 735i has a top speed of 145 mph. The 730i, to be available in early 1987, will be powered by a new 3.0-liter engine and will have a top speed of 140 mph. Introduction of the flagship 750i, with a new 5.0-liter V-12 engine, will follow at the end of 1987 or in early 1988. The BMW 7-series will not be available in the United States until 1988.

China resumes output of Jeep Cherokee

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Beijing Jeep Corp., a joint venture company formed by American Motors and the People's Republic of China, resumed production Aug. 8 on its Chinese-built Jeep Cherokees following a seven-week delay brought about by Chinese currency restrictions.

Jeff Trimmer, general manager of AMC's Far East operations, said AMC began sending hundreds of Jeep Cherokee kits to China in mid-June after an agreement was reached between Chinese government officials and AMC. The Chinese firm received the kits in early August, Trimmer said.

The Beijing joint venture between the Chinese and AMC began three years ago. It now assembles the Jeep Cherokee and produces the BJ212 model, a decades-old utility vehicle.

AMC began sending Cherokee kits to China last fall. But it stopped delivering the kits in May because the Chinese government could not make dollar-based payments to AMC due to a shortage of foreign currency. As agreed upon in 1983, AMC stopped delivering U.S.-made Jeep kits when the Chinese could not guarantee payment.

An agreement signed in May by AMC and the Chinese National Automotive Industry Council calls for an increase in Chinese-made parts in the locally assembled Jeep from 9 percent to 25 percent during the next year, according to Trimmer. He added that the projected increase is a goal and not a mandate since the Chinese do not have a sufficient local base of suppliers.

The Chinese have also promised to buy a minimum of 2,000 Cherokee kits for the 1987 model year. More will be ordered if the demand for the vehicle grows. Trimmer added that he anticipates the joint venture will produce approximately 2,500 Cherokees during the 1987 model year.

The total retail price of the Chinese-built Cherokee is $19,000; however, Beijing Jeep Corp. will receive only the equivalent of $12,500 in foreign currency. The balance — the equivalent of $6,500 — will be paid in local currency.

So far, AMC has been reinvesting its share of the profit from BJC in the joint venture. Trimmer said AMC hopes to bring some of its profits back to the United States after Beijing Jeep is sufficiently capitalized and market penetration grows.

Trimmer said BJC would like to build 20,000 Jeeps a year by 1990. An AMC spokesman said the Chinese would like to reach 80 to 90 percent domestic (Chinese) content by 1991; however, AMC executives have warned that to achieve that goal, the project will need substantial help from the Chinese government. No estimates are available on how much money would be needed to set up the suppliers necessary to achieve the 80 to 90 percent domestic content.

The suspension of Cherokee production also delayed an increase in the number of Jeep models assembled in China, Trimmer said. AMC officials are hoping to add the Comanche pickup truck to Chinese production soon.

Trimmer added that a business plan is being drawn up by Beijing Jeep executives covering such issues as when Comanche production will begin in China; increasing AMC's 31.3 percent (or $16 million) share in the joint venture; and investment in the present plant.

The business plan will be reviewed by both the Chinese government and Beijing Jeep directors this fall.

Croatian group calls Yugo boycott

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Yugo dealers and the car's U.S. importer say they anticipate little disruption from a boycott of the subcompact by a dissident Yugoslav political group.

The Croatian National Congress, which says it has a worldwide membership of 4,000 to 5,000, said it will launch a boycott of the Yugo Sept. 6 at the Yugoslav ethnic festival in Detroit.

The group also plans to picket some Yugo dealers, according to Nikola Jurisic, a spokesman for the Croatian group.

"Our objective is to inform the public of the low quality of the car and to expose the U.S. State Department support of Yugoslavian trade," Jurisic said. "We feel the State Department support of Yugo only serves to perpetuate another police state and it denies the Croatian nation the basic right of self-determination without increasing convincingly national security."

William E. Prior, president of Yugo America, the car's U.S. importer and distributor, said he is not concerned.

"It's a long-standing tradition that American companies are involved in industrial cooperation with business ventures in Yugoslavia," Prior said, "for instance, General Motors, General Electric and Dow Chemical.

"The Yugo project is really within this tradition. We are not going to get into a political debate because that is not what we are marketing."

The Croatian National Congress has been critical of the quality of the $3,990 Yugo GV since it went on sale in the United States in August 1985. Jurisic called the vehicle "a technologically outdated car."

Prior said 550 improvements were made to the Yugoslav car with the aid of the Yugoslav manufacturer, Zavodi Crvena Zastava, before the subcompact was marketed in the United States.

"Since the inception of production last year, an additional 176 product improvements have been made on a running-change basis without the price of the car going up a penny," Prior said. "That's the best indication I can give of the commitment Zastava has and we have to ensuring the car provides the basic functional transportation that our marketing concept talks about."

Jurisic said the Croatian National Congress informed 150 Yugo dealers of the planned boycott in letters dated Aug. 11 and Aug. 17.

Yugo has 220 dealers. Those contacted by Automotive News anticipated few problems due to the announced boycott.

"It's a shame," said Jeannette Crisconi of Crisconi Oldsmobile-Yugo, Philadelphia.

PRODUCTION

U.S. CAR	Week Ended Aug. 23, 1986	Week Ended Aug. 24, 1985	Week Ended Aug. 16, 1986	Aug. to Date	Jan. 1 to Aug. 24, 1986	Jan. 1 to Aug. 23, 1986
AMERICAN MOTORS	1,500	2,886	1,185	4,425	72,852	35,526
Renault Total	1,500	2,886	1,185	4,425	72,852	35,526
Alliance	1,500	2,098	1,185	4,425	46,079	32,181
Encore	0	788	0	0	26,773	3,347
CHRYSLER MOTORS	19,400	16,405	19,035	59,153	852,410	872,064
Plymouth Total	6,900	5,080	6,827	20,886	247,886	263,743
Horizon	3,000	2,805	3,744	10,614	96,189	111,771
Sundance	1,000	0	0	2,512	0	8,373
Reliant	2,200	1,691	2,106	5,214	107,793	102,171
Caravelle	500	357	679	1,727	32,229	29,550
Gran Fury	200	227	298	819	11,655	11,878
Chrysler Total	4,600	5,268	4,471	14,205	275,739	272,119
Laser	0	787	0	0	35,180	27,230
LeBaron	800	825	803	1,203	62,969	65,075
LeBaron GTS	1,000	712	0	2,339	61,406	44,788
New Yorker/E-Class	800	749	1,009	2,536	44,828	49,985
Fifth Avenue	2,200	2,195	2,859	8,127	74,356	85,032
Dodge Total	7,900	6,057	7,737	24,082	324,805	336,202
Daytona	0	601	0	0	32,050	30,807
Omni	3,000	2,551	3,627	10,381	93,734	107,795
Shadow	800	0	0	2,117	0	7,350
Aries	2,000	1,535	1,983	4,678	89,593	80,158
Dodge 600	500	239	638	1,654	43,366	46,410
Lancer	600	482	0	1,344	43,307	35,388
Diplomat	1,000	669	1,509	3,888	23,755	26,294
FORD MOTOR	40,422	34,748	28,153	105,299	1,086,263	1,157,293
Ford Division	27,631	23,425	19,213	70,092	721,770	790,806
Escort	7,946	7,751	7,868	25,471	214,926	251,268
EXP	0	0	0	0	3,838	0
Mustang	3,938	4,157	0	4,684	114,563	124,612
Tempo	4,316	4,008	3,334	12,050	122,480	128,885
LTD	0	4,092	0	0	139,398	0
Taurus	9,000	0	3,937	18,725	0	183,516
Thunderbird	2,431	3,417	3,074	9,163	119,443	102,525
Crown Victoria	0	0	0	0	7,122	0
L-M Division	12,791	11,323	9,940	35,207	366,493	366,487
Mercury Total	9,659	7,711	6,880	25,447	260,284	253,970
Lynx	1,497	1,406	1,404	4,612	47,949	42,716
Capri	653	368	0	696	12,365	11,664
Topaz	1,122	1,192	868	3,174	37,432	38,483
Cougar	3,379	2,715	3,060	10,082	87,537	84,090
Marquis	0	2,030	0	0	70,268	0
Sable	3,008	0	1,548	6,883	0	77,017
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	3,132	3,612	3,060	9,761	106,209	112,517
Continental	314	498	305	984	17,441	12,564
Lincoln	2,349	2,710	2,295	7,312	77,006	84,393
Mark VI/VII	469	404	460	1,465	11,762	15,560
GENERAL MOTORS	42,826	75,678	30,819	100,524	3,222,215	2,729,389
Buick Total	15,163	13,209	10,247	31,337	665,222	509,092
Skyhawk	1,585	1,718	1,371	3,386	71,566	56,545
Century	4,030	1,990	2,169	6,990	177,207	157,862
Regal	1,570	3,192	1,378	4,346	85,955	40,835
Skylark (X-car)	0	0	0	0	40,953	0
Somerset/Skylark	1,665	2,370	147	2,304	79,707	72,331
LeSabre (fwd)	4,900	0	3,723	9,951	0	95,869
LeSabre/Electra(rwd)	280	230	540	1,130	87,543	10,061
Electra(fwd)	0	2,462	0	218	76,165	56,102
Riviera	1,133	1,247	919	3,012	44,126	19,487
Cadillac Total	6,976	5,274	6,257	18,150	238,740	215,837
Cimarron	128	0	0	356	19,076	16,536
Cadillac (rwd)	2,400	0	2,204	6,414	30,049	55,828
DeVille (fwd)	3,230	3,062	2,567	6,850	112,766	107,883
Eldorado	641	1,453	759	2,291	50,333	18,513
Seville	577	739	727	2,239	26,516	17,077
Chevrolet Total	0	21,041	2,130	10,475	1,084,224	814,696
Chevette	0	2,825	0	0	112,291	61,031
Camaro	0	1,440	0	0	139,604	115,669
Cavalier	0	7,200	0	5,075	324,111	257,236
Celebrity	0	889	0	564	184,160	152,723
Citation	0	0	0	0	28,699	0
Monte Carlo	0	2,582	2,130	4,733	92,210	74,024
Chevrolet	0	5,110	0	0	170,886	127,707
Corvette	0	995	0	104	30,132	16,306
Oldsmobile Total	12,973	18,015	8,964	27,265	805,575	681,237
Firenza	835	1,173	759	1,801	41,900	25,201
Calais	1,799	2,926	227	2,457	98,038	76,945
Cutlass Ciera	2,048	4,809	2,225	4,911	237,586	172,915
Cutlass Supreme	879	4,629	1,327	3,323	151,950	87,354
88 (fwd)	4,368	0	1,591	6,659	0	218,441
88 (rwd)	360	0	330	954	159,094	12,703
Olds 98	2,195	3,739	1,892	5,351	90,530	73,565
Toronado	489	739	613	1,808	26,477	14,093
Pontiac Total	7,714	18,139	3,221	13,295	428,454	508,527
Acadian**	0	271	0	0	6,444	9,864
Fiero	1,352	2,789	0	1,352	72,478	45,684
1000	782	809	135	917	20,399	12,709
Firebird	1,620	1,379	1,020	3,137	74,845	73,577
2000 Sunbird	3,543	3,902	1,293	4,836	91,366	89,182
Grand Am	192	4,364	340	1,507	80,413	139,744
6000	0	3,030	0	619	32,802	95,588
Parisienne	225	1,595	433	928	47,707	42,179
HONDA	5,750	1,924	5,379	17,303	100,867	132,309
NISSAN	914	1,257	319	1,233	18,258	22,750
NUMMI*	3,731	1,900	3,731	11,939	27,182	131,801
VOLKSWAGEN	1,800	0	0	1,800	63,836	52,082
Total Cars, U.S.	116,343	134,798	88,621	301,676	5,445,883	5,133,216
Total Cars, Canada	13,114	24,224	10,084	32,630	677,660	677,175
N. American Cars	129,457	159,042	98,705	334,306	6,123,563	5,810,391
N. American Trucks	58,540	75,639	71,838	214,938	2,797,726	2,859,542
North American Cars and Trucks	187,997	234,681	170,543	549,244	9,470,533	8,669,933

Car production climbs to 116,343

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Scheduled domestic auto production jumped last week as several plants resumed output after being down for model changeover.

The makers estimated a build of 116,343 units last week, 31.28 percent more than the previous week's 88,621 but 13.69 percent below the year-ago week's 134,798.

So far this year, 5,133,216 cars have been assembled, 5.74 percent below the 5,445,883 built last year at this point.

Companies shared last week's targeted production as follows: General Motors, 36.81 percent; Ford Motor Co., 34.74 percent; Chrysler Motors, 16.67 percent; Honda of America Manufacturing Inc., 4.94 percent; New United Motor Manufacturing Inc., 3.21 percent; Volkswagen of America, 1.55 percent; American Motors, 1.29 percent; and Nissan Motor Manufacturing Co., U.S.A., 0.79 percent.

Chrysler will no longer produce its Laser model but will continue to assemble the similar Dodge Daytona at the St. Louis (No. 2) plant.

GM plants in Van Nuys, Calif.; Janesville, Wis.; and Lordstown, Ohio, resumed production last week after being down for changeover.

GM's Wentzville, Mo., plant was to resume production today (Aug. 25) after being down for model changeover. However, model changeover has been extended until Sept. 2.

GM's Detroit-Hamtramck plant, originally scheduled to resume production Sept. 11, will be down until Oct. 3.

Volkswagen's Westmoreland, Pa., plant resumed production last week. It had been down since July 14 for model changeover.

Ford's Chicago plant was scheduled for Saturday (Aug. 23) overtime.

All Ford plants except Wixom, Mich., are scheduled for daily overtime this week (Aug. 25).

GM scheduled no Saturday (Aug. 23) overtime.

Chrysler scheduled Saturday (Aug. 23) overtime at its Belvidere, Ill., and St. Louis (No. 2) plants.

The same plants are slated for two nine-hour daily shifts this week.

Canadian total trails '85

Extended model-changeover downtime at General Motors plants last week caused Canadian auto output to fall behind 1985's for the first time this year.

The company said its Oshawa, Ontario, plants remain closed due to a parts shortage.

Oshawa No. 1 will be down until Aug. 29, and No. 2 will be down until Sept. 4.

So far this year, 677,175 cars have been assembled, 0.07 percent below the 677,680 completed last year at this time.

Last week's scheduled output of 13,114 cars was 30.05 percent more than the previous week's 10,084 but 45.86 percent below the year-ago week's 24,224.

Truck production last week was estimated at 13,229, 3.93 percent more than the previous week's 12,729 but 18.32 percent below the year-ago week's 16,197.

GM's Ste. Therese, Quebec, plant resumed production Aug. 18 after being down for model changeover.

Volvo's plant in Halifax, Nova Scotia, is scheduled to resume production today (Aug. 25). The plant had been idle since Aug. 4.

American Motors' plant in Brampton, Ontario, began production of the 1987 Eagle model on Aug. 18.

Truck output drops 23 pct.

Production of domestic trucks dipped last week.

The makers scheduled 45,311 units, 23.34 percent below the previous week's 59,109 and 23.77 percent below the year-ago week's 59,442.

General Motors' Detroit plant is slated to return today (Aug. 25). The plant has been down since Aug. 8 for model changeover.

GM's Flint, Mich., plant resumes production today after being down for model changeover. It had originally been slated to resume Sept. 8.

All Ford Motor Co. plants except Lorain, Ohio, are scheduled for daily overtime this week.

The Lorain plant begins production of the 1987 Econoline model today.

Chrysler Motors' Warren, Mich., plant operated two overtime shifts Saturday. It is slated for two nine-hour daily shifts this week.

CANADIAN CAR	Week Ended Aug. 23, 1986	Week Ended Aug. 24, 1985	Week Ended Aug. 16, 1986	Aug. to Date	Jan. 1 to Aug. 24, 1985	Jan. 1 to Aug. 23, 1986
AMERICAN MOTORS	120	409	28	148	6,302	2,530
FORD MOTOR	11,302	11,250	10,056	32,437	320,909	336,317
GENERAL MOTORS	1,692	12,565	0	0	343,833	331,877
VOLVO	0	0	0	45	6,636	6,451
Total Cars, Canada	13,114	24,224	10,084	32,630	677,660	677,175

U.S. TRUCK☆	Week Ended Aug. 23, 1986	Week Ended Aug. 24, 1985	Week Ended Aug. 16, 1986	Aug. to Date	Jan. 1 to Aug. 24, 1985	Jan. 1 to Aug. 23, 1986
CHEVROLET	76	13,038	13,951	34,017	781,052	756,410
DODGE	3,200	5,040	3,358	10,025	138,842	62,599
FORD	27,426	23,507	26,981	87,390	767,903	925,329
GMC	5,145	6,982	5,758	19,334	241,916	237,972
NAVISTAR	1,597	0	1,571	5,055	49,570	46,426
JEEP	3,600	6,282	3,230	6,830	134,482	116,132
NISSAN	1,917	2,543	1,910	6,113	68,470	79,036
AM GENERAL*	50	50	50	160	1,640	1,662
MISCELLANEOUS*	2,300	2,000	2,300	7,360	60,903	75,440
Total Trucks, U.S.	45,311	59,442	59,109	176,293	2,244,678	2,301,008

CANADIAN TRUCK	Week Ended Aug. 23, 1986	Week Ended Aug. 24, 1985	Week Ended Aug. 16, 1986	Aug. to Date	Jan. 1 to Aug. 24, 1985	Jan. 1 to Aug. 23, 1986
AMERICAN MOTORS	900	0	889	1,589	0	17,754
CHRYSLER	8,494	7,546	8,301	25,282	256,177	257,446
FORD	3,648	3,125	3,546	10,675	105,020	105,136
GENERAL MOTORS	0	5,526	0	559	184,057	172,031
NAVISTAR	187	0	193	560	7,794	6,167
Total Trucks, Canada	13,229	16,197	12,729	38,645	553,048	558,534
N. American Trucks	58,540	75,639	71,838	214,938	2,797,726	2,859,542

Chevy builds first Corsica

LINDEN, N.J. — The first production Chevrolet Corsica was assembled here last week. The Corsica, which Chevrolet calls a compact sedan, will go on sale in early 1987.

Each Chevrolet dealer, however, has the option of leasing one Corsica or its sister car, the Beretta coupe, before they go on public sale. They will be used for such purposes as service rentals.

The remainder of the 14,000 cars produced by the end of this year will go to daily rental companies.

The 12-month modernization of the Linden plant represents a $300 million investment by General Motors.

During a 28-week pilot process, some 290 Corsica and Beretta pilot models were produced and evaluated by employees prior to the start of regular production.

About 100 employees returned to work last week, bringing current employment to more than 1,000 on one shift. After one-shift production reaches planned capacity, a second shift will be added.

The Corsica and Beretta will be exclusive models for Chevrolet.

Ford Atlanta resumes output of Taurus/Sable

Production of Taurus and Sable models resumed last week at Ford Motor Co.'s Atlanta, Ga., assembly plant following settlement of a 27-day strike.

Members of UAW Local 882 at the plant approved a new contract Aug. 15. The pact was ratified by 83 percent of those voting.

The Atlanta plant is one of two producing Taurus and Sable. Ford said the strike cost production of 24,000 of the strong-selling models. The other Taurus-Sable assembly plant is in Chicago.

Union members at Atlanta walked off the job July 19 to protest working conditions.

Sid Hamby, president of UAW Local 882, said the settlement resolved heat, ventilation, noise and asbestos problems in the plant.

He said the UAW also won the right to represent 26 employees at two warehouses supplying the assembly plant. The warehouses had been operated by a Florida-based company using non-union labor.

C2700-1

Automotive News

September 1, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Ford bets millions on new car in Brazil

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — Ford Brasil will invest more than $100 million during the next two years to tool up and expand an assembly plant near here to build a new subcompact sedan based on the Escort platform.

The car is currently without a name but is known within the company as the Nevada, according to market sources, who described it as "a modified Orion." The Orion is a sedan version of the Escort sold in Europe.

Wayne Booker, Ford Brasil president, and Agostinho Gaspar, director of governmental relations, were in Brasilia, the nation's capital, Aug. 28 to present the company's plans to government officials. The next day, Ford announced that the government had approved the program.

The new model will use the 1.6-liter engine available in the Escort hatchback currently sold in Brazil, sources said. The car will be produced alongside the Escort in the Sao Bernardo plant near Sao Paulo. Annual production is projected at 50,000.

The Nevada is expected to debut in Brazil as a 1989 model. Like the Orion in Europe, the car will be offered in two-door and four-door versions. The former is fundamental in Brazil, where there is an overwhelming market preference for two-door cars.

In part, the Nevada will fill the gap left in Ford's product line by

see BRAZIL, page 37

AUTOMOTIVE NEWS-JOE WILSON

GM, Chrysler move to 2.9 and 2.4% in loan-rate battle

By Edward Lapham and Jenny King
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors answered the question "How low can you go?" by slapping a 2.9 annual-percentage-rate incentive on more than one million cars and trucks Aug. 28. Not to be outdone, Chrysler Motors responded the next morning with a lower-than-low 2.4 percent rate on certain models.

The GM program, called "the Big One," replaces and expands on the plan launched July 1. The new one runs until Oct. 8, offering 2.9 APR 36-month or 4.8 APR 48-month GMAC loans to approved customers on all 1986-model cars, and most light trucks, still in inventory.

Cash rebate options range from $300 to $1,500, depending on model. The $300 cash allowances cover GM's subcompact cars; the $1,500 awards are on the restyled high-inventory E-bodies.

GM also delayed its entire 1987 model introduction until Oct. 9. The new models had been scheduled for introduction on Sept. 25.

The Chrysler plan, with the lowest financing rate in the history of the industry — at least as of Friday — runs Aug. 29 through Oct. 12 and covers all 1986 North American-built cars and trucks, except Dodge Caravan/Plymouth Voyager, Dodge Mini Ram Van, Dodge Dakota, Dodge Shadow/Plymouth Sundance and the 1987 America models. It also covers 1987-model Charger/Turismo, Diplomat, New Yorker and Fifth Avenue models and all 1986 Colts.

Chrysler Credit Corp. loans are available to approved customers at 2.4 percent financing for 24 months, 3.6 percent for 36 months, 4.8 percent for 48 months and 9.9 percent for 60 months. Customers can instead take rebates ranging from $400 to $1,500.

The GM program made waves far and wide. Ford Motor Co. President Harold Poling, in Hollywood last week for the 1987 Lincoln-Mercury dealer introduction, said that as much as the No. 2 domestic

see INCENTIVES, page 38

CHARLOTTE WINTER

Top designers on the move across Europe

By Giancarlo Perini
STAFF CORRESPONDENT

COLOGNE, West Germany — For about two years, top designers have been deserting the studios of Ford of Europe and Adam Opel AG.

At least 18 designers have left Ford for Chrysler Corp., American Motors, Volkswagen AG, BMW, ItalDesign, Porsche AG and Audi AG.

The two chief designers working with Uwe Bahnsen, Ford of Europe's vice president of design, moved to Chrysler (Trevor Creed) and Volkswagen (Patrick le Quement).

They had been Bahnsen's right-hand men. Following their move, two of Bahnsen's executive designers, Alan Jackson and Tom Scott, departed.

Jackson joined le Quement at VW, and Scott became the head of design for AMC.

Adding to the turnover are several other Ford executive designers who left the Cologne, West Germany, design and modeling studio for a stint in Dearborn, Mich. A few of Ford's most talented modelers have left, too.

The list of designers who have left Ford of Europe recently is so long that the photo of the Cologne design team — which appeared on a 1985 Ford calendar — seems decades old.

The other American-inspired design center in Germany — Opel — has lost a number of its designers. Chris Bangle, a young American who has been credited with the interior design of the Opel Junior, moved to Fiat Auto S.p.A. in Turin, Italy.

Also leaving Opel were Gert Hildebrand, who joined VW, and Toni Hatter, who moved to Porsche. Nyoji Nagashima left for Renault. Kunisha Itoh went back to Japan some years ago to work with ODS, a research organization.

see DESIGN, page 37

The Cologne design team, as shown on a 1985 Ford calendar. Many of the people are already gone.

Franchises for imports rise 4% to top 20,000

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

The number of imported-car franchises rose again in the first six months of this year, according to the latest Automotive News Imported Car Dealership Survey.

On July 1, there were 20,691 import franchises, an increase of 2.25 percent from 20,235 on Jan. 1, 1986, and an increase of nearly 4 percent from the July 1, 1985, total of 19,897.

Most of the additional franchises were the result of new dealer groups for Acura and Hyundai,

see FRANCHISES, page 37

Itsubishi and Mazda ay buy parts together Page 2
White-collar cutbacks expanding at GM Page 3
New models begin their introductions Pages 40-41

NEWSPAPER
BETHESDA MD 20814
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
AC9 EDITOR SRI
AC9 EDITOR
03032290B 0300 8635 COMP WP2
*********5-DIGIT 20814

GM expanding white-collar 'incentive separations'

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

In upcoming weeks, some salaried employees at General Motors will be asked to accept a financial incentive to resign.

GM said last week that in its quest to cut its salaried workforce by 25 percent by 1989, it is expanding an "incentive separation program" throughout its groups, divisions and staffs in the United States and Canada.

Electronic Data Systems Corp. and GM Hughes Electronic Corp., both acquired subsidiaries, are not affected.

A GM spokesman also said that "some activities such as Saturn, Trilby, etc., will increase, while others will be discontinued."

GM would not specify which activities would be discontinued. Saturn and Trilby are the company's new small-car manufacturing subsidiary in Spring Hill, Tenn., and its manufacturing and design think-tank.

Although GM would not say what the financial incentives would include, workers were reporting offers of up to 20 months' salary and six months' of health care benefits if they quit.

Salaried employees who are asked to accept an incentive to resign may decline the offer, a GM spokesman said.

GM employs 133,000 salaried workers in the United States and 9,000 in Canada.

GM said the move was made as part of its annual model-year budget review and is "consistent with its long-range business planning." The company's executive committee met Aug. 21 to establish guidelines for salaried staffing and job reductions.

"While much of the reduction can be accomplished by normal attrition, the expanded separation program will provide more flexibility in achieving reductions as new business systems are implemented," the company said.

The No. 1 automaker has faced criticism in recent weeks for its high cost structure.

Maryann Keller, an auto industry analyst for Furman Selz Mager Dietz & Birney, speaking in Detroit recently, attacked what she called GM's "undisciplined reorganization." Keller charged that it has resulted in a collection of "empires" — the Chevrolet-Pontiac-Canada Group, the Buick-Oldsmobile-Cadillac Group, the Truck and Bus Group, component products and central office.

"GM has not trimmed down as promised in the reorganization and has added to the bureaucracy," Keller said. "Productivity at Ford and Chrysler has continued to rise, while GM's corporate reorganization, vast expenditures on new plants and acquisitions have added staff and strangled efficiency."

GM, however, is not the only domestic automaker seeking to trim its salaried payroll.

Ford Motor Co. has indicated it will cut its white-collar workforce by at least 25 percent by the end of the decade.

Chrysler Corp., which made sizable cuts in salaried ranks during its brush with bankruptcy several years ago, has also indicated that its business plan calls for some reduction in salaried manpower through attrition.

Six keep hands-on approach
Tamaroff Acura, in East Detroit, Mich., co-sponsored a marathon contest to benefit the Muscular Dystrophy Association. Contestants donated $100 to enter. After 48 hours, six contestants out of 21 were still in the running. The last person to maintain bodily contact with the Acura wins the car.

Sterling name nearly settled; Jan. debut set

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Raymond Ketchledge: "We believe we've got all the elements in place."

Raymond A. Ketchledge, president of Austin Rover Cars of North America, said his company is prepared to introduce the Sterling luxury sedan in the United States in January with 96 percent of its dealer network in place and a legal skirmish over the car's name nearly settled.

"We believe we've got all the elements in place — an extremely receptive market climate, a good product and an organization to distribute and sell the product," said Ketchledge, who heads the Miami company which will import and distribute the Sterling, the U.S. version of the Rover 800.

ARCONA will import two versions of the British-built Sterling and distribute them to 145 dealers in 32 states. The Sterling is the U.S. version of the Rover 800 and is a product of the joint venture between Britain's Austin Rover Group and Japan's Honda Motor Co.

The Sterling will feature a Honda 24-valve, V-6 engine and a body designed by the Austin Rover Group. Approximately 35 percent of the content will be Japanese. One of the Sterling models will be a high-end car priced between $20,000 and $25,000. The other will be the basic model with a $19,000-to-$20,000 price tag.

Ketchledge said that the recent challenge by London Coach, of Mount Clemens, Mich., over the rights to the Sterling name is being negotiated. ARCONA claims London Coach, an assembler of taxi kits, did not have a trademark for the name. The U.S. Patent Office has not yet given ARCONA the trademark, but Ketchledge said he is confident that his company will receive the rights to the name.

The Austin Rover-Honda venture also will produce and distribute Honda's Acura Legend in Europe. The Legend is being built alongside the Sterling in ARG's plant in Cowley, England; the Rover 800 will be built alongside the Legend in Japan. Honda already distributes the Acura Legend in the United States.

Ketchledge said ARCONA will not follow the marketing strategies of other makers of European luxury cars. Sterling's luxury features and styling will be emphasized over performance, he said.

"We figure everyone is trying to be BMW," he said.

Austin Rover is stepping carefully into the American marketplace after a seven-year absence from the United States and a disappointing U.S. sales record. There is also the issue of quality problems that affected many Austin Rover models in the past.

As a quality measure, every Sterling will be test driven at least 25

see STERLING, page 37

Ford invited to buy up Beneficial; analysts predict more acquisitions

By Dave Zola
AUTOMOTIVE NEWS STAFF WRITER

Ford Motor Co.'s interest in Beneficial Corp., a consumer finance company specializing in home mortgages, may go far beyond its quest for diversification.

The purchase of Beneficial could enable Ford to offer future buyers alternative forms of car financing.

Ford last week confirmed it was approached by First Boston Corp., a New York investment firm, about the possible purchase of Beneficial.

Beneficial, which is expected to lose money this year due to its troubled reinsurance business, said in an Aug. 21 letter to stockholders that it was seeking a buyer.

The Delaware-based firm, specializing in consumer financing, has assets of $9 billion. It has 1,100 offices in the United States, the United Kingdom, Canada and West Germany.

In 1985, Beneficial reported net profits of $101.2 million and outstanding loans of $6.1 billion. Analysts said Beneficial is worth about $1.5 billion.

Ford has made it known it wants to continue expanding its financial service operations under Ford Credit. Last year, Ford spent an estimated $593 million in acquiring First Nationwide Financial Corp., then the nation's ninth largest savings and loan association.

"Financial services are starting to be important to the bottom line for Ford," said Doug Laughlin, auto analyst with Dean-Whitter-Reynolds. "I'd have to believe they are going to take a look at other acquisitions."

Ford Credit posted record profits of $441 million in 1985, and had assets of $24 billion at year's end.

"Ford has $7 billion in cash it would like to deploy in order to diversify," said Gary Glaser, an analyst with First Boston. "They certainly have the ability to make acquisitions."

Analysts said Beneficial's expertise in home mortgages could be valuable to Ford in light of proposed changes to federal tax laws that would limit allowable deductions on most interest payments. Home mortgage interest would remain fully deductible under the tax reform plan, making a home loan a potentially attractive way to fund a new-car purchase.

"Beneficial has a substantial presence in the second mortgage field," Glaser said. "That could prove helpful to auto lending institutions in the future.

"With changes in the tax laws, (consumers) in the position to might opt for a second mortgage as a way to finance big ticket items, like new car purchases."

Also, a company with an expansive service network like Beneficial's could be an asset if Ford issues its own credit card, as has been discussed.

"Beneficial has a wider base of operations geographically than First Nationwide," said Glaser. "It seems logical that Ford would want to make use of that network."

INDEX

Auction reports	28-29
Automotive world news	23-26
Classifieds	30-36
Coming events	19
Engineering	16
Marketing and media	36
News briefs	8
Obituaries	7
Opinion	10
Personnel	18
Production	42
Sales, car	22
Truck industry	12

61st year—No. 5143
AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

2 new imports for L-M to boost sporty image

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Two imports coming next March will add most of the new flavor for 1987 as Lincoln-Mercury Division seeks a young, sporty image more distinct from Ford Division.

L-M is becoming increasingly dependent on imports. It will have three models from two continents in 1987, and a Japanese-designed, Michigan-assembled "transplant" is due the following year.

Scorpio, a $20,000-$25,000 "executive-class sports sedan" designed and built by Ford of Germany, will become the second Merkur branded line. The Mercury Tracer, expected to go on sale in March, 1987, as a 1988 model, will be imported from Ford's assembly plant in Hermosillo, Mexico.

Tracer is designed by Ford's Japanese partner, Mazda Motors. The four-door hatchback shares its mechanical platform with the Mazda 323, but has different sheet metal. It will be marketed as the "most complete car in its class" with a high level of standard features, said L-M General Marketing Manager Edsel Ford II at a dealer preview here.

see FORD, page 38

SALES

Car sales 'average' in mid-August but climb 11 percent to 201,521

By Jenny L. King
AUTOMOTIVE NEWS STAFF REPORTER

Mid-August domestic new-car sales were average for the period, compared with earlier years.

The 22,391-unit daily selling rate was up from 19,010 the first 10 days, but off from last year's Aug. 11-20 rate of 22,556 just before big domestic incentive programs took over the market. There were nine selling days in the period this year, compared with eight in 1985.

In a straight numbers comparison, Aug. 11-20 sales were up 11.68 percent, to 201,521 from 180,446 a year earlier. American Motors was the only domestic manufacturer to slip behind a year ago. AMC fell 48.15 percent, to 1,400 from 2,700 (down 53.85 percent on a daily-rate basis).

Chrysler Motors, which has earned more than 13 percent of the domestic car market since June 1, was up 23.83 percent, to 31,388 from 25,348 (Chrysler was up 10.07 percent on a daily-rate basis).

Ford Motor Co. was up 35.29 percent, to 53,935 from 39,865 (up 20.27 percent, daily rate). General Motors reported sales of 107,163 new cars, up 0.78 percent from 106,333 (down 10.42 percent, daily rate).

Volkswagen was up 25.04 percent, to 2,242 from 1,793 (up 11.16 percent, daily rate). Honda reported sales of 4,154 Accords and Civics built in Marysville, Ohio, up 13.40 percent from 3,663 Accords a year ago (up 0.87 percent, daily rate). Nissan was up 66.53 percent, to 1,239 from 744 (up 48.39 percent, daily rate).

Ford and Chrysler made impressive gains in market shares during the mid-August period. Ford climbed to 26.76 percent from 22.09 percent. Chrysler earned 15.58 percent, up from 14.05 percent. GM dropped to 53.18 percent from 58.93 percent.

AMC was down to 0.69 percent from 1.50 percent. VW claimed 1.11 percent, up from 0.99 percent. Honda had 2.06 percent, up from 2.03 percent, and Nissan climbed to 0.62 percent from 0.41 percent.

Sales by make included a 66.53 percent year-to-year increase for Nissan. Ford was up 45.93 percent; Plymouth, 32.33 percent; Dodge, 28.28 percent; Volkswagen, 25.04 percent; Mercury, 24.93 percent; Honda, 13.40 percent; Chrysler, 11.14 percent; Oldsmobile, 5.32 percent; and Lincoln, 3.35 percent.

Renault was off 50 percent; AMC Eagle, 33.33 percent; Cadillac, 5.46 percent; Buick, 2.18 percent; Chevrolet, 1.57 percent; and Pontiac, 1.46 percent.

Calendar-year sales remained below the 1985 level, down 2.75 percent to 5,142,246 from 5,287,568.

Ford Escort/EXP, at 11,176 units, was the top-selling nameplate in mid-August. Following were Chevrolet Celebrity, 9,435; Oldsmobile Cutlass Ciera, 8,351; Oldsmobile 88, 7,895; and Chevrolet Nova, 7,462.

DOMESTIC SALES

	Aug. 11-20, 1986	Aug. 11-20, 1985
Renault		
Alliance-Encore	1,200†	2,400†
AMC	200†	300†
AMERICAN MOTORS	1,400†	2,700†
Chrysler	9,336	8,374
Plymouth	9,083	6,864
Dodge	12,969	10,110
CHRYSLER CORP.	31,388	25,348
Ford	36,606	25,085
Mercury	13,678	10,957
Lincoln	3,951	3,823
FORD MOTOR CO.	53,935	39,865
Buick	18,108	18,511
Cadillac	6,817	7,211
Chevrolet	37,535	36,956
Oldsmobile	26,163	24,841
Pontiac	18,540	18,814
GENERAL MOTORS	107,163	106,333
VOLKSWAGEN	2,242	1,793
HONDA	4,154	3,663
NISSAN	1,239	744
U.S. INDUSTRY TOTAL	201,521	180,446

†—Estimate

U.S. IMPORT SALES

ACURA	4,458	0	17,405	0
Integra	2,494	0	9,965	0
Legend	1,962	0	7,440	0
ALFA ROMEO	1,005	263	3,671	2,651
AUDI	4,606	7,417	36,912	44,503
4000S	1,140	1,816	8,126	10,482
4000CS Quattro	291	598	2,298	2,519
5000S	2,282	3,929	19,128	24,315
5000CS Turbo	425	812	3,655	4,675
5000CS Turbo Quattro	243	0	1,883	55
Coupe GT	225	341	1,852	2,257
BMW	8,848	7,827	54,651	50,174
318/320	25	2,178	855	14,951
524 TD	238	192	1,535	586
325e	4,899	2,700	33,841	16,934
528/535	2,706	1,643	12,884	10,717
635CSI	232	312	1,802	1,980
735/L-7	550	802	3,873	4,994
CHEVROLET	12,306	7,817	91,720	39,147
Spectrum	7,112	5,341	50,809	28,248
Sprint	5,194	2,276	40,911	10,899
CHRYSLER/MITSUBISHI	11,345	6,281	75,740	48,687
Colt	7,901	5,449	52,788	34,015
Conquest	487	400	3,297	3,150
Vista	2,957	2,432	19,655	11,522
HONDA	32,434	28,082	233,494	230,911
Civic	17,508	11,116	112,029	88,109
Civic CRX	0	2,907	20,418	29,748
Accord	7,533	9,084	57,875	72,846
Prelude	7,393	4,955	43,172	42,208
HYUNDAI	19,690	0	72,086	0
ISUZU	2,082	2,787	16,285	14,473
I-Mark	1,339	1,497	10,496	5,024
Impulse	743	1,290	7,789	9,449
JAGUAR	2,143	1,784	13,649	11,106
XJ6	1,721	1,454	10,918	9,008
XJS	422	330	2,731	2,098
MASERATI	80	88	880	925
MAZDA	16,607	17,229	120,113	103,579
323	5,693	4,909	39,903	24,132
626	6,434	7,501	51,013	47,191
RX-7	4,480	4,819	29,197	32,256
MERCEDES BENZ	6,789	7,706	50,998	51,605
190D	121	317	980	2,120
190E	1,149	2,035	10,252	14,041
190E-16	54	0	697	0
300D	511	1,603	594	10,875
300E	1,694	0	12,922	0
300CD	0	179	37	1,042
300TD	29	389	128	2,104
300SD/SDL	472	728	2,377	4,628
380SE	0	753	0	5,566
420SEL	1,047	0	9,192	0
560SEL	675	720	5,505	4,100
560SL	886	875	6,873	6,212
560SEC	151	107	1,441	910
MERKUR	1,506	933	9,179	3,666
MITSUBISHI	3,434	5,280	27,197	27,161
Starion	332	631	3,302	3,363
Cordia	355	981	2,971	4,637
Tredia	785	1,274	5,549	5,574
Mirage	1,013	1,325	7,160	7,328
Galant	949	1,069	8,215	6,259
NISSAN	50,580	53,558	288,582	305,857
Sentra	20,981	17,965	94,164	104,310
Pulsar	3,649	5,824	28,263	30,828
Stanza	7,921	7,710	35,719	31,024
Maxima	10,184	9,930	66,876	52,433
200SX	3,682	5,416	28,793	40,747
300ZX	4,045	5,658	32,374	41,892
Hawaii	118	1,061	2,393	4,623
PEUGEOT	1,178	1,901	7,716	9,437
PORSCHE	2,979	2,072	17,707	14,305
924S	542	0	1,246	0
944	1,544	1,304	10,445	9,628
911	894	536	4,571	3,275
928	199	232	1,445	1,402
RENAULT	244	489	2,322	4,740
18i	188	204	1,236	1,598
Fuego	56	285	1,086	3,142
SAAB	4,999	3,679	28,979	23,979
900	1,471	1,176	8,846	6,863
900S	1,662	1,005	8,834	7,307
900 Turbo	811	1,328	4,864	9,102
9000 Turbo	946	0	5,933	0
Tourist	109	170	502	707
SUBARU	16,030	15,569	-109,005	94,068
TOYOTA	75,226	68,753	353,006	352,685
Corolla	19,336	19,572	83,852	94,385
Tercel	8,569	10,228	43,129	53,504
Celica	12,115	8,531	63,860	45,802
Supra	4,538	3,102	17,709	15,900
Camry	18,155	12,857	83,166	69,017
Cressida	5,733	558	22,854	1,424
Land Cruiser	439	3,754	2,218	21,550
Van	2,381	380	11,338	3,364
4Runner SR 5	459	3,844	3,739	17,892
MR2	3,092	0	17,511	0
Hawaii	409	525	3,630	4,125
Other	0	0	0	3
VOLKSWAGEN	12,547	13,079	90,125	81,180
Cabriolet	1,233	1,232	9,289	8,058
Jetta	8,114	7,659	59,997	44,817
Vanagon	1,154	1,774	7,502	11,414
Quantum	1,083	1,300	6,495	7,927
Scirocco	963	1,114	6,842	8,964
VOLVO	11,470	10,918	74,893	68,498
DL	4,790	3,963	30,284	26,253
GL	903	1,003	6,191	6,355
GLT Turbo	0	71	0	1,950
DL/GL	0	37	0	1,895
740 Series - Gas	4,542	3,661	28,759	21,340
740 Series - Diesel	164	811	1,505	1,313
760 Series - Gas	1,013	1,118	6,577	6,475
760 Series - Diesel	0	171	0	1,769
Tourist	58	83	1,577	1,148
YUGO	3,020	0	14,870	0
IMPORT TOTAL	305,404	265,392	1,813,385	1,563,537

Find Out How Your Dealership Can Afford To Give Away...

Free Vacations
To:
•Hawaii•
•Vegas•
•Costa Rica•

VACATIONS OF A LIFETIME Starting at $50

PRODUCING THOUSANDS OF PROSPECTS DAILY

Includes: Air Fare, Accommodations, Discounts, Travel Club & Luggage

1-800-341-7333
Free Sample & Performance Package

Holidays International
The Leader In Incentive Travel

Deal Me In.
— A seminar on valuing a dealership. —

Arthur B. Bent
Nationally recognized automotive consultant and former dealer specializing in valuing dealerships.

Allan R. Curhan
Attorney for dealers and state associations and specialist on automotive business problems.

Automotive Business Associates is pleased to introduce a new team concept and approach in seminars. Featuring a consultant, accountant, attorney and a factory business manager, ABA is making this seminar (featured at NADA 1986) available in select cities for the next three months. One-day seminar cost: $495. $395 additional person(s). Includes all materials, refreshments and complete luncheon.

Chicago • Sept. 18
Chicago O'Hare Marriott

Philadelphia • Sept. 24
Marriott Hotel at the Airport

Hartford • Oct. 9
Hartford Marriott Farmington

Windsor, Ontario • Oct. 16
Hilton International Windsor

Atlanta • Nov. 5
Atlanta Marriott Downtown

Tampa • Nov. 13
Tampa Airport Marriott

Ft. Lauderdale • Nov. 19
Ft. Lauderdale Marriott Hotel

- Selling a Dealership
- Buying a Dealership
- Family Planning and Gifting
- Estate Planning
- Stock Purchase Arrangements
- Multiple Dealerships, Franchises
- Holding Companies
- Chain Operations

For more information or to register call or write:

Automotive Business Associates
227 Dedham Street,
Norfolk, MA 02056
1-800-225-6410

Master Charge and Visa accepted

Thailand works to boost automotive exports

By Andrew Tank

Thailand's government is making a concerted bid to boost exports of automotive components and production machinery.

TRW — the first major U.S. company to use Thailand as a manufacturing center for auto components — clearly illustrates the potential.

Last December, TRW took a majority shareholding in Fuji-Serina Valve Co., based just outside of Bangkok. The company had been set up three years earlier to make engine valves for the Thai auto market.

At the same time, TRW authorized an investment program of nearly $3 million to build a new forging facility and increase capacity from 1 million to 2.5 million valves annually.

TRW will use that capacity to fill small-lot orders, mostly of around 1,000 pieces. But it will also supply the spare parts and replacement aftermarket in Europe. Business will progressively be transferred from European factories, which then will concentrate on high-volume production runs requiring automated machinery.

Says David N. LaForest, Fuji-Serina's managing director: "Customers in Europe were given a 10- to 15-percent price reduction because of moving the business to Thailand."

TRW's decision is especially interesting, because Fuji-Serina has been consistently unprofitable. That's because Thailand's automakers have not increased the local content of their vehicles as fast as they had once planned to. Fuji-Serina supplies the aftermarket in Thailand, but has failed to win any business from original equipment manufacturers who all continue to receive engine valves as part of a completely knocked down engine from overseas.

LaForest describes the key benefits of being located in Thailand: "The labor rates are very low, but first and foremost the quality of the work force is very high."

He says his employees, whose average age is 22, are diligent, eager to learn and very productive. The absentee rate is only 1 percent, and only 0.5 percent of production has to be scrapped because of poor quality. In the first three years of operation, no product has been returned by a customer.

Pay rates for workers average 60 cents an hour including all fringe benefits. Fuji-Serina enjoys an array of promotional incentives from the Thai Board of Investment, including a five-year tax holiday, duty-free importing of machinery, and assistance in expediting local planning procedures.

Fuji-Serina will increase its work force from 60 to 160 when it starts full-scale production in the third quarter of 1987. LaForest says it will then become a healthy profit center. The company will still pitch for local business, but will be predominantly export-oriented, selling first to Europe, then to neighboring countries and possibly the U.S.

TRW is very much a pioneer, but the Thai government is anxious to attract similar ventures. At present, exports of auto parts from Thailand are small — worth only $12 million in 1985 with a target of $16 million in 1986.

Such figures are dwarfed by the import of $365 million worth of auto products in 1985, mostly from Japan. That imbalance — part of a total trade deficit between Thailand and Japan of $1.6 billion in 1985 — adds urgency to the export drive.

The intent is to highlight the low cost of skilled labor in Thailand and win foreign investment that previously might have gone to other Asian manufacturing centers such as Taiwan, South Korea or Singapore, all of which face rising labor costs with increased affluence.

Explains Chackchai Panichapat, assistant secretary general of the promotional Board of Investment: "We have enough skilled labor, but lack technology, investment and a market. Labor is 20 times cheaper here than in the U.S., so we are trying to promote industries that are labor-intensive and export-oriented."

> "Labor is 20 times cheaper here than in the U.S., so we are trying to promote industries that are labor-intensive and export-oriented."

Chackchai says unskilled workers in Thailand can be hired for 50 cents an hour, skilled machine operators cost less than $2 an hour, and government financial incentives being offered are "comparable if not better than others in the region."

Notes William R. Fothergill, a consultant with Arthur D. Little Inc., who is advising the Board of Investment: "More and more Americans are becoming interested. In the electronics field, Thailand has already attracted firms like AT&T, National Semiconductor, Data General, Signetics and AMD. I sense a lot of momentum building up."

American foreign investment in Thailand totals just over $4 billion, although 75 percent of it is by major oil companies. Japanese investment is still the highest at about $8 billion.

As for exports, many Thai companies sense greater opportunities in the relatively free U.S. market compared to the tightly restricted Japanese ones. This is reflected in the fact that last year the U.S. was Thailand's biggest export market, and Thailand ran up a record trade surplus of $700 million, most of it attributed to exports of agricultural produce.

Despite that imbalance, the Reagan administration is actively encouraging Thailand to promote foreign investment and diversify its exports. Last June, Chackchai led a third promotional tour to the U.S. to outline the advantages of manufacturing in Thailand. The trips were funded by the U.S. Agency for International Development (USAID), which assists friendly, developing countries to promote private sector investment.

Last November, Chackchai led a Board of Investment delegation which visited Big Three automakers in Detroit (*Automotive News*, Dec. 30, 1985). The Board outlined the benefits of subcontracting items with a labor content greater than 20 percent, such as automotive wiring harnesses and seat covers, or which are made in small batches, such as stamping dies or jigs.

Subsequently, Chrysler Corp. purchasing has asked for more information about the engineering industry in Thailand and has supplied a list of items it might like to buy.

Chackchai acknowledges that most such procurement contracts have a long lead-time and major orders are unlikely soon. But he hopes to have Thailand on the agenda when the time comes for major U.S. automakers to review their procurement policies.

Thailand also hopes to win export contracts for assembly machinery that is either no longer made elsewhere or is expensive to make in small volumes.

Three Thai auto parts manufacturers — Chao Auto Parts, Sammitr Motor and Thai-Hino — recently won an order from Toyota to supply $800,000 worth of dies and jigs to Toyota's associate company in Indonesia.

Another Thai firm — Able Autoparts Industries — has sold jigs to Mercedes-Benz, Mazda, Honda and Ford in countries as far afield as Venezuela, Malaysia and Indonesia.

Nissan is studying a proposal to export stamping dies to its affiliates in the Middle East, India, South Korea and Taiwan which will be manufactured in Thailand by Siam Motors Co.

"We face an unemployment problem and have a trade imbalance," Chackchai says. "For the last 20 years, we have emphasized import substitution. In the next development plan we want to develop industry and promote exports of machinery and electronics." ■

WORLD NEWS BRIEFS

CdM boosts exports

Chrysler de Mexico states in its annual report that 1985 sales totaled 84,344 vehicles: 52,336 cars and 32,008 trucks. That's a 54.1-percent increase over 1984. Chrysler exported 13,540 units — 100 percent more than in '84 — producing $511 million. This year's export program will be bolstered by investments of more than $210 million, to be distributed between car, truck and engine plants. About $106.8 million is destined for development and launch of new models. Sales goals for this year are about $1.28 billion, with $766 million representing export income.

Dina's in the black

Mexico's Diesel Nacional (Dina) has released a report revealing in-the-black operations for the first third of this year. Dina's consolidated financial statement through April showed positive operations totaling 3.717 billion pesos (about $5.9 million) — despite a 27-day strike at the beginning of the year. Dina plans to build up exports of parts and engines and to begin exporting assembled trucks.

Chihuahua hits 500,000

Ford de Mexico's four-cylinder-engine plant in Chihuahua hit the half-million mark in mid-June. About 90 percent of the output, according to Ford, was exported to the U.S. and Canada. The Chihuahua plant, built in November 1983, represents an investment of nearly $400 million. Output is 1,350 four-bangers daily.

The Beetle's safe

Wolfgang Sauer, president of Volkswagen do Brasil, said his company will not abandon manufacture of the venerable Brazilian Beetle. He also stated that when the time comes for VW to build new manufacturing facilities, they might well be located outside of Sao Paulo, which is where VWdB is headquartered. Insiders whisper that Sauer is partial to the State of Minas Gerais, which is where Fiat's facilities are located.

New plant for GMdB?

General Motors do Brasil is also thinking of establishing manufacturing facilities in another Brazilian state. Chief on the list are the cities of Porto Alegre, Curitiba, Salvador and Recife.

The tax man cometh

To quash the great consumer demand for new cars, the Brazilian government reportedly is considering a new direct tax on the sale of new vehicles. This undoubtedly would make Brazil the world champion of such a tax, which already stands at 39 percent (compared to 33.3 percent in France, 24.6 percent in Spain, 14 percent in West Germany, 5 percent in Japan, and 4 percent in the U.S.) The government is also thinking about an extra tax on gasoline, because gas consumption has risen 10 percent since the Government's Stabilization Program was instituted.

Peugeot to redo Sochaux

Automobiles Peugeot is going ahead with a five-year $1-billion plan to renovate its 74-year-old plant in Sochaux, France. Plans include rerouting the Allane river, which now bisects the 650-acre site and takes up a lot of valuable space. Peugeot's target is to boost capacity from 1,500 to 1,800 cars per day. It will replace the existing paint shop with a 650,000-square-foot building. The final assembly area will be increased in size from 900,000 to 2,260,000 square feet.

No. 1 in Norway?

Sales of new cars in Norway this year are at an all-time high. After six months, 101,646 passenger cars and 21,671 trucks were sold — 35 percent more than in the same period last year. Ford is still No. 1 with a market share of 13.2 percent, but Toyota is a close second. After six months, Toyota was only 500 cars behind Ford, and for the month of June, Toyota outsold Ford. It's said Toyota is trying to be the first Japanese automaker to hit No. 1 in Norway. Toyota already is the top seller in Denmark and Finland.

NORWAY
New Car Sales

	6 mos. 1986	6 mos. 1985
Alfa Romeo	110	99
BMW	2,915	2,033
Daihatsu	1,214	634
Fiat Auto	3,148	2,985
Ford	14,818	10,796
Honda	2,983	2,033
Lada	1,438	1,189
Mazda	8,441	6,271
Mercedes-Benz	2,274	1,253
Mitsubishi	3,884	2,687
Nissan	6,347	4,486
Opel	12,727	10,409
Peugeot	3,508	2,451
Citroen	1,831	1,358
Talbot	5	198
Renault	694	487
Saab	1,909	1,320
Skoda	208	311
Subaru	1,924	1,051
Suzuki	387	99
Toyota	12,042	8,010
VW-Audi	9,833	9,164
Volvo	8,489	5,910
Total	101,646	75,414

South Africa maintains sales momentum

By Jeremy Sinek

The recent improvement in new vehicle sales in South Africa maintained its momentum in July. Sales of 25,155 cars, trucks and buses were 6.4 percent above June (24,635), which had been 12.5 percent better than May.

July car sales (16,778) jumped 6.4 percent over June (15,769) and were well above the average monthly volume of about 14,000 in the first five months of 1986.

July sales of light commercials rose 8.3 percent over June — to 7,499 from 6,881 — and compared with a monthly average of 6,000 earlier in the year.

However, July sales of medium and heavy trucks slipped 1.3 and 8.7 percent respectively from June. Although medium-truck sales in July remained well above the January-to-June average, the heavy truck figure (527) was less than the year-to-date average, causing continuing concern in the South African industry.

The January-July total for sales of all vehicle types was 153,292, 11.3 percent below the first seven months in 1985.

July was the first full sales month since the government's package of fiscal relief and stimulation measures were announced June 17; among other things, they eased the perks-tax burden on private use of company-owned vehicles.

Also contributing to better-than-expected July sales were pent-up replacement demand, new-model introductions, aggressive marketing and a high number of selling days during the month.

Most automakers expect the momentum to continue the rest of the year, with monthly car sales ranging between 15,500 and 17,500 units.

Not all auto companies are celebrating July's sales, however. Nissan car sales slumped 12.6 percent from June and its light commercials sales remained stagnant.

Samcor (Ford/Mazda/Mitsubishi) car sales slipped 10.1 percent, but that was expected since its June performance was inflated by new-model launches. However, the company's July figures of 3,604 cars and 1,401 light commercials were marked improvements over sales earlier this year.

July generally was a good-news month for U.S. interests. General Motors, after a steady but gradual recovery from a disastrous start this year, posted a 50-percent improvement from June to July with 1,934 car sales. GM also sold 1,501 light trucks in July, a 7.6-percent improvement over June.

Almost as sparkling were Volkswagen-Audi improvements to 3,604 car sales in July (up 34.4 percent over June) and 613 light commercials (up 26.9 percent).

Mercedes/Honda car sales in July climbed 10.4 percent to 1,460, but only minor gains were posted by BMW (1,234 cars, up 1.9 percent) and Toyota (4,000 cars, up 3.4 percent). Although Toyota remained the car-sales leader, its market share fell to 23.8 percent in July.

Second in July was Samcor with 21.5 percent of the car market. Close behind was VW, with 20.6 percent, the company's best performance in years.

VW's Golf/Jetta (2,994 units) even ousted Toyota Corolla (2,752) from the latter's hitherto unassailable No. 1 spot in model competition.

On a year-to-date basis, VW/Audi is the star of the 1986 car market with a share increase from 14.1 to 17.8 percent; despite a depressed market market, VW/Audi volume is 11 percent above last year.

BMW and Nissan also recorded slight volume gains, increasing their respective market shares from 6.4 to 7.6 percent and from 6.8 to 7.8 percent.

Toyota's year-to-date volume is slightly down, although its market share went up to 26.3 percent from 23.7. Samcor's share remained at 20.6 percent on a year-to-date basis.

The big volume and market share losers were Mercedes/Honda (down from 10.5 to 9.5 percent) and GM (down from 8.8 to 7.9 percent). ■

South African Car Sales, July 1986

	July 1986		June 1986		July 1985	
	Sales	Mkt. Share	Sales	Mkt. Share	Sales	Mkt. Share
Toyota	4,009	23.8	3,867	*24.5	4,170	23.6
Samcor	3,604	21.5	4,009	25.4	3,867	21.9
VW/Audi	3,462	20.6	2,575	16.3	2,276	12.9
GM	1,934	11.5	1,289	8.2	1,632	9.2
Mercedes/Honda	1,460	8.7	1,323	8.4	1,595	9.0
BMW	1,234	7.4	1,211	7.7	1,104	6.8
Nissan	1,073	6.4	1,227	7.8	879	5.0

South African Car Sales

	January-July 1986		January-July 1985	
	Sales	Market Share	Sales	Market Share
Toyota	26,946	26.3	27,501	23.7
Samcor	21,099	20.6	24,004	20.6
VW/Audi	18,259	17.8	16,453	14.1
Mercedes/Honda	9,762	9.5	12,258	10.5
GM	8,040	7.9	10,273	8.8
Nissan	8,007	7.8	7,914	6.8
BMW	7,768	7.6	7,391	6.4

WORLD NEWS BRIEFS

BHP buys BIEC

BHP Steel International Group, Coated Products — part of Australia's largest conglomerate — acquires Bethlehem International Engineering Corp. (BIEC) from Bethlehem Steel Corp. The new company, renamed BIEC International Inc., will be headquartered in Bethlehem, Pa. The sale includes patents for Galvalume, an aluminum/zinc-coated sheet used in automotive and other applications.

Japan buys laser crystals

Allied-Signal Inc. will start selling synthetic laser crystals in Japan through an agreement with Mitsui Petrochemical Industries Ltd. Allied subsidiary Synthetic Crystal Products, Charlotte, N.C., will export the crystals — which have application in lasers, acoustic wave filters, electro-optic devices and bubble memories — to Mitsui for distribution in the Asian market. Allied and Mitsui also are partners in a joint venture formed to manufacture and sell amorphous metal alloys in Japan.

Automated tire production

Goodyear Tire & Rubber Co. believes its purchase of British firm Engineering Consultancy Service puts it on the path to a tire-building system that could revolutionize the industry. ECS, a former Dunlop subsidiary, now known as Howdins Ltd., has been working on a fully automated tire-building system for nearly 10 years. Goodyear says the ingredients of a rubber compounding system developed by Howdins has to be processed only once compared to multiple processing in conventional equipment.

Nottingham gets test beds

The University of Nottingham has received three engine test beds from educational equipment manufacturer G. Cussons Ltd., Manchester, England. Installed in the engineering school, the beds are equipped with diesel engines and complement three other Cusson test sets used in studying gasoline engines.

Hagglunds buys hydraulics

A.B. Hagglunds & Soner, an Asea Group company in Ornskoldsvik, Sweden, will acquire Abex Denison Group, one of the world's largest hydraulics companies with production and marketing units in the U.S., Great Britain, France and West Germany, and sales companies in Italy, the Netherlands, Switzerland, Austria, Denmark and Sweden. Hagglunds makes hydrostatic drives; electro-hydraulic cranes, winches and cargo-handling systems for civilian and military vehicles; and marine and offshore markets.

Foreign parts for Toyota

Toyota Motor Corp., Japan, plans to import materials and equipment worth 70 billion yen from overseas markets in 1986. That's 7 billion yen more than last year's tab. The company recently started importing six more auto parts and accessories: floor mats from Viam (U.S.) and polishing liquid from McKesson (U.S.), to be marketed through dealers and parts distributors throughout Japan as accessories; door trim material from Lignotock (West Germany) for the door-trim core of small cars; propeller-shaft joints from Lohr & Bromkamp (West Germany) to be used in small cars; windshield glass from Voest Alpine (Austria) for Corolla cars sold in Europe; and tires from Bridgestone (Australia) for the Town-Ace minivan marketed in Australia.

Land Rover sales up

Chalk one up for Land Rover Ltd. Last July, the British off-road vehicle maker posted its best month for sales on the European continent. The company beat its previous record — set the month before — by nearly 30 percent. There were 911 Range Rovers and 397 Land Rovers sold on the continent in July, versus June's sales total of 1,007 vehicles. Year-to-date sales are up 34 percent on the continent, at 4,407 vehicles.

Jaguar breaks records, too

Land Rover isn't the only British vehicle maker to post sales gains. Jaguar Cars Ltd., of Coventry, produced a record 22,049 sedans and sports cars in the first six months of 1986, and retail sales in the U.S. reached record levels in the month of June. During that month, 2,504 Jags were sold in the U.S., compared with 1,713 cars for June of 1985. Jaguar reports it is "on target" to produce a record 42,000 cars this year.

British show times set

The British International Motor Show is set for Oct. 18-26 at the National Exhibition Center, near Birmingham, England. Hours are: Oct. 15-17, 9 a.m. to 7 p.m.; Oct. 18-25, 9:30 a.m. to 7 p.m.; Oct. 26, 9:30 a.m. to 5:30 p.m.

Will Big Four miss show?

Unless a last-minute agreement is reached between the organizers of Brazil's 14th Automobile Salon, scheduled to open Oct. 13, it will take place without the participation of Brazil's Big Four automakers: VW, GM, Ford and Fiat. Of the 38 Brazilian manufacturers of specialty and off-road vehicles who participated in the last Salon, six went out of business, 22 have confirmed their participation this year and the remaining ones are still negotiating.

From new to old

Because of big demand for new and used cars in Brazil, a shift in employment has developed. Many new-car dealers have dismissed their salesmen because they simply have no cars to sell. The more experienced salesmen have opened up used-car dealerships, and those with shop experience are buying and reconditioning wrecked vehicles — an activity that has become quite lucrative in Brazil.

Enasa automates

Spanish truck builder Empresa Nacional de Autocamiones (Enasa) has built a new 41,000-square-foot truck cab plant in Barajas, Spain. The plant connects with truck assembly lines using a fully automated trainsport system. Enasa officials say the new plant will simplify the production process, while laying the foundation for greater robotization and for a high-tech manufacturing process that Enasa is preparing with Dutch truck builder Daf.

Rockwell appointments

The Brake and Trailer Axle Division of Rockwell International Corp.'s Automotive Operations announces two appointments at its European manufacturing facilities. Willie Bevc has been appointed plant manager, Rockwell Bremsen, Alzenau, West Germany. He succeeds Ritchie A. Costley, who becomes managing director, Llay plant, Wales, U.K., for Rubery Owen-Rockwell Ltd. Rockwell Bremsen produces wedge- and cam-actuated brakes for heavy-duty truck markets worldwide. Rubery Owen-Rockwell's Llay plant provides truck trailer axles, suspensions and accessories for the European truck market. ■

AUCTION DATES

American Motors

Sept. 2 — High Point Auto Auction, High Point, N.C.

Sept. 3 — Columbus Fair Auto Auction, Columbus, Ohio; Mid States Auto Auction, South Bend, Ind.; and Kansas City Auto Auction, Kansas City, Mo.

Sept. 4 — Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Evansville Auto Auction, Evansville, Ind.

Sept. 9 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Sept. 10 — Minneapolis Auto Auction, Plymouth, Minn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 11 — Northway Exchange, Clifton Park, N.Y.; Todd Auto Auction, Telford, Pa.; and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

Sept. 3 — Minneapolis Auto Auction, Plymouth, Minn. (special sale)

Sept. 4 — Aptco Auto Auction, Taylor, Mich., and Clanton's Auto Auction, Darlington, S.C.

Sept. 9 — Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 10 — Columbus Fair Auto Auction, Obetz, Ohio, and South Seattle Auto Auction, Kent, Wash. (special sale)

Sept. 11 — Fredericksburg Auto Auction, Fredericksburg, Va.

Ford Motor Co.

Sept. 3 — Northway Auto Auction, Clifton Park, N.Y.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Sept. 9 — Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 10 — Concord Auto Auction, Acton, Mass.

Sept. 11 — Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; and Southwest Auto Auction, Phoenix, Ariz.

General Motors

Sept. 9 — Dallas Auto Auction, Dallas, and Southwest Auto Auction, Phoenix, Ariz.

Sept. 10 — Atlanta Auto Auction, Red Oak, Ga., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 11 — Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

August, 1986	$5,237
Month ago	$5,196
Year ago	$5,172

Model Breakdown
Auction Averages

	AUG 1986	JUL 1986	JUN 1986
1986	$12,136	$12,574	$12,183
1985	$8,520	$8,522	$8,558
1984	$6,242	$6,259	$6,342
1983	$5,502	$5,501	$5,530
1982	$4,337	$4,358	$4,363
1981	$3,388	$3,396	$3,422
1980	$2,505	$2,528	$2,561
1979	$2,145	$2,164	$2,172
Overall Average	$5,237	$5,196	$5,194

58 auctioneers graduate

HIGH POINT, N.C. — Fifty-eight students graduated from the Mendenhall School of Auctioneering Aug. 15. Students hailed from 13 states and Nigeria. The next class will be Nov. 3-14.

Change in arbitration helps Mass. lemon law

BOSTON — Massachusetts' auto lemon law is working, thanks to a change from voluntary to compulsory arbitration that was made last April.

Since then, 80 percent of the cases which have gone to arbitration have been won by new-car buyers, according to Paula Gold, state secretary of consumer affairs.

Twenty-one motorists received refunds and one received a new car. Owners have won 33 cases in compulsory arbitration and the manufacturers have won eight.

Of the 33 cases won by consumers, 11 involved General Motors cars; seven, Chrysler; seven, Ford; and four, American Motors. One case each involved Mitsubishi, Isuzu, Yugo and Saab cars. Two cases being appealed involve Ford cars.

Volunteer members of the American Arbitration Association are trained by the state to preside at hearings. There have been 244 requests for arbitration, but a shortage of personnel has lengthened the processing time.

As defined by Massachusetts law, a "lemon" must contain a serious defect which impairs the vehicle's use, market value or safety. Under the strengthened law, dealers must put stickers on all new cars, spelling out consumers' rights. Gold said that about one-third of those checked by her office have complied.

The current lemon law for new cars gives buyers the right to a refund or a new car if they can show that their car has serious defects which the manufacturer cannot repair in a reasonable time. The law is effective for the first year of ownership or 15,000 miles.

Two situations must exist for the car owner to qualify for refund or replacement: The defect must still be present after three or more attempts to repair it, and repair attempts for a single defect or group of defects must take 15 or more business days.

The car owner must then give the manufacturer a last chance to fix the defect within seven days. If the defect is not corrected or if it recurs, the car owner is entitled to a refund or a new car.

USED-CAR AUCTION DIRECTORY

FOR SALE: Well established, small Midwest auto auction. Owner wants to retire. Interested parties. **Box 909.**

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD.
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
MONDAY — 6:00 P.M.
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside
Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD.
12742 King George Hwy.
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 6:30 P.M.
SATURDAY — 10:00 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers... Call now!

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction, I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619, 219-289-7767, Jim Seder. We spec. in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

KENTUCKY

Mt. Sterling Auto Auction. 48 state pickup for fleet and lease customers. Mt. Sterling, Kentucky. 606-498-1414.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Sept. 3— Chrysler Factory Sale, 11 A.M. Import Sale, 12:00 Noon.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North
Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

P A D E Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 6 P.M.. Serving dealers & fleets. Phone: 717-961-3800.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Exit 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5961

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

Lease-rental revenues top $52.4 billion

NEW YORK — Record revenues for the lease-rental auto industry in 1985 reached $52.368 billion, up 16.9 percent over 1984's $44.784 billion.

Hertz Corp., in its annual estimate, said total units in service also set a record, advancing 7.5 percent to 6,719,000 from the previous year's 6,249,000.

New cars and trucks entering lease-rental service rose 3.7 percent to 2,013,000 in 1985 from 1,941,000 in 1984. But new units last year fell below the 1978 record of 2,284,000, Hertz said.

The Hertz survey showed the average lease-rental vehicle age in 1985 edged up to 3.33 years from 3.22 years in 1984. Both were far above the 2.45-year average in 1972, the last year before the first Arab oil embargo. Average age of the nation's total 170.6 million vehicles on the road was 7.7 years in 1985, according to industry data.

Average annual mileage run by lease-rental units climbed 8.1 percent from an estimated 26,228 in 1984 to a record 28,367 in 1985. The previous record was 26,730 in 1978. That is far above the average mileage for the entire U.S. fleet, which was 9,675 in 1985 and 9,284 in 1984.

The report estimated total cars in non-personal service — business fleets and lease-rental fleets — were up 1.45 percent to 12,656,000 units in 1985 from 12,484,000 in 1994. Sales of new non-personal cars rose 3.2 percent to a record 5,145,000 in 1985, compared with 4,985,000 in 1984. Hertz figures for non-personal units include deliveries to organizations buying 10 or more units a year, plus sales to individuals driving more than 50 percent for business and to smaller business and government groups purchasing four to 10 vehicles.

The share of new lease-rental vehicles to total new-car and truck sales has grown from under one percent in 1950 to 14 percent last year.

Hertz said the number of firms in car or truck leasing or renting may be as high as 20,000.

FRANCHISES

FROM PAGE 1

which were not selling cars at the beginning of this year.

Those two makes also reflect the growing trend toward single-line import dealerships. They joined Mitsubishi in requiring a separate facility for their franchises, thereby promoting total exclusivity.

Many of the established makes, including the captive imports, added franchises in the first half of the year, which also helped to push the total higher.

The largest number of import franchises remained concentrated among the captives, with Chevrolet and its Spectrum/Sprint duo leading the pack, followed by Plymouth and Dodge with their Mitsubishi-built Vista, Conquest and Colt models.

Nissan reported the most franchises among the non-captive import makes, nosing out archrival Toyota 1,107 to 1,081 on July 1, although neither total included the separate distributorships in Hawaii.

The number of outlets selling imported vehicles in the U.S. also increased during the January-June period, again reflecting the addition of Hyundai and Acura points.

On July 1, the total number of retail outlets selling imported makes — alone or dualed with either other imports or domestic makes — was 16,810, up 2.6 percent from the revised total of 16,392 on Jan. 1, and up 7.92 percent from the 15,576 retail outlets selling imported makes on July 1, 1985.

The number of outlets handling a single imported make increased to 3,290 from 2,974 on Jan. 1 and 2,908 on July 1, 1985.

The leader in the exclusive category was Honda, with 655 solo outlets. The second highest total, 650, belonged to Toyota. Nissan was third with 593 exclusives, Subaru was fourth with 311 and Mazda reported 163 exclusive points.

Japanese-make franchises far outnumbered franchises of makes from other nations, although Japanese-make franchises accounted for 77.9 percent of the total on July 1 compared with 78.9 percent on Jan. 1.

West Germany's share of import franchises increased slightly to 11.8 percent from 11.7 percent at the beginning of the year.

Sweden's share remained unchanged at 3.7 percent. Italian-make franchises accounted for 1.9 percent of all import franchises, compared with 1.8 percent at the beginning of the year.

The French share dropped slightly to 1.3 percent from 1.4 percent. The United Kingdom's share rose to 1.7 percent from 1.6 percent.

IMPORT FRANCHISES

	July 1, 1986	Jan. 1, 1986
JAPAN	16,112	15,962
Chevrolet	5,035	5,050
Plymouth Captives	3,013	3,009
Dodge Captives	2,930	2,927
Nissan	1,107	1,101
Toyota	1,081	1,079
Honda	880	879
Subaru	806	810
Mazda	767	767
Mitsubishi	98	89
Acura	104	—
Isuzu	282	242
WEST GERMANY	2,435	2,372
Merkur	852	783
BMW	427	433
Mercedes-Benz	422	421
Audi	410	408
Porsche	324	327
SWEDEN	763	752
Volvo	410	407
Saab	353	345
ITALY	397	385
Gerbine	125	125
Alfa Romeo	161	144
Ferrari	43	42
Maserati	70	44
Lamborghini	8	10
FRANCE	277	286
Peugeot	277	286
UNITED KINGDOM	351	327
Jaguar	168	167
Rolls-Royce	59	50
Lotus	57	47
Aston Martin	16	13
TVR	53	41
YUGOSLAVIA	220	156
Yugo	220	156
KOREA	121	—
Hyundai	121	—
MISCELLANEOUS	15	15
TOTAL	20,691	20,235

IMPORT OUTLETS

1957 to 1986

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,136
Jan. 1, 1964	5,249
Jan. 1, 1965	5,896
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,469
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,881
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,098
Jan. 1, 1985	12,427
Jan. 1, 1986	16,392
July 1, 1986	16,810

*—Alltime high.
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

Copyright, 1986, Automotive News

IMPORTED-CAR RETAIL OUTLETS

	July 1, 1986		Jan. 1, 1986	
Imported cars only:				
Exclusives	3,254		2,974	
Duals	1,291		1,176	
		4,561		4,150
Import-domestic duals:				
Domestics with captive imports	9,842		9,836	
Domestics with other imports	2,387		2,406	
		12,229		12,242
Total imported-car dealers		16,810		16,392

—Revised.
Note: Renault and Volkswagen are counted as domestic. Captive imports are Chevrolet Spectrum/Sprint, Dodge Colt, Chrysler Conquest, Plymouth Colt, Conquest and Vista, Merkur.

Copyright, 1986, Automotive News

STERLING

FROM PAGE 3

miles in Europe before it is shipped to the United States.

"Austin Rover did not do well in the United States, so there is no arrogance," Ketchledge said. "The ARG people have been very responsive on this product."

Even the Japanese-built air conditioning system in the Sterling was redesigned by ARG, according to Ketchledge.

Ketchledge said he is confident that Sterling will reach its sales goal of 25,000 cars in 1987. Part of that confidence stems from the high level of interest among dealers requesting Sterling franchises.

Ketchledge said ARCONA received about 1,100 applications for 145 franchises. To date, 130 dealers have been selected. Ketchledge said the remaining 15 will be named before November.

About 35 percent of the Sterling dealers are Cadillac dealers and about 20 percent are Audi dealers, Ketchledge said. The large percentage of Cadillac dealers is not surprising since ARCONA's majority owner, mega-dealer Norman Braman, holds several Cadillac franchises.

Dale Pollak, vice president and general manager of Pollak Cadillac, in Elmhurst, Ill., said Braman's credibility influenced his decision to apply for a Sterling franchise.

"We were not interested in another franchise until we heard about the opportunity through Ed Leibowitz (Braman's brother-in-law and partner)," said Pollak. "I figure if Leibowitz and Braman are behind it, it's got to be successful."

Some Cadillac dealers in the Sterling dealer group say the British car will offer a European alternative to Cadillac without hurting Cadillac sales.

"I think people have decided beforehand whether they are going to buy an American luxury car or an import," said C.M. Brooks, owner of Brooks Cadillac, in Scottsdale, Ariz. "The handling and driving are different. The Sterling is a sports-type car compared to the Cadillac. It's non-threatening to the Cadillac line."

DESIGN

FROM PAGE 1

Opel design management is in place, despite the losses. Its studios in Russelsheim, West Germany, are far from deserted.

There is more than one reason for the large-scale migration from the Ford and Opel design centers.

The basic reason is that the talent was there to begin with. A few decades ago, American automotive design centers were the first to be professionally organized in Europe. For many years, they have had the reputation of being the best organized — although not necessarily the most efficient or successful in selling their designs to top management.

For years, Ford sponsored young designers at schools in Great Britain and Germany and later employed many of them.

But though those young designers were provided with training, they were perhaps given few chances to make personal contributions to the company's product design. Understandably, they were frustrated.

When other European automakers recently decided to establish design studios, they went head-hunting. The time was right for designers to move.

VW is setting up a major design center in Germany's fashion-capital city, Dusseldorf, with le Quement in charge. He has 20 years' experience in design and management and speaks French, German and English fluently.

BMW has a new design center in Munich — a new company called BMW Technik Gmbh. Harm Lagay, former Ford design studio chief, is in charge.

Audi quietly had British designer Martin Smith open a small, independent studio in Munich, totally dedicated to Audi projects. It has set a new trend in design management by European carmakers.

Fiat and ItalDesign now also employ at least one designer previously employed by Opel (Bangle) or Ford (Luciano D'Ambrosio).

The aggressive head-hunting by those automakers found easy entry at Ford, which had announced a five-year plan to cut its workforce in all departments by 20 percent.

Ford reportedly first asked le Quement to move to the United States to get the American experience necessary to take Bahnsen's place when Bahnsen retires in a few years. But things didn't go well in the United States, and le Quement resigned.

His colleagues at Ford watched with disappointment and perhaps saw the prospect of receiving the same treatment.

Rebuilding the Ford team will take years.

But a Ford of Europe spokesman said that the migration of designers is "not unusual, except perhaps for its degree.

"In two raids upon us," he said, "BMW hired six of our people and Volkswagen hired five. We found that a rather flattering recognition of the fact that we had done a fair bit of trail blazing in Europe with Sierra and Scorpio as examples of airflow management."

The spokesman added, "It doesn't mean that any work has been held up. We can rotate people from Australia, the states, Germany and England."

Ford also helped set up a car-design course at the Royal College of Art in London. "We have a permanent pool of people coming through that course. The pot is being replenished," he said.

Commenting on the departure of his designers, Bahnsen said, "It is a tremendous compliment to our company and to myself that so many major industries seek the people who have been growing at Ford under my leadership."

Bahnsen added that he is not worried about the future. "On the one hand, we can trust our former designers as far as confidentiality is concerned, and we have the resources to replace them.

"In fact, this is an opportunity to let younger designers assume more responsibility and achieve higher rewards," Bahnsen said.

An Opel spokesman said, "We may have lost some good young designers, but we certainly haven't lost key people." He added that in design circles "some flux and attrition is healthy and necessary."

"Good designers are in short supply," the Opel spokesman said, and Opel studios were a natural recruiting ground for other companies.

There was a time, however, when GM or Opel designers felt they were in such a privileged position they would think 10 times before considering going elsewhere.

BRAZIL

FROM PAGE 1

the discontinuation of the Corcel, a medium-sized sedan pulled out of production in July.

The car is seen as an ideal candidate for the 1.8-liter Santana engine built by Volkswagen in Brazil, should ongoing talks between VW and Ford bear fruit. The two automakers announced in June they were holding discussions concerning possible collaboration in both the Brazil and Argentina. A decision on such a venture is expected by year's end.

Mazda parts also could find their way into the Nevada, sources said. Mazda is said to be interested in becoming a direct supplier to Brazilian carmakers. Mazda officials have met with Ford executives in Brazil several times in recent months, sources said.

Nevada could be a candidate for export to other markets. Brazil currently exports the Escort to European countries that are not members of the Common Market.

However, the 1.6-liter Escort engine has been modified for 1987 and as yet hasn't been authorized for sale in those markets. Ford Brasil said it is awaiting finalization of proposed changes to emissions laws in those countries before submitting the engine for validation.

PRODUCTION

Scheduled output seen up 2%, a 9-week high

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

As model changeovers and vacations tapered off at U.S. car assembly plants, last week's scheduled auto production was the highest in nine weeks.

Makers estimated output of 140,622 cars last week, the highest since the 175,718 assembled the week ended June 28.

Last week's total was 2.20 percent above the previous week's 137,592 and 3.76 percent more than the year-ago week's 135,522.

So far this year, 5,295,087 cars have been assembled, 5.27 percent below the 5,589,622 completed in the corresponding period last year.

Companies split last week's targeted output as follows: General Motors, 47.75 percent; Ford Motor Co., 28.03 percent; Chrysler Motors, 14.08 percent; Honda of America Manufacturing Inc., 4.10 percent; New United Motor Manufacturing Inc., 2.65 percent; Volkswagen of America, 1.42 percent; American Motors, 1.07 percent; and Nissan Motor Manufacturing Co. U.S.A., 0.90 percent.

GM's Wentzville, Mo., plant is expected to resume production tomorrow (Sept. 2).

GM did not schedule Saturday overtime at any of its car plants last week.

All Ford plants except Wixom, Mich., are slated for daily overtime this week.

On Saturday, overtime is scheduled for the following Ford plants: Edison, N.J.; Atlanta; and Chicago.

Chrysler's Belvidere, Ill., and St. Louis (No. 2) plants are slated for daily overtime this week.

Truck production advances

U.S. truckmakers scheduled production of 66,465 units last week, 11.42 percent more than the previous week's 59,650 but 4.60 percent below the year-ago week's 69,670.

Year-to-date, 2,381,812 trucks have been assembled, 3.29 percent more than the 2,305,910 completed last year at this time.

General Motors' Detroit plant is expected to resume production tomorrow (Sept. 2). The plant has been idle for model changeover.

All Ford Motor Co. plants except Twin Cities, Minn., and Lorain, Ohio, are slated for daily overtime this week (Sept. 1).

Ford's St. Louis plant is scheduled for overtime Saturday (Sept. 6).

Chrysler Motors' Warren, Mich., plant is slated for daily overtime this week.

More autos built in Canada

Canadian manufacturers scheduled production of 14,872 cars last week, 13.60 percent more than the previous week's 13,092 but 39.58 percent less than the year-ago week's 24,613.

So far this year, 691,373 cars have been assembled, 1.63 percent below the 702,863 completed last year at this point.

Last week's targeted production of 12,562 trucks was 3.41 percent below the previous week's 13,006 and 28.46 percent below the year-ago week's 17,560.

Year-to-date, 570,385 trucks have been built. The total is 98 less than the 570,483 assembled last year at this time.

General Motors' Oshawa, Ontario, plant No. 1 remains idle due to a parts shortage. Oshawa No. 2 resumed output last week.

GM's Scarborough, Ontario, plant and Volvo's Halifax, Nova Scotia, plant resumed output Aug. 25 after vacations.

CANADIAN CAR	Week Ended Aug. 30, 1986	Week Ended Aug. 31, 1985	Week Ended Aug. 23, 1986	Aug. 86	Jan. 1 to Aug. 31, 1986	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	120	410	97	245	6,711	2,827
FORD MOTOR	10,231	11,362	11,262	42,828	332,159	346,508
GENERAL MOTORS	4,296	12,616	1,733	5,377	357,312	335,582
VOLVO	225	225	0	270	6,681	6,676
Total Cars, Canada	14,872	24,613	13,092	48,520	702,863	691,373

U.S. TRUCK*	Week Ended Aug. 30, 1986	Week Ended Aug. 31, 1985	Week Ended Aug. 23, 1986	Aug. 86	Jan. 1 to Aug. 31, 1986	Jan. 1 to Aug. 31, 1985
CHEVROLET	19,845	21,379	15,215	69,001	739,844	761,394
DODGE	3,808	4,614	3,889	14,115	149,582	95,688
FORD	28,400	34,330	27,089	115,453	792,485	953,392
GMC	5,520	7,198	4,000	23,769	249,071	242,437
INTERNATIONAL	1,300	1,642	1,610	6,378	50,670	47,741
JEEP	3,600	5,927	3,689	10,466	140,764	119,891
NISSAN	1,850	2,508	1,907	7,953	71,091	60,908
AM GENERAL*	50	50	50	210	1,690	1,712
MISCELLANEOUS*	2,300	2,088	2,300	9,890	62,800	77,740
Total Trucks, U.S.	66,465	69,670	59,650	257,097	2,305,910	2,381,812

CANADIAN TRUCK	Week Ended Aug. 30, 1986	Week Ended Aug. 31, 1985	Week Ended Aug. 23, 1986	Aug. 86	Jan. 1 to Aug. 31, 1986	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	600	0	745	2,234	0	18,398
CHRYSLER	7,470	8,467	8,460	32,727	283,984	264,911
FORD	3,048	3,699	3,586	14,261	108,145	109,722
GENERAL MOTORS	488	6,818	0	559	190,330	172,031
INTERNATIONAL	156	229	185	715	8,024	6,323
Total Trucks, Canada	12,562	17,569	13,006	50,496	570,485	570,385
N. American Trucks	78,027	87,239	72,656	307,593	2,876,395	2,952,197

*—Estimated. **—Included only 200 Sprints assembled at Canadian affiliate of Suzuki. Japanese-assembled Geo Prizm, Nova sedan, Nova hatchback, Toyota, Tempo/Topaz, Mercury Cougar and Ford Thunderbird also are sold in Canada. Sunday estimates may contain some of cars or trucks made due to rescheduling.

U.S. CAR	Week Ended Aug. 30, 1986	Week Ended Aug. 31, 1985	Week Ended Aug. 23, 1986	Aug. 86	Jan. 1 to Aug. 31, 1986	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	1,500	2,804	1,463	5,868	75,732	36,991
Renault Total	1,500	2,804	1,463	5,868	75,732	36,991
Alliance	1,500	2,089	1,463	5,868	48,177	33,644
Encore	0	715	0	0	27,561	3,347
CHRYSLER MOTORS	19,800	22,905	24,455	84,008	574,915	606,919
Plymouth Total	7,300	8,705	8,759	30,045	254,840	272,902
Horizon	3,000	2,982	3,729	14,343	99,094	115,500
Sundance	900	0	1,088	3,478	0	9,339
Reliant	2,800	3,153	2,729	8,343	111,194	105,300
Caravelle	500	534	662	2,419	32,696	30,242
Gran Fury	300	226	543	1,462	11,862	12,521
Chrysler Total	4,500	7,153	8,067	20,172	262,787	278,086
Laser	0	987	0	0	35,167	27,239
LeBaron	600	691	784	1,967	63,994	65,859
LeBaron GTS	1,900	2,198	1,311	3,859	63,219	46,099
New Yorker/E-Class	900	972	1,118	3,754	45,777	51,203
Fifth Avenue	2,000	2,307	2,854	10,781	76,551	87,686
Dodge Total	8,000	9,047	9,629	30,791	339,392	345,931
Daytona	0	740	0	0	32,851	30,807
Omni	3,000	2,627	3,711	14,682	96,385	111,308
Shadow	800	0	955	3,072	0	9,305
Aries	2,000	2,841	2,282	6,340	92,426	82,429
Dodge 600	700	846	716	2,570	43,805	46,326
Lancer	600	1,334	742	2,086	44,460	35,130
Diplomat	900	659	1,243	5,031	24,424	27,437
FORD MOTOR	39,413	32,316	40,304	144,594	1,120,898	1,196,588
Ford Division	27,138	21,837	27,628	97,219	743,817	817,933
Escort	7,631	6,792	8,025	33,361	221,675	259,176
EXP	0	0	0	0	3,836	0
Mustang	3,613	4,136	3,958	8,517	118,685	128,445
Tempo	4,264	3,996	4,312	16,310	126,747	133,145
LTD	0	3,467	0	0	142,898	0
Taurus	9,210	0	8,962	27,867	0	192,586
Thunderbird	2,020	3,424	2,303	11,115	122,851	104,477
Crown Victoria	0	0	0	0	7,122	0
L-M Division	12,275	10,479	12,664	47,375	376,846	378,655
Mercury Total	9,087	7,192	9,464	34,359	267,301	262,982
Lynx	1,454	1,120	1,428	5,997	49,187	44,101
Capri	727	373	643	1,413	12,735	12,381
Topaz	1,071	1,200	1,118	4,241	38,385	39,550
Cougar	2,888	2,736	3,331	12,923	90,245	86,941
Marquis	0	1,761	0	0	72,041	0
Sable	2,936	0	2,964	9,775	0	79,900
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	3,188	3,287	3,200	13,017	109,545	115,773
Continental	319	452	322	1,311	17,897	12,891
Lincoln	2,391	2,465	2,356	9,753	79,508	88,834
Mark VII/III	478	370	478	1,953	12,143	16,048
GENERAL MOTORS	67,151	71,341	59,066	183,915	3,332,903	2,812,780
Buick Total	13,701	17,235	12,852	42,837	681,745	520,582
Skyhawk	1,589	1,581	1,497	4,857	73,276	58,045
Century	3,072	5,202	3,228	9,290	182,365	160,132
Regal	1,565	2,861	1,198	5,839	88,790	42,039
Skylark (X-car)	0	0	0	0	40,958	0
Somerset/Skylark	2,277	2,318	1,606	4,922	62,077	74,549
LeSabre (fwd)	5,000	0	3,918	13,969	0	98,887
LeSabre/Electra(rwd)	278	434	302	1,430	88,038	10,391
Electra(fwd)	0	3,672	0	219	89,922	98,102
Riviera	0	1,137	1,133	3,012	45,335	19,467
Cadillac Total	4,971	4,994	6,355	22,500	243,945	220,187
Cimarron	448	0	112	788	19,070	16,986
Cadillac (rwd)	2,328	0	2,161	6,365	30,048	57,917
Deville (fwd)	2,195	2,939	2,864	8,679	115,848	108,712
Eldorado	0	1,363	641	2,281	51,744	18,513
Seville	0	692	577	2,289	27,235	17,077
Chevrolet Total	23,008	24,977	18,220	51,733	1,108,488	855,954
Chevette	2,535	2,635	2,503	5,098	112,352	66,099
Camaro	3,340	2,932	2,510	5,859	142,376	121,519
Cavalier	8,318	9,117	8,447	18,843	333,340	271,001
Celebrity	0	1,884	0	364	185,561	162,723
Citation	0	0	0	0	28,698	0
Monte Carlo	3,455	2,448	2,522	10,710	94,442	80,001
Chevrolet	4,758	5,228	4,591	8,341	176,384	137,048
Corvette	840	1,052	647	1,301	31,127	17,593
Oldsmobile Total	13,025	15,767	11,821	38,138	822,535	693,110
Firenza	831	1,306	720	2,517	43,075	25,917
Calais	2,463	2,631	1,612	4,788	100,964	79,221
Cutlass Ciera	2,048	4,711	1,789	8,709	242,249	174,704
Cutlass Supreme	1,136	4,319	731	4,311	155,464	88,342
88 (fwd)	3,982	0	4,297	10,980	0	222,352
98 (rwd)	360	0	328	1,282	159,044	13,031
Olds 98	2,186	2,106	1,903	7,254	94,366	75,499
Toronado	0	684	441	1,760	27,270	14,045
Pontiac Total	12,336	8,378	9,788	27,705	448,251	522,937
Acadian**	0	252	453	453	8,715	10,317
Fiero	1,404	1,436	671	2,075	75,675	48,407
1000	627	461	855	1,617	21,208	13,409
Firebird	1,840	953	1,466	4,843	76,777	75,083
2000 Sunbird	2,932	1,746	2,800	7,025	94,822	91,371
Grand Am	4,008	1,701	3,296	8,619	84,539	146,856
6000	1,477	511	0	2,086	38,365	97,065
Parisienne	248	1,595	227	1,178	50,160	42,429
HONDA	5,765	2,765	5,534	22,852	102,967	137,858
NISSAN	1,262	1,341	957	2,548	19,315	24,065
NUMMI*	3,731	1,900	3,731	15,670	29,082	135,532
VOLKSWAGEN	2,000	0	2,072	4,072	63,836	54,354
Total Cars, U.S.	140,622	135,522	137,592	483,547	5,589,622	5,295,087
Total Cars, Canada	14,872	24,613	13,092	48,520	702,863	691,373
N. American Cars	155,494	160,135	150,684	532,067	6,292,485	5,986,460
N. American Trucks	78,027	87,239	72,656	307,593	2,876,393	2,952,197
North American Cars and Trucks	234,521	247,395	223,340	839,660	9,168,878	8,938,657

*—Estimated volumes. **—All Aradenas are built for sale in Canada. Sunday estimates may contain some of cars or trucks made due to rescheduling.

Yugo grosses $122 million in first year

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Yugo America reported sales of $122 million during its first full year of operation, which ended July 31.

William Prior, president of the company, said last week that wholesale vehicle sales totaled 27,000 units. That amounted to $109 million, including port-installed accessories. Parts and accessories sold to dealers accounted for the remaining $13 million.

Prior said he would not give out a profit figure but termed it a "few million." Yugo is a privately held company.

The company created a stir last year when it introduced its $3,990 Yugoslav-built subcompact.

After initial favorable publicity, the company received some negative comments but they apparently did not affect sales.

Prior also said the company has launched its national television advertising campaign, using the theme, "Everybody Needs A Yugo Sometime." Each commercial has a toll-free telephone number, and Prior said responses have averaged 1,600 calls a day.

The advertising is strictly network and stresses the "broad appeal" of the car, Prior said.

The company has completed its 220-member nationwide dealer network. Yugo also made some additions to its headquarters operations, creating a corporate planning department.

Prior said the company is studying the feasibility of forming a financial subsidiary and finding alternative sources — such as Japan and Taiwan — for some Yugo components that are made in the United States.

He said a company study revealed that nearly a third of Yugo retail paper is being carried by the financial arms of the Big Three domestic auto manufacturers.

Vehicle output sets monthly record in Japan

TOKYO — Motor-vehicle production in Japan during July increased 3.7 percent over the year-ago total to a new monthly record of 1,147,428 units. The total surpassed the previous high of 1,143,548, set in October 1985.

According to the Japanese Automobile Manufacturers Association, the month's production consisted of 744,994 cars, an increase of 9.5 percent over the year-ago total; 398,598 trucks, down 4.7 percent; and 3,836 buses, down 52.1 percent.

Knockdown units totaled 112,249 during July, an increase of 27.6 percent.

JAMA said July's production record was the result of the automakers boosting inventories to compensate for August's summer vacations and brisk car sales.

JAMA said it is doubtful whether output would continue to increase because of worsening export conditions, including the yen's appreciation against foreign currencies and voluntary restrictions of car exports to the European Economic Community.

Domestic sales in July increased 3.2 percent, while export demand declined an estimated 5 percent.

Automotive News

September 8, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$60.00 per year, $1.25 per copy

GM money brings life, stability to Lotus

By Richard Feast
AUTOMOTIVE NEWS STAFF REPORTER

HETHEL, England — General Motors is going to do for Group Lotus what Fiat did for Ferrari in the 1960s: Underwrite a talented but financially strapped company to enable it to become one of the most prestigious names in the industry.

On the one hand, Lotus Cars will be designing and manufacturing high-ticket sports cars that some judge to be among the best in the world. Annual volumes will be between 3,000 and 5,000, or about at the Ferrari level.

On the other hand, Lotus Engineering is gathering a reputation as an engineering and technology [illegible] beginning to rival the famous services of Porsche System in West Germany.

If the outline plan seems promising, it should be remembered that GM bought Lotus for a bargain price. For GM, a concern that will have annual revenues of more than $100 billion this year, spending $33.1 million to acquire total control of Lotus almost comes out of petty cash.

The GM investment in Lotus will not, of course, stop there. Just how much the product program and research and development expansion will cost will be under discussion when the first post-takeover board meeting takes place here Sept. 29.

But whatever the budget for Lotus' five-year plan, it will be tiny in comparison with what GM would have to spend in-house to gain similar facilities and talents.

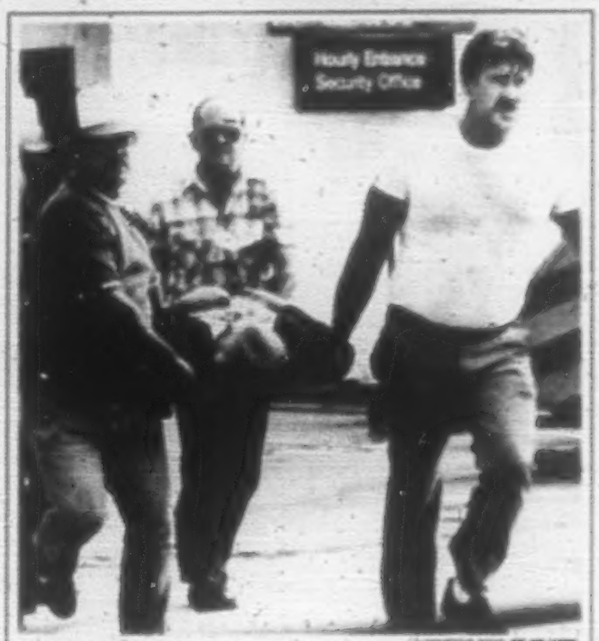
"Small is beautiful," said Michael J. Kimberley, Lotus managing director and chief executive officer. "We can do in a third of the time what large companies can do. And at half the cost."

GM already has one of the best test-track facilities in Europe, Millbrook, about 100 miles west of Hethel. It was built for Vauxhall and Bedford use, but is seriously underutilized these days.

Some observers feel that the initial GM investment will repay itself from the royalties that will come from the Active Suspension patented by Lotus. Kimberley predicts that seven companies worldwide will be using Active Suspension by the early 1990s — most of the components produced by the joint production venture just established by Moog and GM.

The microprocessor-controlled Active Suspension system eliminates conventional springs and dampers. It can "read" road surfaces and react accordingly. Differing ride and handling character-

see LOTUS, page 56



AUTOMOTIVE NEWS/JIM WILLIAMS

This is only a test
Members of the fire brigade and safety staff at Ford's Chesterfield, Mich., Trim Plant remove a person acting as a victim in a disaster training exercise last week. More photos on page 6.

GM learning from past as it plans for LeMans

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

SEOUL, South Korea — General Motors hopes to avoid some of the supply problems that plagued its other imported and joint-venture cars when it brings the Korean-built LeMans to the United States next spring.

GM Chairman Roger Smith said 80,000 to 100,000 of the front-wheel-drive subcompacts will be imported the first year. The car will be sold by Pontiac dealers, and Smith said it will be pitted against the "high-class import cars down in the lower end" of the subcompact group.

Smith was here for the dedication of the expanded production facilities of Daewoo Motor Co., GM's 50-50 joint venture that will produce the car. He said shipments will begin early next year.

On the 80,000-to-100,000 supply issue, Smith said, "You can't really do much less than that and cover all the Pontiac dealers. We found that out with the problems encountered introducing the Nova, the Sprint and Spectrum. We just didn't have enough of them.

"If you start talking one, two or three cars to a dealership, that is simply not enough," he said. "You

see KOREA, page 56

Late-August sales skyrocket, point to bigger September

As August ended, the new-car market could be described as the gold rush of '86.

The gold appeared to belong to the dealers, while eager would-be customers were providing the rush — jamming showrooms from coast to coast.

The shopping hysteria was triggered by the Big Three announcements of attractive financial rates during the month's final 10-day period. That was enough to make sales explode in the last few days of the month.

Additional entries in the annual-percentage-rate derby as September began could turn the first 10 days of this month into a barn-burner.

With 321,040 sales reported by the makers, the Aug. 21-31 period compared with 281,478 for the final period a month earlier and 207,335 a year earlier. The first 10 days of September could reach 400,000.

Said James G. Vorhes, General Motors vice president in charge of the Customer Sales and Service Staff, "The American auto market exploded in the final three days.

"Our first indications of the electrifying effect of the program were overflow crowds in the GM showrooms and a record level of credit applications received from dealers by GMAC."

Vorhes said GM sales for the 10 days were fifth highest in GM history.

Tom Pappert, group vice president of sales for Chrysler Motors, said, "The industry sales numbers are going to go through the roof.

"Our early returns from the last three selling days of the period show our rate of car sales up 111 percent over the early six non-program selling days.

"September should be one of the best months in Chrysler's history and historic for the industry."

At Cadillac, Peter Gerosa, general sales manager, said Aug. 21-31 daily-rate sales were the best in

see SALES, page 58

Incentives stir buyers to frenzy

By Arthur Pius
AUTOMOTIVE NEWS STAFF REPORTER

New-car dealers offering factory financing incentives are claiming tremendous increases in showroom traffic and sales.

However, most dealers contacted by Automotive News say the financing incentives have created an exceptionally soft market for late-model used cars.

General Motors started the ball rolling Aug. 28 when it began offering a 2.9 annual-percentage-rate incentive on more than one million cars and trucks. Chrysler Motors and Ford Motor Co. followed quickly and last week, American Motors and Peugeot joined the fray.

GM is offering 2.9 APR financing on three-year loans from General Motors Acceptance Corp. and 4.9 APR financing on four-year GMAC loans. The loans apply to all 1986-model cars and most light trucks in inventory. There also are optional rebates of $300 to $1,500.

GM dealers reported remarkable sales as a result of the program.

Nick Vitale, sales manager at Joe Panian Chevrolet, Southfield, Mich., said, "In 13 years of selling automobiles, I have never seen anything like it. We sold 168 cars in a four-day period" over the Labor Day weekend.

In a normal four-day span, he said, the dealership might have sold 60 cars.

Another suburban Detroit dealer reported 150 deliveries in a three-day period with most cars purchased on 2.9-APR, three-year loans.

Richard Thompson, finance manager at Jim Burke Buick-Nissan, Birmingham, Ala., said his dealership sold approximately 75 cars in four days. Before the incentives, he said, the dealership sold eight to 10 cars per day.

see INCENTIVES, page 57

Philippine industry withering, seeks aid

By Andrew Tanh
STAFF CORRESPONDENT

MANILA, Philippines — Outside the factory gates of Pilipinas Nissan is a stall called the "Foorman's Canteen." It's an apt symbol of the plight of the auto industry in the Philippines.

Political turmoil and economic distress have crippled a once-thriving auto industry. Production has slumped, the Big Three have pulled out after incurring heavy losses and there is little prospect of early recovery.

Yet that hoped-for recovery will be among the key economic issues on the agenda during President Corazon Aquino's state visit to Washington next week (Sept. 17-19) to discuss her country's situation with President Reagan and other governmental officials.

A jeepney in Manila. They are now the principal form of public transportation in the Philippines.

Trade and Industry Minister Jose A. Concepcion will accompany her — and one of his jobs is to portray an improved investment climate for his country.

But one auto industry spokesman here says, "We

see PHILIPPINES, page 53

INSIDE:

Ford-Alfa venture could happen soon — Page 2

AMC, Nissan look Canadian plant deal — Page 3

Seven lines launch 1987 product lineups — Pages 38-44

NEWSPAPER

AMC's 1987 strategy: Market high and low

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

American Motors President Joseph Cappy unveiled a 1987 product line that is aimed at the performance and sports-car market as well as the low-priced segment of the pickup market.

The first set of 1987 offerings, which feature a sporty version of the Alliance, a short-bed Comanche pickup and a more powerful Jeep engine, will set the stage for what Cappy called "the biggest product launch in the company's history."

Cappy

AMC will add three new car models to its lineup late in the 1987 calendar year when it introduces the French-built Renault Medallion and Alpine and the Canadian-built Premier.

During AMC's new-model preview, Cappy said Jeep sales should reach 200,000 by the end of the calendar year. Last year, 181,000 were sold. He predicted that for 1987, Jeep sales again will reach 200,000 or will increase.

On the other hand, he predicted that calendar-1986 retail car sales will fall to 80,000 units — a 43,000-unit decrease from 1985. He refused to predict 1987 car sales, although he said the subcompact segment will stay about even but with more players jockeying for a share of the segment.

Cappy said AMC's $187 million preferred-stock sale is complete.

He said he expects the agreement to build Chrysler Motors cars in AMC's Kenosha, Wis., plant to be finalized by the end of the month. Meanwhile Chrysler is already spending a modest sum at Kenosha, he said.

The fate of the Toledo plant, where AMC produces nearly all of its Jeeps, has been put on hold, according to Cappy. AMC has said it will close the plant unless the union agrees to profit sharing instead of a per-vehicle repayment of 1982 concessions. The union nevertheless voted for the per-vehicle payment or "wheel tax."

Asked when he would move Jeep production out of Toledo, Cappy said he had no comment.

"They've (the Jeep unit of UAW Local 12) sent me a message that it is not a very good place to do business," said Cappy. The Toledo plant's operating costs are $35 million more than they should be because of the wheel tax and its labor contract, he said. He said the wheel tax alone costs $9 million.

The Jeep unit of UAW Local 12 has not returned to the bargaining table, although the International UAW offered to resume negotiations, he said.

AMC targets the performance market in some of its 1978 commercials, using actor George C. Scott, who touts the GTA to buyers tired of the family sedan. Other commercials stress the power of the new inline six, 4.0-liter Jeep engine.

AMC also will target the price-conscious buyer with commercials in which Scott introduces the Alliance hatchback, formerly the Encore. "Since the Alliance hatchback hasn't been established yet, it's willing to work cheap," Scott says in one closing line.

Jeep commercials and print ads also tout a $8,495 base Comanche. "The Jeep truck anyone can afford.

1987 Buicks at their national press preview in Detroit.

AUTOMOTIVE NEWS/JOE WILLIAMS

Hal Holbrook to star in Buick ads as division targets 850,000 sales

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Buick Motor Division has selected actor Hal Holbrook as its spokesman for the 1987 model year.

Holbrook, a three-time Emmy nominee, will appear in Buick ads that stress the Buick name, not specific products.

Buick would not say how much the actor is being paid. However, his compensation is less than the $1 million American Motors is paying actor George C. Scott to advertise its cars.

Edward Mertz, who became Buick general manager a month ago, said the division is looking for sales of 850,000 units in the 1987 model year. He made the prediction in Detroit last week at the national press preview of the division's new models.

Sales for the 1986 model year are expected to be 750,000 to 760,000 units. Buick's best-ever year was 1984, when sales hit 940,611. Sales in the 1985 model year were 915,270.

"The 850,000 may be a stretch, but that's what we're shooting for," said William Atkinson, Buick general sales manager.

Buick expects to sell more of every line except the Regal, which will be discontinued after the 1987 model year.

Buick hopes to sell 230,000 Centurys, 170,000 LeSabres, 135,000 to 140,000 Somersets/Skylarks, 100,000 Skyhawks, 100,000 Electras, 65,000 Regals, 35,000 Rivieras and 15,000 station wagons.

Buick has scrapped its old advertising tagline of "Wouldn't you really rather have a Buick?" in favor of "Buick. Where better really matters."

Atkinson said the shift in advertising was the result of consumer research, which showed that the division should focus on the brand and on "the people who want what Buick has."

"It's going to be Buick, Buick, Buick until you get sick of seeing the word Buick," Atkinson said. "Hopefully, if you get sick enough, you'll go down to a Buick dealer and he'll sell you the car."

Atkinson said Buick has tried to be credible in its advertising and to tell people that the division is constantly improving its product and service.

Holbrook was chosen to convey that message because of his credibility and stability, Atkinson said.

Other candidates for the job of Buick spokesman were actors Robert Wagner and Robert Stack. Buick did not pursue Stack; Wagner wanted to inject humor into the ads, which Buick did not want.

Edward Mertz, Buick's new general manager, predicts sales will jump to 850,000 for the model year.

AUTOMOTIVE NEWS/JOE WILLIAMS

Since the division has no all-new product for 1987, Buick executives said they will refocus their efforts this year.

Buick's sales and market share have been sliding since their 1984 peak. Sales for the 1986 model year are down nearly 20 percent from 1985.

Buick executives blame the poor performance in the 1986 model year on the lack of availability of V-6 engines, particularly for the Century and the LeSabre, which was a new front-wheel-drive entry for the 1986 model year.

LeSabre production was slow because of plant start-up problems at the Buick City complex in Flint. However, in August, the supply of LeSabre models was 87 days, with 60 days being the desirable inventory level. Buick's total inventory, before General Motors' 2.9 percent financing program was announced, was a 90-day supply.

For the long term, Mertz said, Buick is working on ways to become distinctive from Oldsmobile. In recent years, the two divisions have suffered by competing for the same market.

Nissan may use AMC plant

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Nissan is negotiating with American Motors to build Nissan cars in AMC's Brampton, Ontario plant, according to a high-ranking AMC source.

"Negotiations have been under way for several weeks, the source said. The main obstacle to an agreement is whether AMC will invest in a new paint shop.

Nissan has indicated that it wants to use Brampton for a relatively short time, and AMC officials feel that building a new paint shop would not be worth the investment, the source said.

AMC President Joseph Cappy told reporters last week that AMC had been negotiating for 10 days with a "major Japanese automaker" about building cars at Brampton. AMC presently uses only half of the plant's 60,000-unit annual capacity to build Jeep Wranglers and AMC Eagles.

Cappy indicated that if the Japanese company wanted to produce more than 30,000 units there, Wranglers could be built in AMC's Kenosha, Wis., plant.

AMC has been looking for assembly contract agreements with other automakers since it signed a memorandum of understanding in June with Chrysler Corp. to build Chrysler's standard-sized rear-wheel-drive cars in Kenosha.

INDEX

Auction reports	45, 52
Books of interest	24
Classifieds	46-52
Coming events	35
News briefs	8
Opinion	10
Personnel	12
Production	59
Sales, car	58
Truck industry	16

61st year—No. 5144

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207

J.R. trades his Mercedes for an Allante

Larry Hagman as J.R. Ewing, and an Allante

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — J.R. Ewing, "Dallas" character and America's favorite villain, is trading in his Mercedes-Benz for a Cadillac.

Actor Larry Hagman will show up in Cadillac's new $50,000 Allante two-seater in the Sept. 26 season debut of "Dallas." He may even refer to the car's American origins in dialog.

Allante is actually an Italian-American hybrid.

The bodies are made in Italy by Pininfarina and are air-freighted to General Motors' Detroit-Hamtramck plant for final assembly with GM chassis and powertrains.

Placing automobiles and other products in TV shows and movies is a long-standing mini-industry in Hollywood. Several companies specialize in that work.

However, Allante's appearance on "Dallas" was arranged by Melissa Effler, Cadillac's Western region public relations manager, who convinced producers that J.R. should be driving an American car.

Although J.R. Ewing is trading in last year's Mercedes 560-SEL for a Caddie on the show, it doesn't mean actor Hagman is promoting the Allante. Cadillac is talking to the actor's agent about permission to use a photo of Hagman in the car. The agent handles Hagman's ad pitches for products — like his TV spots for BVD underwear.

Hagman hasn't yet posed with the Allante, so the world may have to wait until Sept. 26 to see if J.R. Ewing looks as good in a Cadillac as he does in his BVDs.

CLASSIFIED

CARS FOR SALE

SUZUKIS, TOYOTAS, JEEPS
Under 3,000 miles
Available in Massachusetts.
Call: **Jerry Malanka**
703-522-2500

1986
SAMURAI DELUXE
SUZUKI
4 WD JEEPS
Available for immediate delivery
Call: 914-935-8606

NEW '86 CHEVROLETS
Below Invoice
Caprice, Camaro,
Monte Carlo & K-Blazers
318-527-5754
Ask for Jerry Peiquin

WHOLESALE
Large inventory of GM and imports
Must be sold to replace new fleet. Call
BOB DUBIN
703-684-2270

TOYOTA
Celicas & Camrys
For Sale
1-316-685-4201
Ask for Craig

WANTED
FORD
BUYERS
New — American
MSO's — No IBM's
Reply to
Box 988

CARS WANTED

LIMOUSINES WANTED. Stretch Cadillac and Lincoln. Frank Corrente, Frank Corrente's Cadillac Corner, Hollywood, California, 213-938-2623.

NEW CAR DEALERS

We have buyers waiting, you keep the cards. With cards, add as much as $1,000 more. Original U.S. cars only, truckload quantities only.

Model	Buyer's Best Offer
Honda Civic	List
Honda 2-Dr. Accord	List + 300
Honda 4-Dr. Accord	List + 300
Honda Prelude	List + 700
Nissan Maxima 1987	Invoice + 1500
Nissan Stanza GXE 1987	Invoice + 600
Nissan Sentra 1987	Invoice + 700
Nissan Maxima 1986	Invoice + 300
Nissan Stanza GL 1986	Invoice + 300
Nissan 300 ZX 1986	Invoice + 300
Nissan Sentra 1986	Invoice + 300
Nissan Pulsar 1986	Invoice + 200
Toyota Camry	Invoice + 2000
Toyota Celica	Invoice + 2000
Toyota Corolla	Invoice + 1000
Toyota Cressida	Invoice + 2000
Toyota Supra	Invoice + 2500
Toyota Tercel	Invoice + 1000
Toyota 4-Runner	Invoice + 2000
Volvo	Invoice + 700

LEASING COMPANIES, RENTAL COMPANIES, FLEETS, DEALERS:
If you need hard to find cars by the truckload, call us. We make referrals with no charge unless you make a deal.
Our fee is $35 per car. Buyer and seller each pay this amount on completed deal, honor system.
TRUCKERS REFFERED NO CHARGE

National New Car Exchange INC.
205-277-9444

CARS WANTED

NISSANS
WE PAY HIGHEST PRICES
OVER INVOICE
Call
STUART NISSAN
305-286-8000

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky. 502-781-3991. No grey market cars.

WANTED:
HYUNDAI'S
Call: **J.B.**
HERB CHAMBERS
HYUNDAI
203-525-8500

1987 MERCEDES SEC & SL's. Will pickup anywhere. Gerry Crews, Orlando, Florida, 305-896-2823 or 862-0000 evenings.

WANTED
NEW 1986
FORDS
All Models
Must Have IBM'S
Call Paul McLaughlin
ELBERY FORD
Cambridge, Massachusetts
617-547-3820

HYUNDAI'S
WANTED
Call: **Iggy**
Bay Ridge
Hyundai
718-680-1616

WE WANT TO BUY NEW
MERCEDES-BENZ
For Our Lease Customers
WE NEED 1986
560 SEL's & SEC's
420 SEL's & 300 E's
We also will buy new 1985 MERCEDES
380 SL's 500 SEL's & 380 D's
MB North American Cars Only
ALSO
New 944 PORSCHES
ALSO
NEW JAGUARS
Used MERCEDES
Used ROLLS ROYCE
We Will Travel To Purchase These Cars
Contact: Ray or Bob at
Touch of Class Leasing Co.
201-549-4545

NEW
TOYOTAS
WANTED
List Price Paid
CARS & 4x4 TRUCKS
DENIS DAGGER
SOUTH SHORE TOYOTA
516-789-2700

LIMOUSINES WANTED. Stretch Cadillac and Lincoln. Frank Corrente, Frank Corrente's Cadillac Corner, Hollywood, California, 213-938-2623.

WANTED
NEW & USED
TOYOTAS
ALL MODELS
LIST PRICES PAID
With or Without RDR cards
Call: **CHARLES BARRETT**
914-698-8120

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Wenz, Brentwood Ferrari, St. Louis, 314-962-0501.

WANTED
1986
TOYOTAS
CARS & TRUCKS
TOP PRICES PAID
With or Without RDR Cards
Call: Jason Tobias
HALLISSY
WORLD OF CARS
Lowell, Massachusetts
617-458-8000

MIDWEST DEALER will pay the highest prices for 1984/85 police cars, any make. Bank and dealer references furnished. Call: Joe Vaught anytime at 1-800-325-6643, Kansas, 913-788-5815.

WANTED
ALL USED
POLICE CARS
WILL TRAVEL ANYWHERE
TOP PRICES PAID
Call MARVIN 212-681-0400
We Help You With Bids
We're #1 in the industry
WE WILL NOT BE OUT-BID
on 1985's or 1986's

SELLERS
WANTED
Corporate Fleet &
Lease Bulk Purchases
of Used Cars
Call Dean Kobler
FLEET LIQUIDATORS
Tampa, Florida
800-237-5535

AUCTION DATES

American Motors

Sept. 9 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Sept. 10 — Minneapolis Auto Auction, Plymouth, Minn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 11 — Northway Exchange, Clifton Park, N.Y.; Todd Auto Auction, Telford, Pa.; and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

Sept. 9 — Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 10 — Columbus Fair Auto Auction, Obetz, Ohio, and South Seattle Auto Auction, Kent, Wash. (special sale)

Sept. 11 — Fredericksburg Auto Auction, Fredericksburg, Va.

General Motors

Sept. 9 — Dallas Auto Auction, Dallas, and Southwest Auto Auction, Phoenix, Ariz.

Sept. 10 — Atlanta Auto Auction, Red Oak, Ga., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 11 — Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Sept. 9 — Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 10 — Concord Auto Auction, Acton, Mass.

Sept. 11 — Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; and Southwest Auto Auction, Phoenix, Ariz.

Used Car Sales
Auction Averages

September to date	$5,234
Month ago	$5,202
Year ago	$4,940

Model Breakdown
Auction Averages

	SEP 1986	AUG 1986	JUL 1986
1986	$12,079	$12,136	$12,574
1985	$8,522	$8,520	$8,522
1984	$6,229	$6,242	$6,259
1983	$5,495	$5,502	$5,501
1982	$4,314	$4,337	$4,358
1981	$3,382	$3,388	$3,395
1980	$2,503	$2,505	$2,528
1979	$2,137	$2,145	$2,164
Overall Average	$5,234	$5,237	$5,196

Street-legal three-wheeler for two passengers

Minikin gives new meaning to the term commuter car

ST. CLOUD, Minn. — A three-wheeled, two-passenger, street-legal, commuter vehicle called the Minikin is being marketed by D&A Vehicles Inc.

The little convertible, priced at $4,990, has a fiberglass body, automotive-style steering and front suspension and a chain-driven rear wheel. D&A says the Minikin cruises at highway speeds and gets up to 70 mpg.

Standard equipment includes automotive lighting and instrumentation, vinyl top with removable side curtains, padded roll bar, seat belts, dual outside mirrors, defroster, sports steering wheel, padded and adjustable bench seat, three-wheel hydraulic drum brakes, locking storage compartment, carpeting and radial tires.

Standard body colors are red, yellow and orange.

A factory-installed towing package will allow the Minikin to be a motor home "tag-along" vehicle. An optional cargo carrier, heater, spare-parts kit, spare-tire kit and other body colors also are available.

The car is powered by a 16-horsepower engine driving through a continuously variable transmission.

The Minikin is 119 inches long and has an 80-inch wheelbase. It weighs 950 pounds.

CARS WANTED

WANTED
M. Benz, R. R., BMW, Jaguars, Porsche
305-757-4125
BACHE LEASING

GM cites Allen Industries

TROY, Mich. — The manufacturing facility of Allen Industries in Compton, Calif., has been awarded the General Motors SPEAR 1 quality award, the highest rating available to suppliers.

Only 48 of GM's 3,500 suppliers have qualified for the award.

SALES

FROM PAGE 1

history for that period.

William W. Lane, Oldsmobile general manager, said the division sold more than 17,000 cars in one day at month's end. "That's more than we sold in the first 10 days of the month," Lane said.

Overall industry sales in August rose to 952,262, compared with 953,876 a month earlier and 1,075,171 a year earlier. Obviously, without the month-end spurt the full August figure would have been drab.

Sales excitement apparently has washed over onto makes that were not participating in APR incentives.

Hyundai sales for the month numbered a record 20,689 — topping 20,000 for the first time.

Honda reported an alltime record high in combined Honda/Acura sales. Honda said sales totaled 58,291 in August, compared with 43,607 a year earlier. The total included U.S.-built Civics for the first time.

An August record was broken by Jaguar, which racked up 1,676 deliveries. Year-to-date sales also were at the highest level ever.

Import sales in August totaled 278,951, compared with their record-breaking 305,209 a month earlier and 267,581 a year earlier.The month-to-month decline amounted to 8.6 percent.

August domestic sales, at 673,311, compared with 648,667 a month ago and 807,590 a year ago. A spectacular improvement is expected in September. Nonetheless, the month-to-month gain was 3.8 percent.

GM's share of the domestic market was 56.1 percent, a modest recovery from 54.3 percent a month earlier. Ford slipped to 24.1 percent from 26.20 percent. Chrysler's share was sliced to 14.9 percent from 15.2 percent. AMC held even at 0.8 percent.

Honda advanced again, to 3.1 percent from 2.44 percent and Nissan held even at 0.01 percent.

Sales leaders by makes in August were: Ford Escort, 34,731; Chevrolet Celebrity, 31,379; Oldsmobile 88, 30,504; Oldsmobile Ciera, 29,120; Chevrolet Cavalier, 25,004 percent; Chevrolet Nova, 24,702; Ford Tempo, 21,756; Pontiac 6000, 21,535; Honda, 21,201; and Buick Century, 21,111.

Year to date, overall sales totals were 7,508,492, compared with 7,515,428 last year, a decline of 0.09 percent.

U.S. CAR SALES BY MARKETING UNITS

	August, 1986	August, 1985	8 Mos., 1986	8 Mos., 1985
Chevrolet	140,247	154,935	1,185,743	1,153,856
Ford	110,643	120,610	906,524	958,340
Oldsmobile	93,365	100,137	735,948	758,038
Toyota	50,138	63,296	403,144	415,983
Pontiac	67,073	76,943	581,796	542,463
Buick	84,036	76,262	512,981	603,899
American Honda	58,291	43,607	417,464	367,357
Nissan	47,856	54,754	385,079	370,422
Dodge	45,724	40,577	339,132	333,128
Mercury	41,130	51,706	339,834	372,471
Plymouth	34,070	29,265	276,136	259,261
Chrysler	32,334	34,228	239,986	251,952
VWoA	22,891	28,192	195,418	198,030
Hyundai	20,689	—	92,775	—
Cadillac	26,826	27,592	192,946	201,953
Mazda	16,880	19,256	136,993	122,835
Subaru	13,964	16,548	122,969	110,616
Lincoln	11,398	14,331	102,407	106,664
Volvo	10,157	8,451	85,050	76,949
BMW	8,016	7,936	62,671	58,114
Mercedes	7,265	6,614	58,263	59,219
AMC-Renault	5,897	11,941	48,577	91,251
Saab	4,306	3,173	33,287	27,270
Mitsubishi	4,776	4,126	31,973	31,287
Yugo	4,135	—	18,994	—
Porsche	2,958	1,664	20,661	15,969
Jaguar	1,676	1,392	15,325	12,498
Isuzu	3,378	3,091	21,663	17,564
Peugeot	1,036	1,496	8,733	10,933
Alfa Romeo	1,030	352	4,901	3,203
Maserati	50	100	939	882
TOTAL	952,262	1,000,813	7,557,493	7,531,397

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	August, 1986	August, 1985	8 Mos., 1986	8 Mos., 1985
Acura	5,356	—	22,760	—
Alfa Romeo	1,030	352	4,901	3,203
Audi	4,438	6,155	41,350	50,654
BMW	8,016	7,936	62,671	58,114
Chevrolet Spectrum	8,744	4,800	59,563	33,048
Chevrolet Sprint	5,303	1,791	46,294	12,690
Dodge Colt	4,330	1,860	31,686	19,339
Dodge Conquest	181	205	1,882	1,808
Dodge Vista	1,360	792	11,470	6,608
Honda	31,735	33,620	255,229	264,981
Hyundai	20,689	—	92,775	—
Isuzu	3,378	3,091	21,663	17,564
Jaguar	1,676	1,392	15,325	12,498
Maserati Biturbo	50	100	239	882
Mazda	16,880	19,256	136,993	122,835
Mercedes-Benz	7,265	6,614	58,263	59,219
Merkur	1,139	1,124	10,318	4,790
Mitsubishi	4,776	4,126	31,973	31,287
Nissan	47,807	51,129	339,580	355,986
Peugeot	1,036	1,496	8,733	10,933
Plymouth Colt	4,232	1,876	29,454	18,394
Plymouth Conquest	192	207	1,788	1,756
Plymouth Vista	1,264	805	10,809	6,529
Porsche	2,958	1,664	20,661	15,969
Renault	2[illegible]	476	2,616	5,216
Saab	4,306	3,173	33,287	27,270
Subaru	13,964	16,548	122,969	110,616
Toyota	50,138	63,296	403,144	415,983
Volkswagen	12,000	13,479	102,122	94,659
Volvo	10,157	8,451	85,050	76,949
Yugo	3,020	—	14,860	—
TOTAL	278,951	255,816	2,065,442	1,839,661

DOMESTIC CAR SALES

	Aug. 25 to Aug. 31, 1986	Same Period, 1985	Aug. 1986	Same Month 1985	Jan. 1 to Aug. 31, 1986	Same Period, 1985
Alliance	0	0	3,479	6,019	31,705	48,473
Encore	0	0	1,742	4,122	9,444	29,845
Total Renault	0	0	5,221	10,141	41,149	78,318
Eagle	0	0	5,221	1,324	9,622	7,721
Total AMC	0	0	5,221	1,324	9,622	7,721
AMERICAN MOTORS	2,769	6,065	5,589	11,465	45,961	86,039
Horizon	3,671	3,594	10,577	6,567	75,532	60,253
Sundance	774	0	2,144	0	2,794	0
Turismo	2,100	2,216	4,885	4,422	31,223	39,341
Reliant	3,484	5,460	7,433	12,277	87,573	95,124
Caravelle	899	953	1,907	2,070	25,425	23,898
Plymouth	572	309	1,436	1,041	11,538	14,166
Total Plymouth	11,500	12,536	28,382	26,377	234,085	232,582
Laser	1,211	2,743	2,522	4,420	20,263	37,625
LeBaron K	3,692	2,795	7,539	7,348	66,305	60,936
LeBaron GTS	2,946	3,900	6,144	7,069	43,962	46,987
Cordoba	0	0	0	0	0	0
Fifth Avenue	5,072	6,462	10,855	10,478	69,890	69,156
E-Class	0	0	0	0	2,686	18,318
New Yorker	2,630	1,894	5,274	4,913	33,978	18,833
Total Chrysler	15,551	17,694	32,334	34,228	239,086	251,855
Omni	3,522	3,020	9,744	5,574	65,302	51,144
Shadow	745	0	2,090	0	2,693	0
Charger	2,355	2,558	3,427	4,989	34,012	42,352
Daytona	1,566	2,901	3,504	4,703	27,675	36,133
Aries	3,154	4,568	7,068	10,783	67,134	79,010
Lancer	2,102	2,739	4,296	4,885	32,033	32,867
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	1,558	774	3,439	2,531	21,872	26,167
Mirada	0	0	0	0	0	0
Dodge 600	1,947	1,545	4,266	4,245	43,163	34,690
Total Dodge	16,946	18,105	39,853	37,720	293,884	305,375
CHRYSLER MOTORS	43,997	48,337	100,569	98,325	767,055	789,612
EXP	0	516	0	996	0	16,637
Escort	15,668	23,413	34,731	38,286	265,334	289,453
Mustang	5,637	6,864	14,852	12,457	122,527	109,972
Tempo	9,035	14,096	21,756	22,684	171,579	197,894
Taurus	5,965	0	15,889	0	137,575	0
Thunderbird	5,745	9,666	12,681	16,316	97,646	112,842
LTD	238	8,574	719	15,335	22,286	137,952
Crown Victoria	3,688	8,674	10,215	14,536	89,577	113,580
Total Ford Division	45,976	71,823	110,843	120,610	906,524	958,340
Lynx	2,556	5,862	5,709	9,204	44,139	56,824
Topaz	1,828	3,229	4,884	5,127	43,764	52,265
Sable	2,223	0	5,880	0	59,461	0
Cougar XR-7	5,447	7,300	12,183	12,645	84,949	81,199
Capri	464	902	1,133	1,694	8,983	10,946
Marquis	119	4,141	311	7,969	9,561	66,221
Grand Marquis	3,863	7,335	10,092	13,723	78,679	94,396
Total Mercury	16,500	28,958	39,991	50,582	329,516	357,691
Continental	548	929	1,308	2,265	12,448	19,508
Lincoln	3,018	6,094	8,533	10,568	76,445	73,930
Mark VII	620	719	1,555	1,498	13,514	13,557
Total Lincoln	4,184	7,742	11,396	14,331	102,407	106,995
Total L-M Division	20,684	36,700	51,387	64,913	431,923	474,676
FORD MOTOR COMPANY	66,660	108,523	162,030	185,523	1,338,447	1,433,016
Skyhawk	3,484	2,106	6,711	5,954	47,525	61,835
Skylark	0	349	0	1,146	2,522	52,263
Somerset Regal	3,907	3,675	7,539	7,519	62,055	67,444
Century	10,809	13,481	21,111	24,524	180,329	156,514
Regal	2,875	7,498	5,640	13,269	54,921	76,423
LeSabre	7,131	3,405	13,085	8,250	76,896	96,439
Electra	3,498	6,223	6,498	11,499	75,470	57,753
Riviera	1,716	1,980	3,480	4,141	13,264	38,229
Total Buick	33,421	38,518	64,036	76,262	512,961	603,890
Cimarron	1,468	1,475	2,956	2,528	15,441	15,567
Seville	1,205	872	2,126	2,080	10,846	21,100
Cadillac	10,435	9,994	19,310	16,909	152,061	121,709
Eldorado	1,518	1,767	2,832	4,075	14,598	43,568
Total Cadillac	14,724	14,008	26,224	27,592	192,946	201,953
Chevette	1,065	8,439	3,763	15,360	45,749	86,512
Nova	11,955	1,73[illegible]	24,702	3,935	116,786	11,174
Cavalier	11,315	23,14[illegible]	25,004	40,780	261,623	301,939
Citation	6	1,401	27	2,710	1,052	39,034
Camaro	6,938	11,573	13,214	21,821	122,829	147,156
Celebrity	14,499	19,883	31,379	34,403	278,991	247,706
Malibu	0	0	0	0	0	0
Monte Carlo	4,985	3,248	10,154	7,089	74,245	77,406
Chevrolet	7,207	10,77[illegible]	15,701	19,780	155,383	169,421
Corvette	1,008	1,038	2,173	2,429	23,249	25,698
Total Chevrolet	58,709	80,987	126,189	148,344	1,079,896	1,108,118
Firenza	1,388	1,050	2,547	2,528	24,928	36,388
Omega	0	0	0	0	0	0
Calais	4,999	6,59[illegible]	10,040	11,570	84,538	87,551
Cutlass Ciera	15,638	16,224	29,120	30,508	226,126	231,425
Cutlass Supreme	8,521	13,317	13,068	23,005	144,797	153,410
Olds 88	19,094	6,651	38,504	15,794	166,631	144,012
Olds 98	3,677	7,237	6,858	13,229	77,297	80,748
Toronado	845	1,181	1,459	2,663	9,630	23,725
Total Oldsmobile	51,182	53,549	93,395	109,137	736,948	799,027
Fiero	3,247	4,54[illegible]	6,223	9,927	49,300	69,155
1000	815	1,184	1,555	2,009	13,128	5,288
Sunbird	3,194	7,171	8,467	11,982	77,276	82,302
Phoenix	0	0	0	0	0	598
Firebird	3,894	4,665	7,472	9,026	68,653	74,621
Grand Am	6,533	5,278	13,878	7,507	136,019	70,256
6000	11,383	9,942	21,535	17,359	129,182	108,924
Bonneville	1,438	2,702	2,828	5,039	28,134	38,347
Grand Prix	1,405	3,800	2,565	6,503	27,158	39,738
Parisienne	2,208	4,359	4,504	7,880	52,974	45,989
Total Pontiac	39,916	49,576	67,073	78,943	581,798	542,463
GENERAL MOTORS	191,922	230,647	377,440	429,278	3,103,567	3,214,459
VOLKSWAGEN	3,083	3,619	6,453	6,981	51,946	52,888
HONDA	12,600	5,569	21,201	9,987	128,471	102,378
NISSAN	0	2,110	49	3,389	25,510	14,613
DOMESTIC TOTAL	321,841	251,335	673,311	807,590	5,481,957	5,662,681
IMPORT TOTAL			278,951	267,581	2,065,442	1,839,661
INDUSTRY TOTAL			952,262	1,075,171	7,547,493	7,531,397

3-day tent sale sells 1,300 cars

HARRISBURG, Pa. — Seventeen Harrisburg-area new-car dealers sold 1,300 cars, mostly new vehicles, during a three-day, $15 million tent sale sponsored by the Harrisburg Automotive Trade Association.

The event cost each participating dealer $2,447.57, according to promoter Robert D. Lilley, president of Liberty Productions Inc.

Harrisburg newspapers carried two tabloid supplements on the show. Promotion also included 13 billboards and television and radio ads.

More than 1,500 vehicles were on display, and sales hours were from 10 a.m. to 10 p.m. each day.

Court backs FTC on used-car rule

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A three-judge panel of the U.S. Court of Appeals for the District of Columbia has decided that the Federal Trade Commission's decision to drop the "known defects" provision from its used-car rule was procedurally correct.

Thus, the suit brought by Consumers Union to reinstate that provision has failed.

The provision would have required dealers to list on a window sticker any mechanical defect of which they had knowledge.

The decision is also a victory for the National Automobile Dealers Association and the National Independent Automobile Dealers Association because their suit in the Second Circuit opposing the "known defects" provisions became entangled in the District of Columbia circuit case.

The litigation has lingered on even though the used-car rule, which FTC staff started working on in 1975, has been effective since May 1984.

Of interest is the fact that the opinion in the District of Columbia case was written by Judge Antonin Scalia, now a Supreme Court nominee. Scalia, writing for himself and Judge Kenneth Starr, gave a ringing endorsement of the FTC rationale for dropping the original "known defects" provision.

But Chief Judge Patricia Wald, although generally concurring, disagreed strongly with FTC's arguments and gave her own critique. After acknowledging the right of an agency to change its course so long as it justifies its actions by a "reasoned analysis," she added, "This one makes it, but just under the wire."

Consumers Union's counsel Michelle Meier expressed disappointment that the court accepted FTC's "flimsy rationale for gutting its own regulations." She added that consumers need a strong rule just as much now as when FTC issued its original rule with the "known defects" provision in 1981.

Late last week, Consumers Union had not decided whether it would appeal to the full circuit court.

U.S. CAR	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
AMERICAN MOTORS	0	2,316	1,464	5,771	78,102	36,955
Renault Total	0	2,316	1,464	5,771	78,102	36,955
Alliance	0	1,941	1,464	5,771	49,876	33,608
Encore	0	675	0	0	28,226	3,347
CHRYSLER MOTORS	15,809	20,419	23,615	90,495	885,210	916,534
Plymouth Total	5,000	6,386	8,310	31,783	280,641	279,712
Horizon	2,400	2,414	3,086	14,828	101,476	117,996
Sundance	700	0	1,990	3,837	0	10,229
Reliant	2,000	3,107	2,982	8,750	113,837	107,882
Caravelle	500	601	746	2,728	33,220	30,969
Gran Fury	200	213	416	1,610	12,108	12,837
Chrysler Total	3,900	6,086	5,880	22,417	289,160	283,346
Laser	0	809	0	0	36,954	27,239
LeBaron	800	652	859	2,305	64,865	66,709
LeBaron GTS	1,000	1,976	1,402	4,334	66,314	47,501
New Yorker/E-Class	700	841	1,255	4,249	48,549	52,258
Fifth Avenue	1,600	1,818	2,363	11,529	78,458	89,639
Dodge Total	6,100	7,986	9,445	36,315	341,409	353,476
Daytona	0	718	0	0	33,591	30,807
Omni	2,000	1,980	3,099	14,706	98,412	113,605
Shadow	600	0	1,009	3,408	0	9,114
Aries	1,800	2,780	2,932	7,820	94,869	84,852
Dodge 600	400	805	621	2,736	44,851	49,847
Lancer	500	1,200	787	2,433	45,703	36,617
Diplomat	800	496	1,097	5,409	24,983	28,434
FORD MOTOR	29,573	27,012	38,946	143,392	1,145,202	1,225,694
Ford Division	22,010	18,414	26,714	96,388	780,546	839,519
Escort	6,856	4,821	7,772	33,355	228,494	265,775
EXP	0	0	0	0	3,838	0
Mustang	3,604	3,822	3,785	8,161	122,031	132,021
Tempo	2,529	2,891	3,590	15,954	129,462	135,606
LTD	0	3,841	0	0	146,974	0
Taurus	8,921	0	9,248	27,817	0	201,847
Thunderbird	0	3,239	2,013	11,112	125,605	104,470
Crown Victoria	0	0	0	0	7,122	0
L-M Division	7,563	8,598	12,232	46,900	364,656	386,175
Mercury Total	4,959	6,570	9,032	34,266	273,110	267,786
Lynx	1,263	890	1,471	6,012	49,953	45,381
Capri	68	346	755	1,433	13,033	12,477
Topaz	797	1,208	937	4,116	39,788	40,213
Cougar	0	2,619	2,909	12,990	92,425	88,351
Marquis	0	1,447	0	0	78,180	0
Sable	2,831	0	2,960	9,745	0	82,764
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	2,604	2,028	3,200	12,727	111,546	118,389
Continental	261	278	324	1,257	78,172	13,157
Lincoln	1,952	1,515	2,401	9,537	81,010	88,796
Mark VI/VII	391	235	475	1,933	12,364	16,436
GENERAL MOTORS	71,598	65,933	63,254	193,924	3,386,268	2,880,479
Buick Total	14,628	14,665	12,725	40,994	686,619	534,162
Skyhawk	1,388	1,259	1,546	4,822	74,458	59,271
Century	3,377	5,220	3,302	8,969	187,734	163,739
Regal	1,496	2,290	1,278	5,250	91,961	43,235
Skylark (X-car)	0	0	0	0	40,983	0
Somerset/Skylark	1,861	2,515	1,891	3,958	83,943	76,024
LeSabre (fwd)	4,200	0	4,459	13,427	0	103,546
LeSabre Electra(rwd)	312	318	251	1,403	88,402	10,646
Electra(fwd)	2,112	3,051	0	138	83,828	58,214
Riviera	0	12	0	3,007	45,349	19,487
Oldsmobile Total	4,409	3,804	3,884	24,299	349,571	225,312
Cimarron	404	0	457	619	19,080	17,381
Cadillac (rwd)	1,032	13	2,232	8,075	39,151	58,553
DeVille (fwd)	3,038	2,641	3,135	10,233	117,980	113,686
Eldorado	0	17	0	2,293	51,792	18,513
Seville	0	11	0	2,210	27,268	17,077
Chevrolet Total	22,838	22,248	22,205	86,867	1,130,259	877,959
Chevette	2,029	1,903	2,584	5,464	114,284	69,147
Camaro	2,801	2,469	3,233	8,303	145,227	124,200
Cavalier	6,550	7,437	8,035	21,818	340,889	277,398
Celebrity	4,111	3,279	0	277	169,705	166,934
Citation	0	0	0	0	28,899	0
Monte Carlo	2,233	2,306	3,024	11,026	96,957	81,853
Chevrolet	4,472	4,049	4,665	16,251	181,377	141,465
Corvette	512	805	647	2,724	31,979	18,112
Oldsmobile Total	12,179	13,976	11,527	37,190	699,054	703,791
Firenza	864	977	744	2,411	44,105	25,494
Calais	1,997	2,325	2,027	4,173	103,285	80,782
Cutlass Ciera	2,970	4,205	1,773	6,356	246,614	177,399
Cutlass Supreme	1,224	3,455	921	4,006	159,686	89,351
88 (fwd)	3,139	0	3,527	9,917	0	225,069
98 (rwd)	288	0	339	1,312	139,254	13,257
Olds 98	1,977	2,976	2,197	7,149	95,876	77,367
Toronado	0	38	0	1,744	27,222	14,045
Pontiac Total	17,461	12,362	10,973	25,615	457,085	539,055
Acadian**	0	384	377	453	9,957	10,694
Fiero	1,790	1,915	91	706	78,817	46,854
1000	785	920	778	863	22,004	14,345
Firebird	2,075	1,317	1,501	4,893	77,981	77,419
2000 Sunbird	3,082	2,302	3,398	7,461	96,320	95,489
Grand Am	5,994	3,225	4,253	8,467	96,703	153,085
6000	2,904	542	0	439	36,919	98,492
Parisienne	311	1,747	186	2,293	51,464	42,677
HONDA	4,400	2,871	5,465	21,530	105,082	141,958
NISSAN	1,228	1,022	1,151	2,426	29,600	25,182
NUMMI*	3,350	1,400	3,350	16,753	39,902	139,501
VOLKSWAGEN	1,600	0	2,099	4,290	63,635	55,982
Total Cars, U.S.	127,547	120,973	139,253	478,561	5,704,882	5,421,265
Total Cars, Canada	17,049	20,096	14,234	49,131	722,773	708,436
N. American Cars	144,596	141,069	153,487	528,692	6,427,655	6,129,701
N. American Trucks	71,286	78,089	79,194	329,059	2,954,605	3,024,139
North American Cars and Trucks	215,882	217,158	232,681	848,751	9,382,260	9,153,840

*—Partial estimate. **—All Acadians are built for sale in Canada.
Weekly estimates may contain error of one or two units due to rounding.

Car production climbs for August, but remains below year-ago levels

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Domestic auto production in August totaled 526,692, an increase of 2.85 percent over July's 512,118, as several plants resumed output after downtime for model changeover.

But the August build was 4.32 percent below the year-ago month's 550,469.

With all assembly plants closed last Monday for Labor Day, last week's targeted production dipped from that of the prior week.

The makers scheduled 127,547 cars last week, 8.41 percent below the previous week's 139,253, but 5.43 percent more than the year-ago week's 120,973.

So far this year, 5,421,265 cars have been assembled, 4.97 percent fewer than the 5,704,882 completed last year at this point.

Companies split last week's scheduled production as follows: General Motors, 56.13 percent; Ford Motor Co., 23.19 percent; Chrysler Motors, 12.39 percent; Honda of America Manufacturing Inc., 3.45 percent; New United Motor Manufacturing Inc., 2.63 percent; Volkswagen of America, 1.25 percent; and Nissan Motor Manufacturing, 0.96 percent.

Ford has added 36,000 cars to its production schedule for the rest of this year.

American Motors' Kenosha, Wis., plant was idle last week (Sept. 1-5) for inventory adjustment. The plant is expected to resume output Sept. 15.

GM's Pontiac, Mich., (No. 8) plant is down this week (Sept. 8) for inventory adjustment. The plant produces the Oldsmobile Cutlass Supreme and the Buick Regal.

Ford's Lorain, Ohio, plant was down last week for changeover. It is scheduled to return Sept. 22.

Ford slated Saturday (Sept. 6) overtime at three plants: Edison, N.J., Atlanta and Chicago.

Chrysler's Belvidere, Ill., and St. Louis (No. 2) plants were scheduled for Saturday overtime. They also are slated for daily overtime this week.

Canadian output falters

Canadian auto production in August was the lowest for any month in nearly four years.

The month's build of 48,131 was the lowest since July 1982, when 46,413 cars were assembled.

August's output was 16.13 percent below July's 57,390 and 45.96 percent below the year-ago month's 89,072.

Last week's targeted auto production of 17,049 was 19.78 percent more than the previous week's 14,234 but was 15.16 percent below the year-ago week's 20,096.

So far this year, 708,436 cars have been assembled, 1.98 percent fewer than the 722,773 built last year at this point.

Truckmakers assembled 49,895 units during August, 7.40 percent more than July's 46,456 but 12.28 percent fewer than the year-ago months 56,880.

Scheduled output of 11,852 trucks last week was 1.03 percent below the previous week's 11,975 and 19.83 percent below the year-ago week's 14,784.

Year-to-date, 582,138 trucks have been built, 0.81 percent fewer than the 586,873 completed last year at this time.

General Motors' Oshawa, Ontario, truck plant is down until Dec. 8 for model changeover.

U.S. truck production rises

Truckmakers in the United States assembled 270,164 units during August, 2.96 percent more than July's 262,390 but 8.45 percent fewer than the 295,114 produced in August 1985.

Scheduled production of 59,434 trucks last week, a holiday week, was 11.58 percent below the previous week's 67,219 and 3.05 percent below the year-ago week's 61,305.

Year-to-date, 2,442,000 trucks have been assembled, 3.14 percent more than the 2,367,732 completed last year at this point.

Saturday overtime was slated at General Motors' Janesville, Wis., and Baltimore plants. Ford Motor Co.'s St. Louis plant was scheduled for Saturday overtime, and Chrysler Motors slated Saturday overtime in Warren, Mich.

CANADIAN CAR	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
AMERICAN MOTORS	95	328	120	245	7,040	2,729
FORD MOTOR	8,450	9,010	9,881	41,870	341,075	354,606
GENERAL MOTORS	8,323	10,578	4,008	5,746	367,743	344,249
VOLVO	180	180	225	270	6,906	6,856
Total Cars, Canada	17,049	20,096	14,234	48,131	722,773	708,436

U.S. TRUCK☆	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
CHEVROLET	18,200	18,874	19,845	78,910	813,846	809,504
DODGE	3,000	4,574	4,202	15,461	147,988	70,291
FORD	24,292	21,674	28,116	115,728	813,162	977,400
GMC	5,620	6,037	5,422	23,485	255,351	247,959
NAVISTAR	1,230	1,325	1,286	6,416	52,540	48,017
JEEP	3,200	5,000	4,059	12,182	145,291	123,460
NISSAN	1,482	2,031	1,939	8,080	73,001	62,477
AM GENERAL*	50	40	50	210	1,740	1,702
MISCELLANEOUS*	2,300	1,750	2,300	9,980	64,803	80,040
Total Trucks, U.S.	59,434	61,305	67,219	270,164	2,367,732	2,442,000

CANADIAN TRUCK	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
AMERICAN MOTORS	612	0	757	2,161	0	18,988
CHRYSLER	7,000	7,383	7,528	32,868	272,435	271,989
FORD	2,988	2,790	3,579	14,135	111,931	111,541
GENERAL MOTORS	1,192	4,427	0	52	195,200	173,223
NAVISTAR	180	184	111	659	5,207	6,437
Total Trucks, Canada	11,852	14,784	11,975	49,895	586,873	582,138
N. American Trucks	71,286	76,089	79,194	329,059	2,954,605	3,024,139

☆—Includes vehicles over production. *—Estimates.
Cars: Includes commercial cars. GM General includes government-chassised vehicles.
Miscellaneous: Includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Renault-Saviem, etc.
Weekly estimates may contain error of one or two units due to rounding.

Ford to close Canton plant

Ford Motor Co. announced last week it will close its Canton, Ohio, forge plant by 1990, eliminating the jobs of some 984 hourly and salaried workers.

The Canton plant is Ford's only forge facility.

The automaker blamed the phase-out on high operating costs, vehicle downsizing and the switch to front-wheel-drive cars.

Ford said it spent 18 months studying the world market for forgings before determining that Canton could not be made competitive.

Plans call for Canton to end production of certain "unprofitable or low-return" components within the next six months, eliminating 250 jobs. Within 12 months, 30 percent to 40 percent of the plant's present business will be sourced to outside suppliers. All operations will end by late 1989 or 1990.

The Canton plant produces nearly 200 different components, including driveshafts, axle shafts, pinion gears, steering and suspension parts and truck I-beams.

Ford will switch to offshore sources for about 20 percent of its forging requirements.

The company said it would offer retirement benefits to those who qualify and try to place as many remaining eligible workers as possible at other facilities.

NUMMI builds first Toyota

FREMONT, Calif. — The first U.S.-built Toyota was assembled last Thursday (Sept. 4) at the New United Motor Manufacturing Inc. plant here, a product of the Toyota-General Motors joint venture.

Output of the 1987 Corolla FX-16 model is scheduled to start at about 15 units per day.

NUMMI anticipates production of 230 Corollas per day by mid-October, along with the 620 Chevrolet Novas per day now built at the Fremont plant.

The front-wheel-drive Corolla hatchback is equipped with the same 1.6-liter engine as the Toyota MR2 and will be priced to compete with Volkswagen Golf/GTI and Mitsubishi Mirage.

The NUMMI Toyota is scheduled to arrive at dealer showrooms in early October.

C2700-1-P

Automotive News

September 15, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Some wait to decide on passive restraints

By Dave Zeltz
AUTOMOTIVE NEWS STAFF REPORTER

Most car manufacturers will install automatic seat belts and a few will offer air bags to meet federal passive-restraint requirements that go into effect for the 1987 model year.

But several firms still haven't decided how they'll comply with the NHTSA mandate.

Because the law requires passive restraints on just 10 percent of the cars sold in the United States in the 1987 model year, many of the low-volume carmakers are putting off a decision on what system to use, which models to offer it on and how to market it.

Even some high-volume companies, such as Honda and Hyundai, say they still haven't finalized their passive-restraint planning.

Several of those that have a firm program won't begin producing cars equipped with passive restraints until late in the model year.

Subaru will put passive belts on the XT Coupe next March, and Isuzu will wait until June and the introduction of its 1988 model Impulse before it installs its first automatic belts. Peugeot will offer a belt system at midyear.

Some makes won't offer passive systems at all on 1987 models.

Because compliance will be measured on a corporate basis, it isn't necessary for every marketing division to offer cars equipped with passive restraints. Buyers of Chevrolet, Cadillac, Audi, Lincoln and Merkur vehicles will not be offered passive restraints in 1987.

General Motors has chosen to meet the federal requirement by making stationary passive belts standard on its N- and H-body cars for 1987.

Neither Chevrolet nor Cadillac have models in the N- or H-body lines. However, the two divisions will participate in another GM first, three-point rear-seat harness systems. The rear three-point belts will be standard on Chevrolet Corsica/Beretta, Oldsmobile Toronado, Buick Riviera and Cadillac Eldorado and Seville for 1987.

Volkswagen of America will offer passive belt systems on most Golf and Jetta models, but will not make the devices available on any Audi vehicles.

Volkswagen is the only company so far that will permit buyers to refuse the passive belts if they don't want them.

American Motors will have passive belts in certain Alliance models, but will not have such systems available on its imported

see RESTRAINTS, page 0

GM PLOTS ITS MARKETS

AUTOMOTIVE NEWS CHARLOTTE BUREAU

4 GM car divisions are repositioned in effort to help sales

By Jesus Sayter
AUTOMOTIVE NEWS STAFF REPORTER

General Motors is repositioning four car divisions to shore up eroding sales. It is GM's largest marketing shift since its 1984 reorganization.

In the repositioning:

- Buick and Oldsmobile will switch assigned marketing images — the fate each presents to the public — during the next four years, starting this fall. That will make Oldsmobile the more contemporary nameplate while Buick downplays its sporty T-types and returns to traditional luxury.
- Pontiac and Saturn Corp. also have swapped positions on GM's future marketing charts. When the Saturn car is introduced in 1989, it will be positioned as sportier and less expensive than Pontiac. In the original 1985 concept, Pontiac was to be sportier and less expensive than Saturn.
- GM's strategic planners are still trying to fill a void in the luxury-performance segments with imports from GM's Adam Opel subsidiary in West Germany or another European maker.

The options, which still have not been narrowed down to a proposal for senior management, include importing Opels as "captive" Buicks, Oldsmobiles or Cadillacs; setting up a new division with separate distribution network; or marketing Opel as a separate brand sold by Buick or Oldsmobile dealers a la Ford Motor Co.'s Merkur.

Another option — considered unlikely after GM efforts to buy BMW, Jaguar and others failed last year — is to acquire an established European automaker and make it a seventh car division in the United States.

GM is basing its marketing plans on maximizing its profitability with a smaller market share, although GM denies that losing share is inevitable despite a more fragmented market and more competitors.

GM's share of the total U.S. car market was 39.8 percent in August.

see GM, page 46

Plymouth to try simple approach

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors is using Plymouth to test a simplified manufacturing and marketing philosophy.

Plymouth in the 1987 model year will offer only one version of the Sundance, a new, upscale compact. Dodge will have two versions of the sister vehicle, the Shadow.

Two-door models went into production last week at Chrysler's Sterling Heights assembly plant. More than 20,000 four-door models have been shipped since production began in May.

Sundance is viewed as an extension of Chrysler's streamlined manufacturing and marketing philosophy first applied last spring on the 1987 Plymouth Horizon and Dodge Omni America models.

"We're taking the lead," said Joseph N. Caddell, Plymouth general marketing manager. "Our future vehicles will have that same kind of philosophy."

Sundance is priced slightly higher than Shadow and contains "slightly more content," Caddell said. Two-door models start at $7,499 for Shadow and $7,599 for Sundance.

"There is not a base car with options," Caddell said. "There is only one Sundance."

Chrysler's philosophy of simplification for both Sundance and Shadow includes offering only "convenience items" such as air conditioning, power windows and upgraded sound systems, as options.

Features such as gauge instrumentation, tachometer, split folding rear seat and velour trim become standard in Sundance, Caddell said.

Chrysler is pushing to simplify products to gain manufacturing efficiencies and a marketing edge.

see PLYMOUTH, page 50

Lido

The car, not the man

The proud parents, Lido A. "Lee" Iacocca and Alejandro DeTomaso, have reportedly agreed on a name for their joint-venture, luxury-sports-coupe offspring.

Detroit radio station WJR-AM personality J.P. McCarthy said in a broadcast last week that the Chrysler-Maserati coupe will be called the Lido. It will be introduced as a 1989 model.

Iacocca

Iacocca said in January that he and Maserati chief DeTomaso had been unable to christen the car because the Italian executive wanted an Italian name and the American executive wanted an American-sounding name.

The joint-venture car was known only as the Q-coupe, its project name, until getting the first name of an executive — a rarity for domestic makers that had happened with the Essex.

An executive says the name is "probably the most closely guarded secret" at Chrysler.

Study offers cure for U.S. cost penalty

By Dave Zeltz
AUTOMOTIVE NEWS STAFF REPORTER

A newly published study maintains that reductions in hourly job classifications could nearly eliminate the differential in automobile manufacturing costs between the United States and Japan.

The analysis of small-car transaxle operations indicates that a model labor contract could pull the United States nearly even with Japan and ahead of South Korea in component production costs.

The analysis was presented in an article by Daniel D. Luria in the September-October edition of the Harvard Business Review.

Luria, a senior researcher at the Industrial Technology Institute, based in Ann Arbor, Mich., produced the cost analysis for the Auto-in-Michigan Project, a program to determine the role of the auto industry in Michigan's future.

Luria is director of the project, established by the Michigan Department of Commerce and the University of Michigan.

According to Luria's model, it costs $311.43 to produce a small-car manual transaxle in the United States today, compared with

see STUDY, page 48

ord quits
bean truck market
Page 2

import stockpile
at 3½-year high
Page 3

Seven lines launch
1987 product lineups
Pages 34-36

NEWSPAPER

Protesters at Yugoslav ethnic festival in Detroit call for Yugo boycott.

Yugo drops lawsuit, apologizes to Toyota

By John A. Russell and Matt DeLorenzo
AUTOMOTIVE NEWS STAFF REPORTERS

Yugo America Inc. last week dropped its lawsuit against Toyota Motor Sales U.S.A. The suit alleged that Toyota threatened and coerced two Yugo-Toyota dealerships into terminating their relationships with Yugo.

In addition, Yugo paid Toyota $35,000 to defray Toyota's legal fees and expenses.

Yugo said that its suit "was based on information which, after the case was filed, turned out to be unfounded."

Yugo President William E. Prior, sent a letter of apology to Toyota and its senior vice president, Robert McCurry, also a defendant.

McCurry said Yugo's withdrawal of the action vindicates Toyota and added that the apology by Yugo means the entire matter was a publicity stunt in the first place.

"This is an absolute victory for Toyota," McCurry said. "Yugo was forced to drop its suit when the witnesses they called said under oath that the charges against TMS and at me were false."

He added, "We consider (Prior's) written apology . . . to be an admission that Yugo's suit was an obvious publicity grab."

"We aren't," McCurry said.

Informed of McCurry's comments, Prior said this was a settlement, not a victory for Toyota.

He said the real reason the suit was dropped was that Yugo was being forced by the court to reveal the identity of "XYZ Toyota," a New York-area dealership which refused to drop Yugo, but was unnamed in the suit because of fear of retribution by Toyota. Prior said Yugo decided to honor its commitment to the dealer and not reveal the name.

That weakened the case, Prior said. He said another reason for dropping the suit was that Toyota's legal tactics were "costing tons of money." He vigorously denied the publicity aspect.

Yugo filed the suit March 18 in Federal District Court in Los Angeles. It also charged Toyota, Toyota Motor Distributors and McCurry with violations under the federal Racketeering Influenced and Corrupt Organization Act and with violations of California law.

Yugo letter rebuts dissidents

Yugo dealers in the United States are receiving letters from the car's U.S. importer and distributor labeling information circulated by a dissident Yugoslav political group as "untruths."

William E. Prior, president of Yugo America, has written the Yugo dealers to rebut charges in letters sent to dealers in August by the Croatian National Congress.

The group, which says it has a worldwide membership of 4,000 to 5,000, opposes the Yugoslav government and export of the Yugoslav-made subcompact Yugo GV to the United States.

In the letter to dealers, Prior called members of the group political extremists, and he rebutted the claim in the group's August letter that export production was halted indefinitely because of the inability of suppliers to deliver parts.

Prior reiterated statements that no work stoppage occurred at the Yugoslav plant or at plants of its vendors. The letter said 80 percent of the factory was closed for a traditional collective July-August vacation and that full production resumed as planned Aug. 20.

In a related action, the Croatian National Congress was among those supporting a boycott of the Yugo that was urged during a protest of the Yugoslav ethnic festival in Detroit on Sept. 7. The group told Yugo dealers of the boycott in its August letter.

The demonstration was planned by some people of Croatian and Albanian descent. During the event, an attempt reportedly was made to set fire to a Yugo on display.

The $3,990 Yugo GV went on sale in the United States in August 1985.

Import stockpile at 3½-year high

By Kathleen Hamilton
AUTOMOTIVE NEWS STAFF REPORTER

Inventories of imported cars inched upward once again last month to open September with a 41-day supply — the fattest days' supply in 3½ years. Meanwhile, the stockpile of imported light trucks climbed to the highest unit count on record.

The month opened with 437,297 imported cars in stock — at U.S. docks, in transit to dealerships and in dealerships. The figure is slightly below the Aug. 1 inventory of 443,244.

Inventories have been hovering above 400,000 for three months, but before this, the 400,000 mark hasn't been seen since 1981. For example, the latest stockpile is nearly half again as large as that of a year ago (293,268) and more than double that of two years ago (184,513).

Nevertheless, before quotas, the ideal import days-supply level was considered to be 65 days — a figure some Europeans still strive for. So this month's 41-day supply is still pretty lean. It compares to an Aug. 1 supply good for 40 selling days and a year-ago supply good for 29 selling days.

The combination of higher quotas, higher prices caused by exchange-rate changes and incentive programs by the domestics continued to take a toll on the imports last month as the average daily selling rate declined, thereby pushing up inventories.

The fairly steady-looking supply of Japanese cars (40 days this month versus 37) is a bit deceiving. The sales rate — on which the days-supply figures are based — declined significantly, but fewer cars landed on the docks. Similarly, the selling rate for German cars declined for the month, and that hiked their days-supply levels.

By country of origin, the stockpile was split this way on Sept. 1: Japan, 70.00 percent; Germany, 17.93 percent; and other countries, 12.07 percent.

The Japanese makes averaged a 40-day supply on Sept. 1. Breakdown by make and days: Chevrolet Spectrum, 104; Chrysler captives: 99; Isuzu, 85; Mitsubishi, 60; Chevrolet Sprint, 54; Subaru, 52; Nissan, 48; Mazda, 47; Acura, 29; Toyota, 17; Honda, 7.

The average for German makes was 57 days: Audi, 120; Merkur, 96; VW imports, 55; BMW, 50; Porsche, 37; Mercedes-Benz, 32.

Average for cars from other countries was 32 days: Renault, 121; Peugeot, 90; Volvo, 39; Yugo, 37; Saab, 31; Jaguar, 29; Alfa Romeo, 28; Hyundai, 23.

TRUCKS: The Sept. 1 light-truck stockpile of 209,059 units was the highest since Automotive News began tracking import-truck inventories in 1982. The latest stockpile is equivalent to a 75-day supply, up from 49 days a month earlier when there were 200,849 trucks in stock, and the heaviest days-supply figure since May 1, 1983, when there were 78 days' worth of import trucks in inventory. On Sept. 1 a year ago, there was a 20-day supply of trucks, or 99,748 units.

Combining imported cars and trucks, there were 646,356 imports in the United States on Sept. 1, a 48-day supply. The stockpile was slightly higher than the Aug. 1 count of 643,893 units (43 days) and well above the year-ago count of 393,016 vehicles (33 days).

In fact, the combined car-truck unit count is the highest in Automotive News' records, and the days-supply figure is the largest since Feb. 1, 1983, when there was a combined 52-day stockpile.

IMPORT DAYS' SUPPLIES

	Sept. 1 1986	Aug. 1 1986	Sept. 1 1985
Spectrum	104	138	79
Sprint	54	94	62
Chevrolet	85	120	74
Chrysler Corp.	99	99	42
Acura	29	32	0
Honda	7	11	9
Isuzu	83	145	92
Mazda	47	34	23
Mitsubishi	60	87	18
Nissan	48	47	26
Subaru	52	46	22
Toyota	17	13	12
JAPAN	40	37	21
Audi	120	104	51
BMW	50	27	59
Mercedes-Benz	32	31	40
Merkur	96	73	117
Porsche	37	40	56
VW	55	62	66
GERMANY	57	52	57
Alfa Romeo	28	33	24
Hyundai	23	n/a	0
Jaguar	29	20	25
Peugeot	90	86	77
Renault	121	198	297
Saab	31	42	40
Volvo	39	53	41
Yugo	37	52	0
OTHER COUNTRIES	32	50	49
TOTAL CARS	41	40	29
Isuzu	101	103	29
Mazda	50	48	12
Mitsubishi	46	97	15
Nissan*	144	84	35
Suzuki	33	16	0
Toyota	52	23	12
Chrysler	136	116	38
LIGHT TRUCKS	75	49	20
CAR-TRUCK TOTAL	48	43	26

*Includes domestic trucks

Drug-drink tests due at Toyota's Kentucky plant

FRANKFORT, Ky. — Prospective employees of Toyota Motor Corp.'s auto-assembly plant in Scott County must pass drug and alcohol tests as a prerequisite for employment, state officials said.

Drug tests "have been a part of the discussions since right after the announcement" in December that Kentucky had landed the $800 million factory, said James P. Daniels, commissioner of employment services. His agency has set up a state-subsidized procedure by which Toyota will select and train workers for the plant.

He said Toyota officials made it "perfectly clear" that testing for drug and alcohol abuse was one of their requirements. Daniels said the state Department of Employment Services, which will help screen applicants for Toyota, will be "up-front about it. If you have those problems, there's no sense in wasting everybody's time. It will be mandatory."

A Toyota official said the company feels the testing "is necessary to ensure the safety of all workers at the plant." — Associated Press

INDEX

Auction reports	37-38
Classifieds	39-48
Coming events	25
Dealing with dealers	14
News briefs	8
Opinion	10
Personnel	33
Production	51
Recreation on wheels	12
Sales, truck	24
Supply side	32

Automotive News
61st year—No. 5145
AUTOMOTIVE NEWS (ISSN 0005-150U) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Kentucky approves training funds for Toyota

By Mark R. Chellgren
THE ASSOCIATED PRESS

FRANKFORT, Ky. — A legislative committee has given final approval to the $55 million training package offered to Toyota Motor Corp. as part of the incentives to attract the Japanese automaker to build its assembly plant in Kentucky.

Funding for the training and other items in the incentive package was included in the budget approved by the 1986 General Assembly, but the approval of the Personal Service Contract Review Subcommittee also was required because the state has a pact with the company to carry out the training.

The training package includes the first six months' salary of the 3,000 people hired at the Scott County plant, payments to thousands of prospective workers and trips to Japan for selected employees.

About $33 million in state General Fund money will pay for part of the training with another $22 million coming from federal Job Training Partnership Act funds, according to James Daniels, commissioner of the Department for Employment Services.

Also included is $10 million to be paid for construction and operation of a facility on the 1,600-acre plant site. That part of the project is expected to be funded with economic development bonds.

The subcommittee approved the contract with one dissenting vote by Rep. Woody Allen, R-Morgantown. Allen was critical of the training program because there are no guarantees about the number of Kentuckians to be employed or their wages.

About 9,000 job applicants will be selected to go through a 30-hour assessment session during which they will be paid $5 per hour. About 6,000 of those will be selected for further orientation during which they will be paid $5 per hour for a 120-hour program.

When hiring is completed, 600 employees will be sent to Japan with the state paying all travel costs. Half of those employees will make two trips to Japan.

The state will also pay the travel costs for 100 instructors from Japan to come to the United States.

The state will pay salaries of most employees during a six-month probationary period. A salary of $10.20 per hour, plus fringe benefits of $2 per hour, will push the cost of that on-the-job training to $38.06 million.

Daniels said every employee — from administrative staff to assembly line workers — will be covered by the training appropriation.

About $22 million of the commitment will come from federal Job Training Partnership Act funds, Daniels said. The rest will be state General Fund dollars.

1987 MODEL YEAR PASSIVE RESTRAINT PLANS

Company	Models	Type of Passive Restraint System	Availability	Minimum Units To Meet Standard*
Alfa Romeo	Spyder Quadrifoglio	Motorized Belts	Not Determined	500-700
American Motors	Alliance, L & DL Sedan & Hatchback	Belts	Standard	7,000-9,000
Renault (Jeep/eagle)	None			
Aston-Martin	Not Determined	Belts		7-10
BMW	L7 7 Series	Driver's Side Air Bags Driver's Side Air Bags	Standard Available Next Spring	8,000-10,000
Chrysler Motors				120,000-130,000
Chrysler-Plymouth	LeBaron Conquest	Belts Motorized Belts	Standard Standard	
Dodge	Daytona	Belts	Standard	
Ford Motor Co.				190,000-200,000
Ford	Escort Tempo	Motorized Belts Driver's Side Air Bags	Standard After Dec. 1 Optional	
Mercury	Lynx Topaz	Motorized Belts Driver's Side Air Bags	Standard After Dec. 1 Optional	
Lincoln	None			
Merkur	None			
General Motors				450,000-475,000
Chevrolet	None			
Pontiac	Grand Am Sunbird	Belts Belts	Standard Standard	
Oldsmobile	Calais 88	Belts Belts	Standard Standard	
Buick	Somerset-Skylark LeSabre	Belts Belts	Standard Standard	
Cadillac	None			
Isuzu-Acura	Not Determined			60,000-70,000
Hyundai	Not Determined	Belts		10,000-12,000
Isuzu	Impulse	Motorized Belts	Standard on '88 Model (June intro)	3,500-4,000
Maserati	Not Available			
Mazda	626 4-dr.	Motorized Belts	Standard	20,000-25,000
Mercedes-Benz	All Models	Driver's Side Air Bags	Standard	Not Applicable
Mitsubishi	Starion	Motorized Belts	Standard	4,000-6,000
Nissan	4Dr/2Dr	Motorized Belts	Standard	55,000-60,000
Peugeot	505 (Base)	Belts	Not Determined	1,000-2,000
Porsche	944 Turbo 944, 944S	Dual Air Bags Dual Air Bags	Standard Optional	2,000-3,000
Rolls-Royce	Not Determined			
Saab	9000 3-dr.	Motorized Belt	Standard	4,000-5,000
Subaru	XT-Coupe	Motorized Belt	Standard Begin. Mar.	15,000-20,000
Toyota	Cressida Camry	Motorized Belt Motorized Belt	Standard Standard	60,000-70,000
Volkswagen				25,000-30,000
VW	Golf Jetta	Belts	Optional; Not Available on GTI & GLI	
Audi	None			
Volvo	760 760 740	Driver's Side Air Bag Driver's Side Air Bag Driver's Side Air Bag	Standard Standard Mid-Year Optional	11,000-13,000
Yugo	Not Determined	Belts		2,000

NHTSA still has work to do on 1987 'passive' standard

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The passive-restraint safety standard, now in effect for 1987 models, has not yet been completed by NHTSA, but the industry is not unduly concerned because the answers are not actually needed immediately.

One area not yet addressed is whether to exclude convertibles and the other is whether forces affecting the head should be measured differently from the method now used for setting the Head Injury Criteria.

During the early phase-in of passive restraints (10 percent of 1987 models, 25 percent of 1988 models, 40 percent of 1989 models), manufacturers can easily meet their quotas without counting convertibles. And until the way to measure HICs is changed, the old familiar way is in effect.

There are, however, other uncertainties which NHTSA is just now getting around to clearing up.

Last week, the agency responded to eight petitions for reconsideration, many involving placement of the instrumented dummy during testing. NHTSA made some minor adjustments but, in general, held fast to its previous position.

However, in responding principally to Ford Motor Co. and to import companies, the agency provided flexibility by allowing an extra year for the companies to use either the old or the new procedure. That makes Sept. 1, 1987, the effective date for the new test.

NHTSA denied Nissan's request for a two-year postponement (from Sept. 1, 1989, to Sept. 1, 1991) of the effective date for dynamic testing for front-seat manual lap/shoulder belts. That provision goes into effect only if enough states pass acceptable mandatory belt-use laws to automatically rescind the passive-restraint provision.

The agency said it had told American Motors earlier that most of the vehicle components needed for passive protection are the same for dynamically tested manual belts. Besides, said NHTSA, about 40 percent of current models can meet the injury criteria at 35 mph — or at a level 36 percent more stringent than standard 208.

Because of the imminence of the 1987 model year and the start of the 10 percent requirement, NHTSA decided to retain the due-care defense for the first year until it can make up its mind.

In that regard, the Center for Auto Safety argued that allowing a manufacturer to defend itself by claiming it has taken "due care" contravenes the defect notification and remedy provisions of the law. Moreover, the center said, it is not a "performance standard" as required by law and it is overly broad for its intended purpose.

On the other hand, Ford said that adopting the due-care defense does not sufficiently answer its concerns about the objectivity and practicability of the standard's requirement. As in past years, Ford urged NHTSA to adopt a "design to conform" standard as a defense.

NHTSA's intention is to allow the due-care defense for an isolated apparent failure if the automaker can show it made a good-faith effort in designing the vehicle and exercised reasonable quality control.

RESTRAINTS

FROM PAGE 1

Renault Medallion line that will debut midway in the model year.

Lincoln and Merkur also will not be available with passive restraints. Ford Motor Co. will begin installing passive belts in Ford Escort and Mercury Lynx subcompacts beginning Dec. 1 to go along with its Tempo/Topaz air-bag option.

The Ford belts, which will be produced by Toyota, are the only motorized belts for U.S.-built cars. Motorized systems move the shoulder harness out of the way for easy entrance and exit.

Chrysler Motors will offer such a belt on its Japanese-built Conquest model. Other importers — including Toyota, Nissan, Saab, Mazda, Mitsubishi, Subaru, Ferrari, Alfa Romeo and Isuzu — will have similar devices on certain cars.

Car buyers eager for air bags will find such systems available from only five makers — most in the luxury price segment.

Only Ford Motor Co., Mercedes-Benz, Volvo, BMW and Porsche have firm plans to offer air-bag systems as a way to meet 1987 federal passive-restraint requirements.

Mercedes, which made driver-side-only systems standard in all its models in 1986, is the only firm installing air bags in 100 percent of its U.S.-bound production for 1987.

Porsche is the only company that will offer passenger-side air bags, as well as driver-side systems. The dual air bags will be standard in the 944 Turbo and will be a $2,730 option in the 944 and 944S.

Ford will continue to make a driver-side air bag available to Tempo/Topaz buyers in 1987 for about $815. Ford first offered the device in 1986 models.

Some 1987 Volvo and BMW cars also will feature driver-side air bags.

Under federal standards, the passive-restraint requirement will increase from 10 percent of sales in 1987 models to 25 percent in 1988, 40 percent in 1989 and 100 percent in 1990.

The rule will be rescinded if states covering two-thirds of the U.S. population adopt laws making seat-belt use mandatory by April 1989.

Automakers will be able to carry forward credits from one model year to any future year, if the mandate is exceeded. For example, if a firm is required to build at least 50,000 cars with passive restraints in 1987 and it produces 100,000, it can bank the 50,000 extra units for use in any future model year it falls short of the standard.

That means that air-bagged cars built by Ford and Mercedes in the 1986 model year — when there was no passive-restraint law — potentially could be applied to future requirements.

Automakers receive one vehicle credit for every car that has either passive belts for both driver and front-seat passenger or a driver-side air bag. Cars with a driver-side air bag and a passive belt or air bag for the front-seat passenger receive 1.5 credits.

Under current planning, only Porsche, which will have a dual air-bag system, will receive 1.5 credits per car.

Automakers face fines of $1,000 per violation up to $800,000 for failure to meet the passive-restraint rule.

RECREATION ON WHEELS

Regional operation gives Kentron an advantage in a tough business

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

ELKHART, Ind. — The customized van business is extremely competitive; but some competitors, like Kentron, are successfully using regional manufacturing/sales centers, focused brand selling and even telemarketing to increase their penetration.

Kentron Inc. found that the best way to get on with Texans, Tennesseeans and Southwesterners was to set up shop in their own territory.

During the past year, it has opened a plant in Marshall, Texas, complete with its own general manager and sales staff — a sort of "mini Elkhart" — and has found it has improved sales substantially.

"When you get down to Texas, Elkhart is almost an objection. You can overcome it, but they would rather buy locally," said Frank Bauer, Kentron sales vice president.

"We did a fairly good job in Texas, Arkansas and Memphis markets, but our growth was slow and difficult. So we opened a factory, and it's made a difference."

Kentron carved the Texas customizing operation out of its U.S. Conversions company, establishing a separate entity. It now is considering a similar operation in the Southeast for markets like Georgia, Florida and Alabama.

Again, buyers there prefer locally produced products, and local competition is intense.

Kentron has a sales manager working the market to determine if it can support a new plant. Depending upon what he finds out, "I'd like to do it, probably within a year," Bauer said.

He noted that, based on "considerable research" and his extensive travels, the domestic market for van conversions really breaks into three regions.

Along with the Southwest and Southeast, there is the Midwest which, in Bauer's opinion, includes the East Coast because buyers there "are used to, and accept, Elkhart products."

Kentron also has been upgrading its operations in other ways. The past year has been busy.

Aside from the Southwest operation, it established a separate Ram Coach Corp. to handle only customized Dodge products.

The company has its own general manager, John Witucki; its own factory; and its own sales force to work exclusively with Dodge dealers and Dodge zone people.

Previously, Kentron ranked eighth in volume among Dodge converters, but now is third and shooting for first place, Bauer said.

The company also created separate sales forces, complete with their own managers, to concentrate exclusively on Ford and GM products.

Its Premier Edition vans take in only Ford products, while U.S. Conversions focuses exclusively on Chevrolet/GMC.

Both Ford and GM products are built in U.S. Conversions' 50,000-square-foot facility.

The Ram operation has a separate plant because "there are certain panels, lighting systems, paints etc., that fit a Dodge that won't work quite as well on a Ford," Bauer noted.

Within the past year, Kentron also has acquired Lands Design Inc., a premier luxury van firm, whose conversions average more than $10,000 at dealer cost.

Kentron also operates Royal Motor Coach, which produces $300,000 to $400,000 luxury motor bus conversions from MCI, Prevost and Eagle.

It has a year's backlog of orders, with an annual production rate of 12-15 units.

And Kentron operates Solid Oak Corp., which produces a line of wood products for the company's use and for other van converters.

Kentron's biggest product change for the 1987 model year is a switch to Flexsteel seating for all its vans.

For the past 11 years, it has manufactured its own seats, but it is switching to Flexsteel because of the latter's strong retail image and the added flexibility it gives Kentron in choosing fabrics and styles, Bauer said.

Generally, Kentron's goal for the 1987 model year is to "sell the better packages," he added.

That means shifting emphasis to higher-priced content conversions in the $5,000-and-up dealer price range.

"Our dealers are generally tired of all the conversion companies trying to sell them a price, like the $2,995 conversion," Bauer said.

"They and their customers want some of the extras, like better furniture, built-in consoles, lighting packages. Anybody can produce a cheap conversion. It's hard to do a Lands Design or some of our better models," he added.

Overall, Kentron's unit sales may be up only 5 percent in the 1987 model year, but its dollar volume could increase 15 percent, Bauer added.

Kentron conversions start at $3,495, and that entry-level price is being kept, primarily to provide dealers a complete price range of models so they won't have to go elsewhere.

Kentron offers models in seven price ranges up to its top-line Lands Design units.

Prior to its acquisition by Kentron, Lands Design handled only Ford. Kentron, through its bailment pool agreements, added Chevrolet and GMC chassis.

The fact that so many GMC dealers are dualed with Pontiac, Oldsmobile, Buick and, particularly, Cadillac opened up "excellent prospects" for the luxury customizing firm, Bauer said.

Recently, the firm began using telemarketing in its dealer/sales recruiting effort. It has more than 400 dealers and covers more than 60 percent of the U.S. market.

It has three people — one for U.S. Conversions, one for Premier Editions and one for Lands Design — who each make 100-plus calls weekly to dealers, strictly for prospecting.

They introduce themselves, pitch the company, follow by sending company literature and ultimately follow that by setting up appointments for area salespeople.

New luxury motor van from Lands Design
Lands Design, Elkhart, Ind., introduces this Brougham II luxury motor van, featuring deep tinted Vista Bay slider windows and a full tritone paint scheme. It also has extra-wide high-back seats, striking wood accents and other niceties like a leather-wrapped steering wheel, overhead console sound system and rear-mounted television.

June RV shipments up

RV manufacturers wholesaled 33,900 units in June, up 7 percent over the total for the year-ago month. Calendar-year-to-date shipments of 207,800 were up 3 percent over last year's.

Seasonally adjusted, the year-to-date total represents an annual rate of 385,000, according to the Recreation Vehicle Manufacturers Association.

The Index of Consumer Sentiment, as measured by the University of Michigan Survey Research Center, registered a reading of 99.3 in June, up from the previous month's 94.6.

The rise was due mostly to favorable consumer evaluations of current rather than future expectations.

Favorable attitudes toward buying conditions for vehicles were held by 77 percent of those surveyed in June, an all-time record.

Retail sales of RVs also improved in June, the RVIA pointed out. Indications are that retail sales of both travel trailers and conventional type A motor homes are outperforming wholesale shipments in much the same pattern as last year.

RV DELIVERIES
as reported by the Recreation Vehicle Industry Association — Numbers in Thousands

	June '86	June '85	% change	Cum. '86	Cum. '85	% change
All travel trailers	7.2	7.5	−4.0	47.8	48.0	−0.4
Folding camper trailers	2.8	2.7	−3.7	19.2	20.6	−6.8
Truck campers	0.8	0.7	+14.3	4.0	4.1	−2.4
ALL TOWABLE RVs	10.8	10.9	−2.8	71.0	72.7	−2.3
Conventional (Type A)	2.5	2.3	+8.7	16.8	19.0	−11.6
Van campers (Type B)	0.6	0.8	−25.0	3.3	3.9	−15.4
Chopped vans (all)	2.7	2.2	+22.7	14.9	17.0	−12.4
ALL MOTOR HOMES	5.8	5.3	+9.4	35.0	39.9	−12.3
VAN CONVERSIONS	17.5	15.3	+14.4	101.8	86.9	+15.0
TOTAL	33.8	31.5	+7.8	207.8	201.1	+3.3

Detroit manufacturers' shipments of van chassis with the seat delete option were up sharply in June, portending future van conversion sales.

Detroit shipped 17,200 of those units in June, up 25.6 percent from last year.

RVIA expects exhibitor record for Atlanta show

RESTON, Va. — The Recreation Vehicle Industry Association expects its 1986 national RV trade show in Atlanta to be the largest in the show's 23-year history.

The show will be hld Dec. 2-5.

Steve Krivian, chairman of the show committee, said 529,044 net square feet of exhibit space was assigned to RV manufacturers and suppliers at the national show space drawing.

Krivian is director of marketing for Airstream Inc., Jackson Center, Ohio.

A total of 470,444 net square feet of exhibit space has been assigned to 96 manufacturers, with 14,000 square feet of manufacturer exhibit space still available.

All supplier exhibit space has been sold and assigned. A total of 239 suppliers will exhibit at 586 booths, each measuring 10x10 net square feet.

The show is expected to draw more than 12,000 industry officials.

A special feature of this year's show will be a seminar, co-sponsored by RVIA and the Recreation Vehicle Dealers Association, which will instruct dealers on new ways to attract the often-elusive first-time RV buyer.

The seminar will be conducted by Burson-Marsteller, RVIA's public relations agency, and will be presented once daily Dec. 1-3.

Registrants will receive the first report of a consumer survey by Burson-Marsteller, aimed at understanding the first-time RV buyer.

Aviator seeking increase in business with GM

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

WAKARUSA, Ind. — After increasing its office facilities and sales staff, Aviator Van Conversions expects a substantial gain in its sales of customized vehicles in the 1987 model year.

Brian R. Brady, Aviator vice president and general manager, said the company is eager to increase its sales of customized off-road vehicles and its General Motors business.

Aviator, along with Utilimaster, is a division of Holiday Rambler Corp. of Wakarusa. Holiday Rambler has been Ford Motor Co.'s largest consignment pool company the past six years.

Brady said Aviator has developed an "extremely close working relationship" with Ford. Now, he said, the company is seeking to build up the Chevrolet/GMC side of its business.

Aviator got a late, limited start last year in branching out into customizing Bronco IIs, compact Blazers, Jimmys, Suburbans, crew-cab pickups and dualies. It plans a more aggressive effort in that market in 1987.

The customized off-road vehicle business is seasonal, Brady added, with a peak in fall and winter.

Aviator hopes to sell 400 to 500 customized off-roaders in the 1987 model year, while expanding sales of its customized vans. It sells about 2,000 customized vans yearly.

It is signing 10 to 12 new dealers monthly, and expects to have 450 to 500 dealers a year from now, Brady said.

The company offers customized vans in low, medium and high-priced series. It does 40 percent of its volume in entry-level models, 40 percent in mid-priced models and the balance in high-priced models, which Brady considers a very healthy balance.

This year, the company sharpened negotiations with suppliers.

More important, Brady said, it worked closely with them to examine how things might be produced differently or how product value might be improved without reducing quality.

As a result, the company was able to improve the quality of its trim. It added a 40-channel CB and complete oak dash, along with custom-designed seating and custom fabrics to its high-line Crown Royale series while reducing the base price to dealers by about $300.

Brady said that for 1987, the company has reduced what it calls the "effective selling price" — a combination of added value and price reductions — by at least 15 percent.

The company promotes through direct-response ads, mailings, dealer testimonials and various other kinds of dealer communications. It plans to increase its range of dealer communication.

Because of the investments they're making to upgrade the value of their products, Brady believes that larger, quality customizers will succeed over the long haul in beating back competition from small, low-overhead operators.

Aviator, for example, has invested money in tooling for raised roofs and door panels that give it proprietary design rights, Brady said.

"Nobody can reproduce those designs unless they're willing to make the investments we have. And that begins to separate an Aviator or a Starcraft or a Bivouac — people that have the financial wherewithal — from the small shops," Brady said.

Rising yen may be boon for Japan, study warns European automakers

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — A new report on surging Japanese competition in Europe carries warnings for Europe's high-volume auto producers.

A 228-page analysis by the Motor Industry Research Unit (MIRU) at the University of East Anglia in Norwich, England, projects that rapid appreciation of the yen will pay long-term dividends for the Japanese industry by stimulating an increase in efficiency.

The researchers speculated that the Japanese eventually may be able to reduce the average cost per vehicle by as much as $3,000 through increased automation, upscale marketing and new emphasis on foreign assembly sites.

The study comes at a time when the Japanese have been strengthening their position in Europe, much to the displeasure of the European Common Market. Indeed, a growing discontent with Japanese penetration on several product fronts was reflected recently in the Common Market's imposition of anti-dumping penalties on Japanese photocopier producers. And Japan is placing curbs on auto exports to the Common Market.

In the first half of 1986, Japanese makers increased their car sales in European by 23 percent, from 592,000 to 727,000. According to the report, titled "Quality and the Japanese Motor Industry," the Japanese are challenging European makers not only in Europe, but in such traditional export markets as Latin America, Africa, the Middle East and Australia.

The report, compiled by a team under Professor Krish Bhaskar, contends that although such European makers as Daimler-Benz and BMW are relatively safe, the prognosis for volume producers is bleak.

"It has already become quite apparent from their performance in the more open markets in Europe that Japanese car manufacturers can easily sell their cars to European consumers," the report said. "Europe's volume producers — despite financial difficulties — have to respond immediately."

The authors said European manufacturers must compete with Japanese quality and reliability.

"If they do not manage to at least match the Japanese in this area, they will increasingly lose sales," according to the report.

With the yen rising approximately 40 percent against the dollar in the last year, Common Market officials have accused Japanese manufacturers of shifting emphasis toward European markets, where currencies have not declined as much against the yen.

In June, Japan's Ministry for International Trade and Industry said it would ask Japan's car companies to reduce the rate of increase of car exports to Common Market countries. Japanese automakers had registered year-to-year European export increases of about 55 percent in May and 70 percent in April.

In August, MITI and the automakers reportedly agreed on a voluntary limit of 1.1 million car exports to Common Market nations for 1986, a 10 percent increase over 1985.

Japanese shipments have slowed this summer, but MIRU warned of a long-term threat that must be met by European makers in markets outside France, Spain and Italy, which all but bar Japanese imports.

According to MIRU, the yen situation eventually will result in a more competitive industry in Japan. MIRU projects a broad long-range strategy by the Japanese. The research group looks for an increase in overseas sourcing and production capacity and further cost reductions bred by automation.

According to MIRU, the various strategies designed to weather the yen situation could result in domination of the world motor industry by Japan.

"The success of the Japanese in emerging with renewed strength from the 1974 oil crisis leads us to believe that the innovations and advances they make as a result of the present currency crisis will enhance their competitive position worldwide," the report said.

The research group laid out a formula by which the Japanese could achieve an average savings of $2,984 per car from new efficiencies.

According to MIRU's breakdown, the $2,984 would be achieved by recovering $1,000 through the sale of higher-priced vehicles with more options, $750 by locating new manufacturing plants overseas, $234 through automation, $100 by reducing office cost, $200 in other non-assembly reductions and $700 through supplier reductions in man-hours and costs.

According to MIRU, European producers must absorb the fundamental Japanese lesson that better efficiency is compatible with quality improvements. The researchers considered product reliability data among a wide range of Western European manufacturers. However, the group focused on high-volume producers in the United Kingdom — Nissan, Vauxhall, Ford and Austin Rover.

The dealer-oriented survey included an examination of numerous reports on reliability published in the United Kingdom, more than 1,000 questionnaires sent to dealers, interviews at dealerships and telephone interviews with dealers.

"We basically came to the conclusion that the Japanese are significantly better in quality terms," said Bhaskar. "Whichever way you look at it, however you define it — in warranty costs, in customer satisfaction, whatever — the Japanese retain a very much higher level of quality than the European manufacturers."

The research group attributed Japanese superiority to such factors as product development and design, employee attitudes and motivation, supplier involvement, automation, plant engineering and manufacturing systems and quality control systems.

Among Europe's high-volume manufacturers, "only certain Volkswagen models come close to the Japanese in quality and reliability," according to the study.

Among the primary U.K. competitors, MIRU placed Nissan first in its quality index. Next were Ford and Vauxhall, both of which were deemed to be ahead of the European average for quality, followed by Austin Rover.

Mitsubishi, Daimler-Benz plan joint van production in Spain

TOKYO — Joint production of the Mitsubishi Motors Corp. minivan with Daimler-Benz AG in Spain is expected to start at 9,000 and gradually be doubled. Mitsubishi said that initial output at the Mercedes-Benz Espanol facilities, in Vitoria, Spain, will be increased so that some vehicles can be exported to West Germany.

Find Out How Your Dealership Can Afford To Give Away...

Free Vacations
To:
•Hawaii•
•Vegas•
•Costa Rica•

VACATIONS OF A LIFETIME Starting at $50

PRODUCING THOUSANDS OF PROSPECTS DAILY

Includes: Air Fare, Accommodations, Discounts, Travel Club & Luggage

1-800-341-7333
Free Sample & Performance Package

Holidays International
The Leader In Incentive Travel

Mexican car exports show 5-month growth

MEXICO CITY — In contrast to the depressed domestic market, exports of Mexican-made cars increased 33.1 percent in the January-May period.

Shipments totaled 26,765 units, with the United States the main destination, according to the monthly report of the Mexican Automotive Industry Association.

The association said Chrysler de Mexico accounted for 61.7 percent of the exports for the five-month period, followed by General Motors, with 25.6 percent; and Nissan, with 11.3 percent.

Meanwhile, domestic sales of cars and trucks continued to slide, with a decrease of 34.2 percent for the five-month period.

The report said that domestic sales totaled 108,947 units in the five months, down 56,509 from the 165,456 sold in the same period last year.Cars were hardest hit, with 63,701 units, a loss of 37.2 percent.

TRUCK INDUSTRY

Sales set record in August

By JOSEPH BOHN
AUTOMOTIVE NEWS STAFF REPORTER

Domestic truck sales soared to another record in August, continuing their record-setting pace for the first eight months of calendar 1986 as well.

August sales were 391,200, up from 345,009 a year earlier.

The total included 370,679 light-duty sales, up from 323,210 a year earlier; 4,881 medium-duty Class 4-5-6 sales, down from 4,995; and 15,640 heavy-duty Class 7-8 sales, down from 16,804.

Within the medium segment, Class 5 sales of 797 were up from 519 a year ago, while Class 6 sales of 4,084 were down from 4,476, according to preliminary reports from the Motor Vehicle Manufacturers Association.

Within the heavy segment, Class 7 sales of 7,816 were up from 7,310, and Class 8 sales of 7,824 were down from 9,494 a year earlier.

Eight-month industry sales of 3,209,470 were up from last year's previous record of 3,162,397.

Light-duty sales of 3,034,539 were up from 2,973,930 in 1985, according to manufacturers' reports.

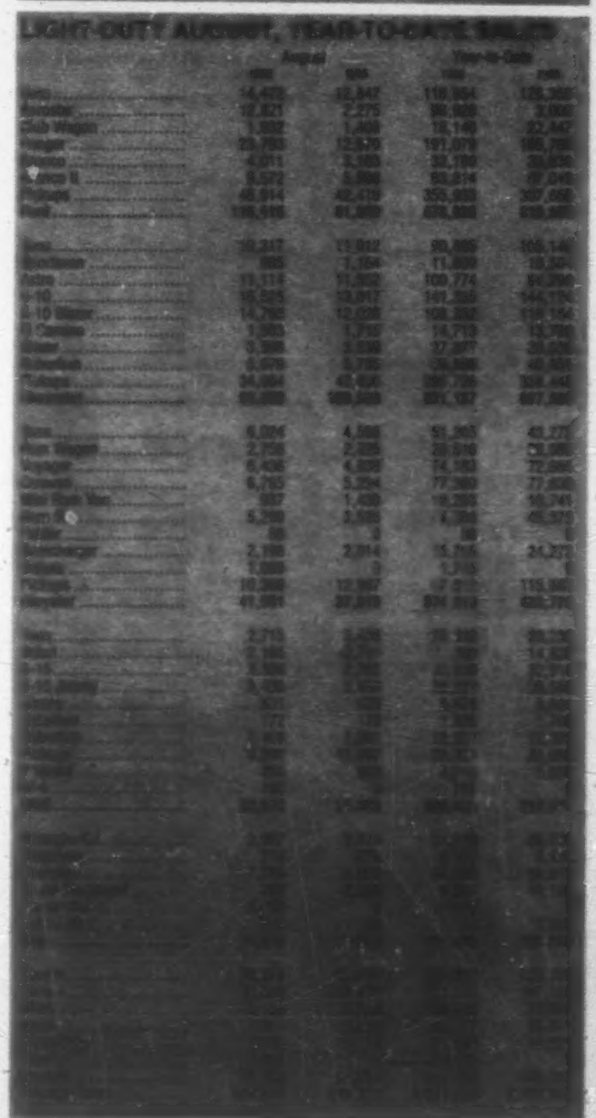
Medium-duty sales of 33,311 were down from 34,293, according to the association.

Within that segment, Class 4 sales of 3,459 were up from 3,366. Class 6 sales of 29,852 were down from 30,927 a year earlier.

Heavy truck sales of 141,620 were down from 154,174 in 1985.

Within that segment, Class 7 sales of 67,488 were up from 63,394. Class 8 sales of 74,132 were down from 90,780 a year earlier.

MAJOR MANUFACTURERS BY SEGMENT


LIGHT-DUTY AUGUST, YEAR-TO-DATE SALES

AUCTION DATES

American Motors

Sept. 16 — High Point Auto Auction, High Point, N.C.

Sept. 17 — Columbus Fair Auto Auction, Columbus, Ohio; Mid States Auto Auction, South Bend, Ind.; and Kansas City Auto Auction, Kansas City, Mo.

Sept. 18 — Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Evansville Auto Auction, Evansville, Ind.

Sept. 23 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Chrysler Corp.

Sept. 16 — Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 17 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn.; and Southwest Auto Auction, Phoenix, Ariz.

Sept. 18 — Clanton's Auto Auction, Darlington, S.C.

Sept. 19 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 23 — Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Arena Auto Auction, Chicago; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas (special sale)

Ford Motor Co.

Sept. 17 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Sept. 18 — Denver Auto Auction, Englewood, Colo., and Skyline Auto Exchange, Fairfield, N.J.

Used Car Sales
Auction Averages

September to date	$8,235
Month ago	$8,285
Year ago	$8,824

Model Breakdown
Auction Averages

	SEP 1986	AUG 1986	JUL 1986
1986	$12,019	$12,136	$12,574
1985	$8,522	$8,520	$8,622
1984	$6,236	$6,242	$6,256
1983	$5,489	$5,582	$5,561
1982	$4,310	$4,337	$4,350
1981	$3,375	$3,398	$3,385
1980	$2,504	$2,505	$2,529
1979	$2,126	$2,148	$2,164
Overall Average	$8,236	$8,237	$8,196

General Motors

Sept. 16 — Denver Auto Auction, Englewood, Colo.; Florida Auto Auction of Orlando, Orlando, Fla.; 166 Auto Auction, Springfield, Mo.; and Harrisonburg Auto Auction, Harrisonburg, Pa.

Sept. 17 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 18 — Nashville Auto Auction, Nashville, Tenn.; Ohio Auto Auction, Columbus, Ohio; Floyd Hauhe Auto Auction, Bridgeton, Mo.; and Southwest Auto Auction, Phoenix, Ariz.

Aftermarket groups slap incentives in Canada's auto-trade program

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Two aftermarket associations have told U.S. trade officials that the United States should not enter a free-trade agreement with Canada unless the agreement prohibits Canadian investment incentives that hurt U.S. parts makers.

The industry groups are the Motor and Equipment Manufacturers Association and the Automotive Parts and Accessories Association.

In an attempt to gauge industry concerns about establishing a free-trade arrangement with Canada the U.S. International Trade Commission and the U.S. Trade Representative's office held public hearings here last week. MEMA and APAA testified at those conducted by the U.S. Trade Representative's Office.

MEMA President William A. Raftery said his association "will under no circumstances support a duty-free arrangement while anti-competitive, pro-Canadian policies remain in effect."

Lee Kadrich, APAA managing director of government affairs, said, "Unless Canada agrees to discuss all aspects of our automotive trade relationship and all trade-distorting practices, the free-trade proposal remains the immediate threat to our aftermarket which must be stopped."

The two associations dealt at length with what they view as unfair Canadian trade practices that have developed during the past few years.

The Reagan administration and the government of Canadian Prime Minister Brian Mulroney have proposed that tariffs and other trade impediments between the two countries be abolished. Although most tariffs on automotive products were eliminated under the Automotive Products Trade Act of 1965, tariffs still exist for aftermarket products in both countries.

Kadrich and Raftery were especially critical of a Canadian program allowing duty remission on imported auto parts. The U.S. Trade Representatives Office has called the program a violation of the General Agreement on Tariffs and Trade and of the U.S.-Canadian Automotive Products Trade Act.

Raftery explained the program after submitting to the U.S. Trade Representatives Office a copy of a Canadian government "Order-In-Council" regarding a duty-remission arrangement with Honda Canada.

Raftery said, "The order grants Honda Canada a drawback on payable duties regarding the importation into Canada of any vehicles or parts to the extent that Honda incorporates Canadian Value-Added (Canadian production) into the vehicles.

"In other words," Raftery said, "for every dollar of Canadian Value-Added contained in the import parts or vehicles, Honda receives a dollar remission on the payable duty."

Kadrich joined MEMA's condemnation of the duty remission and local content requirements. He also criticized Canadian government efforts to attract Japanese suppliers to invest in Canada.

He said, "It was with Canadian government blessings that the newly founded Pacific Automotive Cooperation Inc. (PAC) embarked in 1984 on a zealous mission to stimulate both the Canadian and Japanese parts industries.

"Staffed by Japanese auto executives and directed by officials of the Japanese Automobile Manufacturers Association and the Japan Auto Parts Industries Association, PAC is waging an ambitious campaign to entice Japanese suppliers to take some of the sting out of U.S. political frustration with the mounting parts trade deficit, by entering the United States through the back door."

Kadrich said, "What makes all of this even more threatening is PAC's push for Japanese suppliers to use Canada as a springboard to launch duty-free original-equipment exports into both domestic and Japanese car assembly plants in the United States." The duty-free treatment is granted under the U.S.-Canadian Automotive Products Trade Act.

"Add to this the lure of government grants and lower operating costs in the key areas of wages, utilities and materials, and it is easy to see that our parts trade deficit with Canada could mount swiftly as Japanese suppliers move to exploit the Auto Pact to sidestep U.S. political pressures," he said.

USED-CAR AUCTION DIRECTORY

INDIANA

Mid States Auto Auction, 25784 Western Ave., South Bend IN 46619. 219-289-7787. Jim Seder. We spec' in fleet & lease accts. Complete recon. P.U. unlimited. Weds.

KENTUCKY

Mr. Sterling Auto Auction, 48 state pickup for fleet and lease customers. Mr. Sterling, Kentucky. 606-498-1414.

LOUISIANA

Bob French's Shreveport Auto Auction, 1315 Grimmet Drive, Shreveport, La. 318-222-5794. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for M.E.A. J.C. Haim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Sept. 17 — Chrysler Factory Sale; 11 A.M. plus imports at Noon, 0 Lane.
Sept. 24 — Fall Clearance Sale. Many special groups in 0 Lane.
Sept. 25 — Thurs., 5 PM Story — Semi-monthly Fleet & Lease Sale. Complimentary buffet, 4 PM.
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North, Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—Fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
103 Route 46, Fairfield, N.J. 07006
(201) 227-6100
8 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY 914-562-0700. Every Tuesday, 11:30 AM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction: 518-371-7500; Recon, 371-7600. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-256-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

PADE — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Exit 35A
Hatfield, Pa.
FLEET & LEASE
From quick pickup to complex repair to resale, 21 years servicing the industry. Contact: Paul Cleveland or Mort Gallub.
215-855-1000
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

6 ARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 601, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 6 P.M. Serving dealers & fleets. Phone: 717-961-3800.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Lowville, South Carolina.

TENNESSEE

Memphis Auto Auction, 2650 Mt. Moriah Road, Memphis, Tennessee 38115. (901) 794-7700. Sale every Thursday — 11 A.M. Mid-South's newest auto auction.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

on your REALLY BIG SALE be sure and advertise in this section

VIRGINIA

Jim Wheatley's
Harrisonburg Auto Auction

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. All State ICC Auto Transport Co
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

CLASSIFIEDS

CARS WANTED

WANTED
ALL USED
POLICE CARS
WILL TRAVEL ANYWHERE
TOP PRICES PAID
MARVIN 212-661-6400
We're #1 in the industry
WE WILL NOT BE OUT-BID
on 1985's or 1986's

CARS WANTED

1986 CHEVROLETS
Will pay $ for anything within a 200 mile radius.
Call for Quote
Aaron Masterson
LEN LYALL CHEVROLET
Denver, Colorado
303-344-3100

CARS WANTED

WANTED
NEW & USED
TOYOTAS
ALL MODELS
LIST PRICES PAID
Call CHARLES BARRETT
914-698-8700

Wanted
NEW 1986 CHEVROLET PASSENGER CARS
Call Sid Wolf
at Williams Chevrolet
516-288-6300

New
VOLVOS WANTED!
Annapolis Subaru-Volvo
301-268-5074

Attention Dealers
WANTED
NEW 1986 & 1987 CARS AND LIGHT TRUCKS
will take one or all of inventory
Will pick up anywhere
Call Rick or Jay at
A.C.S., 313-288-0200
Or FAX invoices to 313-689-1799

NEW
TOYOTAS
WANTED
CARS & LIGHT TRUCKS
Any Model
SOUTH SHORE TOYOTA

HYUNDAI'S WANTED
Call: Iggy
Bay Ridge Hyundai
718-680-1616

WANTED
1986
TOYOTAS
CARS & TRUCKS
TOP PRICES PAID
Call Jason Tobias
HALLISSY
WORLD OF CARS
617-458-8000

WANTED: HYUNDAI'S
Call: J.B.
HERB CHAMBERS
HYUNDAI
203-525-8500

SELLERS WANTED
Corporate Fleet & Lease Bulk Purchases of Used Cars
Dean Kobler
FLEET LIQUIDATORS
800-237-8535

LARGE METRO DEALER
Wishes to buy
Part or All of Your Chrysler-Plymouth Inventory
Call:
Steve Sands or Al Werle
612-735-8400
SUBURBAN
CHRYSLER-PLYMOUTH
1891 Suburban Avenue
St. Paul, Minnesota 55119

WE WANT TO BUY NEW
MERCEDES-BENZ
we need 1986
560 SEL's & SEC's
420 SEL's & 300 E's
MB North American Cars Only
with
New 911 PORSCHES
NEW JAGUARS
Used MERCEDES
Used ROLLS ROYCE
We will have to purchase these cars
Contact Buy or Sale of
Touch of Class Leasing Co.
201-746-4545

WE BUY NEW CARS
8 to 8,000
We currently pay over invoice for Mercedes, Porsche, BMW, Volvo, Jaguar, Nissan, Honda and Toyota. Prices are negotiable below dealer net cost on all other cars and trucks.
205-271-2330
DIVERSIFIED VEHICLE MANAGEMENT CORPORATION

WANTED NEW 1986 FORDS
All Models
Must Have IBM'S
Call Paul McLaughlin
ELBERT FORD
617-547-3820

NEW CHEVYS WANTED
CARS AND TRUCKS
Call Jim Vella
Spitzer Chevy
CLEVELAND, OHIO
(216) 467-4141

PRODUCTION COSTS OF SMALL-CAR MANUAL TRANSAXLE

	U.S.	Japan	Korea	Spain
BEFORE THE DEAL				
Direct and indirect labor	$60.28	$34.67	$60.28	$51.68
Materials	$736.89	$645.71	$736.89	$736.89
Expense packaging	$71.42	$68.71	$68.71	$68.71
Transportation and duty	3	$68.71	$68.71	$68.71
Total cost	$871.42	$868.19	$934.59	$925.99
% of U.S. cost	100%	99%	107%	106%
AFTER THE DEAL				
Direct and indirect labor	$60.28	$51.67	$60.28	$51.68
Materials	$736.89	$645.71	$736.89	$736.89
Expense packaging	$68.71	$68.71	$68.71	$68.71
Transportation and duty	3	$68.71	$68.71	$68.71
Total cost	$871.42	$834.79	$934.59	$925.99
% of U.S. cost	100%	96%	107%	106%

The above is based on a model developed by Harbour Simons of Troy, Michigan.

"Before the deal" shows product cost differential between small-car manual transaxle manufacturers in the United States and abroad. It is assumed that each U.S.-made transaxle requires two hours of direct labor, four hours of indirect labor and $100 in purchased material. Also assumed are a 1,000-hour work year, equipment costs of $50 per unit, a 5% scrap rate and 70% machine utilization.

"After the deal" illustrates what doesn't happen if labor and management agreed to a trade in which labor modifies work practices in exchange for management's commitment to invest in existing transaxle facilities at home. The data assigned a 15% increase in productivity of direct labor, 90% machine utilization, a 2% scrap rate and a ratio of indirect to direct labor of 3.7-to-1.

Harbour Inc., Troy, also compared Korea and Japan. Dr. David E. Cole, Harbour Professor, Industrial Technology Institute, University of Michigan, and Dr. Yuzo Yamashina, professor, Science Institute, University of Tokyo, also assisted.

STUDY

FROM PAGE 1

$268.19 in Japan and $334.96 in Korea. European production costs, at $306.31, already exceed those in the United States, due primarily to materials and transportation fees.

According to the article, a more competitive contract, in which "labor modified work practices in exchange for management's commitment to invest in existing transaxle facilities at home", would greatly narrow the gap between the United States and Japan.

Assuming the new pact would lead to a 15 percent increase in productivity of direct labor, 80 percent machine utilization, a 2 percent scrap rate and a ratio of indirect to direct labor of 3.7 to 1, manufacturing costs at the hypothetical U.S. transaxle plant would drop to $278.21, according to Luria. All but 236 of the plant's 850 jobs would be saved under such a contract, he said.

Luria said the remaining $11.02 in cost difference between the United States and Japan could be eliminated through a government subsidy.

"If one assumes that the advantage of proximity to U.S. assembly plants isn't enough to offset this $11.02 cost differential, then management would still have an incentive to move more auto production offshore," Luria wrote.

"If the cost to the U.S. Treasury of losing domestic production is greater than the remaining cost gap, then selective subsidies or tariffs might be an effective way to bolster the new productivity conditions and keep production in the United States."

It would cost the federal government $6.3 million to subsidize the $11.02 difference at the one transaxle facility, according to Luria. But he called the cost a bargain since it would help save the 614 plant jobs plus another 1,000 in related industries.

"Moreover, phasing out such a subsidy or tariff over, say, five years would both support the productivity coalition and make demands on its continuance easier," Luria said in the article.

Luria provided examples of how changes in job classifications have had a direct effect on production costs.

About $15 per vehicle was saved at the U.S. assembly plant because employees were allowed to clean their own work areas, Luria said. At an engine plant, $10 per unit was saved due to new work rules and the addition of automated manufacturing, he wrote.

"From a company-wide engineering study conducted by one of the Big Three, one can infer that as much as 37 percent of plant downtime results from restrictive work practices, which works out to approximately $700 in added costs per vehicle," Luria said.

Future agreements will have to include more-flexible work practices and lower pay in some labor-intensive component plants, he said. In exchange, he said, corporations will have to accept somewhat lower returns on investment.

He predicted that more agreements will be modeled after General Motors' Saturn contract, which tak part of wages to profitability and possibly productivity. Starting pay scales in the future likely will be at a lower percentage of maximum pay, he added.

Jaguar expects CAFE fine

WASHINGTON — Jaguar is expecting to pay upwards of $4.5 million in civil penalties because its 1985 models did not meet the Corporate Average Fuel Economy standard of 27.5 mpg for that year.

The exact figure is not yet known because EPA has not finished collecting data and NHTSA has not done the math.

The fine is $5 for each tenth of a mile mpg by which a company misses the CAFE standard.

Last December, Jaguar paid $6,015,000 in fines because it missed both the 1982 CAFE of 26 mpg and the 1984 CAFE of 27 mpg.

The 27.5-mpg standard has caused problems for many companies — about $900 million in fines for General Motors and about $50 million for Ford Motor Co. But those full-line manufacturers can take advantage of carry-forward and carry-back provisions.

PRODUCTION

U.S. CAR	Week Ended Sept. 13, 1986	Week Ended Sept. 14, 1985	Week Ended Sept. 6, 1986	Sept. to Date	Jan. 1 to Sept. 14, 1986	Jan. 1 to Sept. 13, 1985
AMERICAN MOTORS	0	2,858	0	0	60,514	36,555
Renault Total	0	2,858	0	0	60,514	36,555
Alliance	0	1,979	0	0	31,657	25,608
Encore	0	879	0	0	28,857	10,947
CHRYSLER MOTORS	39,700	37,190	33,742	84,442	822,335	845,170
Chrysler Total	7,500	7,865	7,573	15,073	356,476	289,985
Horizon	2,800	3,679	3,178	6,978	104,380	121,472
Omni/Omni	800	0	882	1,782	0	11,311
Reliant	2,800	3,925	2,491	5,291	117,444	110,663
Caravelle	800	964	944	1,244	34,221	31,733
Shelby Fury	300	300	440	740	12,921	13,377
Chrysler Total	4,700	8,561	7,959	12,659	207,455	252,103
Laser	0	1,177	0	0	36,883	27,239
LeBaron	700	942	788	1,488	66,657	67,945
LeBaron GTS	1,100	2,649	3,842	4,942	67,890	51,443
New Yorker/E-Class	1,000	1,238	1,017	2,017	47,888	53,578
5th Avenue	1,900	2,555	2,361	4,261	80,976	52,303
Dodge Total	8,500	10,004	8,210	16,710	252,367	304,061
Daytona	0	301	0	0	34,588	30,807
Dart	2,900	2,603	3,021	5,921	101,001	117,585
Shadow	800	0	792	1,592	0	18,063
Aries	2,600	3,766	2,111	4,711	86,549	87,761
Dodge 600	600	1,361	626	1,226	46,256	50,803
Lancer	700	1,619	654	1,354	47,403	37,671
Diplomat	900	573	1,006	1,906	25,676	29,607
FORD MOTOR	39,547	36,469	32,407	61,949	1,176,751	1,258,070
Ford Division	21,814	18,566	23,746	45,882	782,956	863,171
Escort	6,800	7,566	6,946	13,746	234,173	272,985
EXP	0	0	0	0	3,836	0
Mustang	3,952	4,007	4,121	7,733	126,664	130,159
Tempo	2,757	3,502	3,533	6,269	133,081	139,086
LTD	0	3,773	0	0	160,316	0
Taurus	6,755	0	9,139	17,894	0	210,620
Thunderbird	0	0	0	0	127,784	104,470
Crown Victoria	0	0	0	0	7,122	0
Lincoln Division	7,628	7,501	6,695	16,267	393,793	394,899
Mercury Total	5,204	4,805	4,566	9,613	279,425	272,440
Lynx	1,308	1,293	680	1,988	51,257	46,110
Capri	70	66	0	70	13,469	12,479
Topaz	671	1,319	1,010	1,881	41,386	41,297
Cougar	0	0	0	0	63,704	99,951
Marquis	0	1,427	0	0	74,885	0
Sable	2,775	0	2,880	5,654	0	85,587
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	2,654	2,696	4,070	6,674	114,366	122,469
Continental	291	402	485	666	18,567	13,552
Lincoln	1,952	2,172	3,055	5,007	83,115	91,651
Mark VII	391	322	810	1,001	12,686	17,048
GENERAL MOTORS	66,638	91,458	83,624	150,262	3,457,078	2,959,143
Buick Total	18,112	19,839	13,690	31,702	717,001	551,258
Skyhawk	1,585	1,707	1,213	2,798	76,078	60,601
Century	4,311	6,984	3,422	7,733	194,694	166,095
Regal	0	3,588	1,213	1,213	94,981	42,952
Skylark (X-car)	0	0	0	1,421	40,953	0
Somerset/Skylark	2,786	3,098	1,617	4,803	87,832	78,709
LeSabre (full)	5,400	0	3,544	8,944	0	108,359
LeSabre/Electra(mid)	389	537	243	632	85,797	10,988
Electra(full)	3,641	3,868	2,196	3,839	92,516	61,341
Riviera	0	47	0	0	45,357	19,467
Cadillac Total	5,479	3,807	4,236	9,737	255,150	230,777
Eldorado	305	4	388	693	19,076	17,869
Cadillac (mid)	1,200	229	1,019	2,219	30,841	60,033
Seville (full)	3,794	3,265	2,822	6,616	121,232	117,208
Eldorado	0	72	0	0	51,846	18,513
Seville	0	37	0	0	37,305	17,077
Chevrolet Total	30,333	31,388	22,043	52,376	1,161,581	907,407
Chevette	2,535	2,433	1,564	4,464	115,184	70,617
Camaro	3,539	3,784	2,750	6,289	146,800	127,888
Cavalier	8,353	9,366	6,468	14,851	391,197	285,563
Celebrity	6,405	5,341	3,928	12,102	194,383	175,065
Citation	0	0	0	0	37,899	0
Monte Carlo	1,180	2,816	2,147	3,377	99,699	82,887
Chevrolet	5,680	6,803	4,237	9,917	166,245	146,910
Corvette	640	1,003	521	1,161	32,984	18,781
Oldsmobile Total	15,213	20,210	11,862	27,095	854,989	718,707
Firenza	600	1,048	625	1,455	45,311	27,388
Calais	2,964	3,846	2,057	5,061	106,166	83,646
Cutlass Ciera	3,471	5,502	2,897	6,368	252,099	180,797
Cutlass Supreme	969	5,573	1,231	2,221	164,136	90,349
88 (full)	3,952	0	2,782	6,714	0	276,611
98 (Full)	360	386	252	612	159,995	13,821
Delta 88	2,916	3,833	2,049	4,864	99,986	86,154
Firenado	0	22	0	0	27,288	14,040
Pontiac Total	17,461	16,444	11,811	29,262	473,039	590,889
Acadian**	0	637	337	337	9,381	11,031
Pace	1,703	2,468	991	2,751	79,218	47,845
1000	795	1,247	677	1,462	33,163	15,022
Firebird	3,073	2,326	2,582	4,907	79,827	80,011
2000 Sunbird	3,962	2,661	2,864	6,546	99,156	96,373
Grand Am	5,904	4,231	3,083	9,073	90,703	156,174
6000	2,904	717	982	3,886	37,900	99,474
Parisienne	311	2,569	259	570	54,010	42,938
HONDA	5,460	3,226	4,444	9,904	109,207	147,492
NISSAN	1,837	1,244	1,021	2,858	21,879	26,812
SUBARU*	3,731	1,875	3,731	7,462	32,482	142,610
VOLKSWAGEN	2,000	2,127	1,580	3,580	66,166	57,922
Total Cars, U.S.	149,909	156,445	130,529	280,437	5,895,829	5,574,158
Total Cars, Canada	25,539	24,835	13,520	39,059	746,160	730,445
N. American Cars	175,448	181,280	144,049	319,495	6,611,989	6,304,603
N. American Trucks	82,769	99,074	80,099	182,868	3,049,089	3,115,720
North American Cars and Trucks	258,215	271,354	224,148	492,363	9,661,079	9,420,323

*—Revised estimate. **—All Acadians are built for sale in Canada.
Weekly estimates may contain some error of one or two units due to rounding.

Auto production best in 10 weeks

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

With lines speeding up after model changeover, U.S. automakers targeted their best week's production in 10 weeks.

Last week's scheduled build of 149,908 cars marked the highest production since 175,718 during the week ended July 5.

Last week's output was 14.85 persent more than the prior week's 130,529 — a holiday week.

But last week's build was 4.18 percent below the year-ago week's 156,445.

Companies split last week's scheduled production as follows: General Motors, 57.79 percent; Ford Motor Co., 19.71 percent; Chrysler Motors, 13.81 percent; Honda of America Manufacturing Inc., 3.64 percent; New United Motor Manufacturing Inc., 2.49 percent; Volkswagen of America, 1.33 percent; and Nissan Motor Manufacturing Corp. U.S.A., 1.23 percent.

American Motors' Kenosha, Wis., plant was down last week for inventory adjustment. The plant is scheduled to resume production today (Sept. 15).

GM said its Oklahoma City and Framingham, Mass., plants are down this week because of a material shortage.

GM's Oldsmobile No. 1 and 2 plants in Lansing, Mich., were slated for two overtime shifts Saturday (Sept. 13).

Ford's Edison, N.J., plant was also scheduled for Saturday overtime.

All Ford plants except Lorain, Ohio, are scheduled for daily overtime this week. Lorain is down for model changeover until Sept. 22.

No Saturday (Sept. 20) overtime is scheduled at Ford plants.

Chrysler's Belvidere, Ill., and St. Louis No. 2 plants were slated for Saturday (Sept. 13) overtime.

The same plants are scheduled to work two nine-hour daily shifts this week.

Truck output off slightly

Last week's domestic production of 68,083 trucks slipped 1.50 percent from the previous week's 69,121.

The drop from the prior week — which included Labor Day — was due primarily to model-changeover downtime at Ford Motor Co.'s Wayne, Mich., plant. Wayne is slated to resume production Sept. 29.

Last week's targeted build was 5.24 percent below the 71,846 trucks assembled in the year-ago week.

General Motors scheduled two overtime shifts Saturday (Sept. 13) at its plants in Janesville, Wis.; Moraine, Ohio; Flint, Mich. (No. 1); and St. Louis.

Ford's St. Louis and Norfolk, Va., plants were slated for overtime Saturday.

All Ford plants except Lorain, Ohio, are scheduled for daily overtime this week (Sept. 15).

Ford's Kansas City and Twin Cities plants are slated for Saturday (Sept. 20) overtime.

Two overtime shifts were scheduled at Chrysler Motors' Warren, Mich., plant Saturday (Sept. 13).

The Warren plant is slated to operate two nine-hour daily shifts this week.

Production rises in Canada

Output of both cars and trucks in Canada last week was slated to top any week's build since late June.

Automakers targeted 25,538 units last week, the highest output since the week ended June 21, when 25,753 cars were assembled.

Truckmakers scheduled 14,686 units last week, more than any week since 16,564 the week ended June 28.

General Motors' car production of 13,550 last week was more than double the previous week's 6,512 — a four-day week.

The jump was due in part to increased output at both of GM's Oshawa, Ontario, car plants, after downtime for a parts shortage.

Last week's scheduled car production total was 88.89 percent higher than the previous week's 13,520 and 2.83 percent better than the year-ago week's 24,835.

Last week's truck output was 33.78 percent better than the prior week's 10,978 but was 19.43 percent below the year-ago week's 18,228.

Contributing to last week's gain was production at GM's Scarborough, Ontario, plant, which shot up to 1,594 from 365.

CANADIAN CAR	Week Ended Sept. 13, 1986	Week Ended Sept. 14, 1985	Week Ended Sept. 6, 1986	Sept. to Date	Jan. 1 to Sept. 14, 1986	Jan. 1 to Sept. 13, 1985
AMERICAN MOTORS	120	410	76	196	7,459	2,823
FORD MOTOR	11,643	10,039	6,752	18,395	350,899	364,553
GENERAL MOTORS	13,560	14,172	6,512	20,082	380,916	355,969
VOLVO	225	225	180	405	7,086	7,081
Total Cars, Canada	25,538	24,835	13,520	39,059	746,160	730,445
U.S. TRUCK*	Week Ended Sept. 13, 1986	Week Ended Sept. 14, 1985	Week Ended Sept. 6, 1986	Sept. to Date	Jan. 1 to Sept. 14, 1986	Jan. 1 to Sept. 13, 1985
CHEVROLET	22,007	20,848	18,344	40,351	539,555	631,745
DODGE	4,000	4,564	4,278	8,278	152,672	75,988
FORD	23,781	21,383	31,490	55,271	838,424	1,008,379
GMC	8,169	6,978	6,466	14,825	283,169	256,984
NAVISTAR	1,825	1,594	1,300	2,895	54,349	50,652
JEEP	4,400	5,954	3,470	7,870	152,191	128,133
NISSAN	1,751	2,564	1,433	3,184	75,540	84,179
AM GENERAL*	50	50	50	100	1,780	1,812
MISCELLANEOUS*	2,300	2,000	2,300	4,600	66,553	82,340
Total Trucks, U.S.	68,083	71,846	69,121	137,204	2,444,233	2,519,770
CANADIAN TRUCK	Week Ended Sept. 13, 1986	Week Ended Sept. 14, 1985	Week Ended Sept. 6, 1986	Sept. to Date	Jan. 1 to Sept. 14, 1986	Jan. 1 to Sept. 13, 1985
AMERICAN MOTORS	750	0	588	1,338	0	19,894
CHRYSLER	8,494	8,903	7,023	15,517	281,269	280,468
FORD	3,648	3,548	2,859	6,507	114,581	115,180
GENERAL MOTORS	1,594	365	1,277	1,959	200,779	173,980
NAVISTAR	200	0	143	343	8,397	6,620
Total Trucks, Canada	14,686	12,816	10,978	25,664	604,957	596,958
N. American Trucks	82,769	99,074	80,099	182,868	3,049,089	3,115,720

*—Estimate.
Canadian production includes Canadian-built units for U.S. market.
Canadian truck includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Weekly estimates may contain some error of one or two units due to rounding.

VW, BMW boost prices

By John K Teahen Jr.
AUTOMOTIVE NEWS STAFF REPORTER

The auto price spiral continued last week as Volkswagen United States and BMW of North America priced their 1987 models.

VW's hike amounted to $530 on the average-equipped car. It consisted of $438, or 4.2 percent, on the base car on a sales-weighted basis after adjusting for equipment changes and $92, or 5.8 percent, on optional equipment.

The BMW boost averaged $1,148, or 5.3 percent.

VW's increases ranged from $390 on the base Jetta sedans to $760 on the Vanagon GL Camper. For BMW, whose cars start above $20,000, the hikes ranged from $1,120 on the 325 two-door sedan to $3,200 on the 735i four-door sedan.

In the VW Golf line, the two-door and four-door hatchbacks (gasoline engines) rose $410 each, about 5 percent. The two-door now is $8,190; the four-door, $8,400.

VW said the Golf has been upgraded with a velour interior, aerodynamic headlights and aero steel wheels with finned trim rings. It is called the Golf GL for 1987.

The GTI went up $430 and is now $10,325.

Jetta models start at $9,290 for the base two-door and $9,520 for the base four-door, up $390 each. The fancier Jettas have steeper hikes — $505 for the GL four-door and $550 for the GLI four-door.

Golf and GTI are built at VW's plant in Westmoreland, Pa. Pilot production of the Jetta has begun at Westmoreland, and regular output will start in October.

On VW's imported cars, prices went up $555 on the Cabriolet (now $13,250); $420 on the Scirocco coupe (now $10,680) and $600 on the Quantum GL four-door sedan (now $14,985).

BMW's lowest-priced 1987 model is the 325e two-door sedan at $21,475, an increase of $1,120. Other 3-series units rose $1,150 to $1,430.

At the top of the BMW line, the 735i four-door sedan climbed $3,200; the L7 four-door rose $2,645; and the 635CSi coupe went up $2,660. The 1987 prices are 735i, $42,475; L7, $46,675; 635CSi, $46,965.

Record August sales reported by Yugo

Yugo sales numbered a record 4,135 in August to bring the year-to-date count to 18,994.

One of the two sales figures listed for Yugo in the Sept. 8 issue of Automotive News was incorrect.

C2700-1

Automotive News

September 22, 1986

Crain Communications copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial contents in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

MARKETING '87

TARGETING SPECIAL MARKETS

It's a whole new game for automakers in '87

03032290B 0300 8638 COMP 042
ACG EDITOR
ACG EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE6
BETHESDA MD 20814

Automotive News

September 22, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Forecasts vary, show a lack of certainty

By Al Fleming
AUTOMOTIVE NEWS STAFF REPORTER

The 1987 model year looms as a time of uncertainty in the U.S. car and truck market.

Forecasts by 17 auto market analysts surveyed by Automotive News are more varied than ever before.

Their predictions for total vehicle sales in 1987 range from a low of 14.4 million units to a high of 16.2 million.

Car sales forecasts range from 10.2 million to 11.4 million, with sales of imported cars in the 2.8-million to 3.5-million area.

Truck sales estimates for 1987 stretch from 3.7 to 4.8 million, with truck imports figured to settle anywhere from 700,000 to 900,000 units.

As noted in this week's Automotive News Marketing '87 Extra, the wide variations in forecasts by the nation's leading auto industry analysts result from a number of key factors that could directly affect the 1987 market — for better or worse. They include the general economy, tax reform, actions on the federal deficit, vehicle pricing and financing strategies and consumer reaction to 1987 domestic and imported vehicles.

The Automotive News composite estimate for 1987, based on the analysts' forecasts, puts total vehicle sales at 15.0 million units — 10.7 million cars and 4.3 million trucks. The figures include import sales of 3.2 million cars and just over 800,000 trucks.

According to the analysts, the nation's economy in 1987 will be similar to that of 1986. However, they believe tax-reform legislation will have a dramatic impact on new-vehicle sales — adding to them in the fourth quarter of 1986 but stealing from them in the coming calendar year.

The analysts unanimously agree that low-rate financing and other incentives will continue to be a way of life in the 1987 market.

However, their views on import-vehicle sales differ greatly. A major factor, they believe, will be pricing and product strategies by importers of Japanese vehicles.

The situation is this: A weakening U.S. dollar has ignited price competition in the small-car market. Chased by low-priced South Korean-built imports and cut-rate U.S. domestic products, the Japanese are moving into upscale segments traditionally held by U.S. and European makes.

The Japanese have few changes in their 1987 import lineups. Nonetheless, as competition intensifies, Japanese-import advertising bud-

see MARKETING, page 36

WHAT IS WORLD CLASS?
Asked of 128 Executives at U.S. Suppliers and Automakers

	VEHICLE MANUFACTURERS		PARTS SUPPLIERS	
	World Class Performance	Current Performance	World Class Performance	Current Performance
% Of Processes First Time Quality	99%	50%	99%	50%
Total Lead Time (Concept To Start)	36 months	60 months	12 months	20 months
% Of Products Meeting Cost Objectives	89%	50%	95%	70%
New Equipment Up Time	99%	60%	99%	70%
Total Production Lead Time (1st Operation To Ship)	2 days	3 days	3 days	10 days
Days To Process Engineering Change	30 days	100 days	20 days	60 days
Internal Changes In Engineering	90	600	3	10
R & D Cost (% Of Sales)	5%	5%	5%	5%
Raw Material Yield	92%	65%	99%	89%

Source: Arthur Andersen & Co.

U.S. industry is called less than world-class

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Executives of U.S. auto manufacturers and automotive supplier companies confess they are a long way from world class in engineering performance, according to a study by Arthur Andersen & Co.

"The challenge for U.S. companies to become world class is huge," said Peter Van Hull of Arthur Andersen.

He said the survey showed that basic fundamental differences exist between U.S. management style and foreign management styles. Until recently, manufacturing and engineering were not considered a high priority in the United States, Van Hull said.

That attitude, however, must change, and manufacturing and engineering must be used as a competitive weapon against foreign companies, he said.

"As the Japanese establish assembly plants and supplier plants here," Van Hull said, "manufacturers can no longer use exchange rates and labor rates as an excuse."

The survey came about because Arthur Andersen consultants, who advise automakers and automotive suppliers, kept hearing the term "world class." They wanted to know what it meant and where U.S. companies currently stand.

The firm, which does a full-scale Delphi study of the automotive business every other year, did a mini-study on the world-class issue. It surveyed 125 executives of automotive and automotive supplier companies, mostly domestic, who also participate in the full-scale study. A Delphi study is based upon the opinions of those interviewed, not on hard data.

The major finding was that those surveyed perceive a significant gap between their current engineering performance and world-class engineering performance in almost every category.

The executives were asked to list what items constituted world-class engineering performance. They listed what they thought would be world-class performance for each category and where they thought

see STUDY, page 66

Ford, Fiat contend for hand of Alfa in 12th-hour skirmish

By Richard Johnson and Giancarlo Perini
AUTOMOTIVE NEWS STAFF REPORTERS

The courtship of Alfa Romeo was shaping up late last week as a full-scale battle of wits between two of the world's automotive giants.

Just as Ford Motor Co. was putting the finishing touches on months of negotiations aimed at acquiring an equity interest in Alfa, Fiat reemerged as a contender for the prestigious, but financially strapped Italian specialty producer.

While Ford Chairman Donald Petersen was reportedly making plans to fly to London to announce the deal, Fiat S.p.A. Chairman Giovanni Agnelli was paying a visit to Italian Prime Minister Bettino Craxi, presumably to gain support for a Fiat takeover of government-controlled Alfa.

Though a letter of intent could be signed virtually any day by Ford and Alfa, the deal must still be ratified by Italian authorities. A parliamentary commission would likely invite a response from Fiat, setting the stage for political maneuvering and campaigns for public support.

There was suggestion last week that if the proposals are similar, the Italian Parliament, stirred by political and patriotic feelings, would back Fiat over Ford.

But another point of view which surfaced in Italy favored the notion of foreign investment pouring into the country and opposed further monopolizing by Fiat of the Italian market, which already boasts some of the highest car prices on the continent.

Meanwhile, emerging from the Ford-Alfa talks was a glimpse of what the U.S. automaker has in mind for its Alpha clean-sheet subcompact/compact-car development program. Under terms of the equity agreement, Alfa Romeo would play a key European role in a global strategy that would be for

see ALFA, page 66

Tax overhaul could bring Toyota loss

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Chrysler Corp., General Motors and Mazda appeared to be the big winners in the tax-overhaul derby, while it appeared Toyota would lose a $33 million break on its first U.S. assembly plant.

Under transition rules published during the weekend, Chrysler won approximately $50 million worth of tax credits for renovation work on two assembly plants in St. Louis, according to an aide to Sen. John Danforth, D-Mo.

In addition, the Chrysler-Mitsubishi joint venture plant in Illinois was granted a $30 million tax break, according to Rep. Dan Rostenkowski, D-Ill., who was co-chairman of the Senate-House conference committee drafting rules on how the new tax law would be phased in.

However, Toyota Motor Corp., embroiled in a dispute with organized labor over the construction of its Kentucky plant, will lose an estimated $33 million in tax breaks under the transition rules, according to Rostenkowski. The tax

see TOYOTA, page 66

Court dismisses suit on air bags

by Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A federal appeals court panel has dismissed the challenge to the passive-restraint standard raised by the state of New York, State Farm and other insurers.

The three-judge panel of the U.S. Circuit Court for the District of Columbia ruled that main arguments raised by New York and State Farm centered around the so-called "trap-door" provision of the passive-restraint standard.

That provision would automatically rescind the federal passive-restraint standard if, by April 1, 1989,

see AIR BAGS, page 66

AUTOMOTIVE NEWS-JOE WILCOX

As a federal appeals court panel considered a challenge to the passive-restraint standard, Ford tested an air bag at its new-car preview in Detroit.

Sprint ER wins fuel-economy race once more

WASHINGTON — In the 1987 gas-mileage derby, there's a long way between the top and the bottom.

Even though gas prices are way down and customers crave big cars rather than highly fuel-efficient ones, the law is the law, and EPA continues to track fuel economy and require window stickers displaying the information.

This year, four of the 10 cars getting the highest numbers from

see EPA, page 66

INSIDE:

GM prices up $368 for 1987 — Page 3

Five lines launch 1987 products — Pages 52-54

Three lines hold '87-model press previews — Pages 70-71

NEWSPAPER

GM boosting car stickers $368 for '87

By John E. Tomlinson Jr.
AUTOMOTIVE NEWS STAFF REPORTER

With its 1987 price increase, General Motors is once again daring the public to buy its automobiles.

If consumers don't take the dare, they could benefit financially from a new round of incentives — this time on the 1987 models. But where do you go from 2.9 percent, the current finance rate on GM cars?

GM's 1987 price increase averages $368, or 2.6 percent, on models that will go sale Oct. 9. The 2.6 percent figure was supplied by the corporation. The $368 was computed by Automotive News. GM does not divulge the average dollar amount of its price increases.

News Analysis

Ford Motor Co. last week acknowledged that it had sent price-protection letters to dealers so they can pre-sell 1987 models. Some of Ford's tentative increases are huge, but they are mitigated somewhat by major equipment additions.

Chrysler Motors had nothing to add to its earlier price statement. In August, Chrysler said its 1987 stickers were tentatively slated to rise 2 percent.

The GM hikes covered a wide range. A Chevette was reduced $780, but that was an exception to the rule. A partial list provided by GM showed boosts as high as $1,004 on a Cadillac Brougham.

The 2.6 percent hike is on comparably equipped 1987 and 1986 models. On a straight sticker-to-sticker basis, the increase appears to be at least twice that high. GM said the figure for the base-model increase was not available.

The $368 lump on the 1987 cars follows a year of substantial price hikes by GM. Automotive News estimates that GM raised its prices an average of $750 on its 1986 models. There were $400 boosts in September and in April. The other $150 came from sales-weighting the higher stickers on certain full-sized and luxury cars that weren't included in the 1986 introductory figures.

GM has said there will be no incentives — finance or otherwise — at the beginning of the 1987 model year. With higher prices and the end of the tremendously successful 2.9 percent loans, another question arises. How long will that decision hold?

As noted, GM's $368 increase is on comparably equipped models. In that exercise, the manufacturer adds to the old model the price of any equipment that has been made standard on the new one.

There's no problem in that procedure as long as the added equipment is something that most buyers would order anyway — like automatic transmission on a Chevrolet Celebrity, which is one of this year's add-ons.

But it's an out-and-out price hike if the added equipment is something that the normal buyer never would choose — like wire wheels on a base Chevette.

(No, GM has not made wire wheels standard on the Chevette.)

GM mentioned only three add-ons for 1987. Aside from automatic transmission on the Celebrity, they are a 3.8-liter port-fuel-injected V-6 on the Buick LeSabre and the Oldsmobile Delta 88 and a wide body side molding on the Pontiac Grand Am. Obviously, there were others: GM supplied price comparisons for 17 models, and every one of the "adjusted" 1986 prices is different from the actual 1986 sticker.

Automatic transmission on the Celebrity has been batted around like a ping pong ball. It was standard equipment when the car was introduced as a 1982 model. It was stripped from the standard list for 1984 and was $425 to $490 extra for three seasons. Now it's back as standard equipment for 1987.

GM cut the prices of its lame-duck Chevettes, which will be dropped after the 1987 model year. The two-door hatchback is $4,995, down $750 from 1986, and the four-door hatchback is $5,495, down $464. Automotive News pinned the $4,995 tag on the Chevette in the Aug. 11 issue.

Contributing to the Chevette price reduction was a cut in the

see PRICES, page 56

GM PRICES — 1987 vs 1986

	1987 Price	1986 Price	Change
Chevrolet Chevette 2-dr. hatchback	$4,995	$5,775	$– 780
Chevrolet Sprint 2-dr. hatchback	5,595	5,660	+ 335
Pontiac 1000 2-dr. hatchback	6,080	5,966	+ 109
Chevrolet Spectrum 2-dr. hatchback	7,412	6,894	+ 518
Chevrolet Cavalier 4-dr. sedan	7,440	7,053	+ 388
Chevrolet Nova 4-dr. sedan	8,256	7,851	+ 405
Pontiac Grand Am 4-dr. sedan	8,449	8,959	+ 490
Chevrolet Camaro coupe	9,955	9,149	+ 646
Oldsmobile Cutlass Ciera 4-dr. sedan	10,940	10,619	+ 321
Oldsmobile Cutlass Supreme coupe	11,530	11,046	+ 483
Chevrolet Caprice Classic 4-dr. sedan	11,993	11,054	+ 939
Pontiac Fiero GT coupe	13,489	12,999	+ 490
Oldsmobile Delta Royale 4-dr. sedan	13,839	12,955	+ 884
Buick Electra Park Avenue 4-dr. sedan	18,795	17,975	+ 820
Cadillac Brougham 4-dr. sedan	22,657	21,653	+ 1,004
Chevrolet Corvette coupe	27,999	27,405	+ 594

The 1986 prices and the year-to-year changes are not adjusted for equipment additions.

Chrysler adds models to '87 incentives list

By Laura Clark
AUTOMOTIVE NEWS CHRYSLER BEAT

Chrysler Motors Corp. has added more 1987 models to its low-rate financing program. But the new phase will be partially subsidized by participating dealers.

The rates range from 2.4 percent to 9.9 percent, depending upon the length of the contract.

Chrysler dealers who participate in the new program will have to pay the company $39 for every new 1986 or 1987 car they sell at retail from Sept. 12 to Oct. 12. No rebates are being offered on the 1987 models in the new program.

Chrysler's original program was to run from Aug. 29 to Oct. 12. It included most North American-built 1986 cars and trucks and a few 1987 models.

The 1987s were Dodge Charger/Plymouth Turismo, Dodge Diplomat, and Chrysler New Yorker and Fifth Avenue.

The 1987 models added to the program are: Dodge Aries, Plymouth Reliant, Chrysler LeBaron four-door, LeBaron Town and Country wagon, Dodge 600, Plymouth Caravelle, Chrysler LeBaron GTS, Dodge Lancer, standard-size Ram Van and standard-size Ram Wagon.

Despite the addition of the participation fee, several Chrysler dealers said last week that limited incentives on the 1987 models may sustain the sales momentum created by the cut-rate loans.

"Lee Iacocca says if you want to party, you gotta pay," said Edmund Kehoe, owner of Kehoe Chrysler, Wellesley, Mass.

Others welcomed the incentive program for 1987 models but said the the $39 was unnecessary.

"I love the extention and hate the $39," said Jack Kennedy, general manager of Lochmoor Chrysler-Plymouth, Detroit. "After all, isn't this benefiting the corporation?"

Some dealers interviewed last week said the new program will help keep Chrysler dealers competitive during a period when their inventories of 1986 models are low.

Jack Caruso, owner of Caruso Chrysler-Plymouth and Regency Dodge, Jacksonville, Fla., said the supply for 1986 models is so slim that Southeast dealers have been traveling as far as Texas and Colorado to buy 1986 cars and trucks.

"Chrysler was not in the position that General Motors was; we didn't need incentives to clear our inventories," said Caruso. "I'm tickled to death about the extension. I figure what's $39, when my sales are up 60 percent at both my stores!"

No incentives for GM on '87s — McDonald

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

President F. James McDonald said General Motors will not use marketing incentives at the beginning of the 1987 model year.

McDonald said that sales incentives will not be needed because of the appeal of the 1987 models and GM's decision to raise 1987 prices by only a "nominal" 2.6 percent over comparably equipped 1986 models.

The success of GM's current 2.9 annual-percentage-rate incentive on more than one million 1986 cars and trucks "surprised everybody," McDonald said, noting that in the 10 days after the program began Aug. 28, GM car sales soared 58 percent over the year-earlier period, when a 7.7 percent financing rate was bolstering sales.

"Although there had been some indication that retail rate support programs were losing a little enthusiasm in the marketplace, this one just went way beyond our expectations," McDonald said.

McDonald acknowledged that the current low-interest-rate battle is drawing sales from the 1987 model year.

"You'd have your head in the sand if you didn't say there is some buying ahead," he said. "There's no question about that. On the other hand, it's not going to be a disaster from then on. We've all got 1987 models that are great. We had a 2.6 percent price increase, which is a very nominal increase. I think we'll do great."

McDonald noted that the industry was successful in working its way out of rebates offered in 1982 and 1983.

"I'm not sure what we'll need in the future," he said. "But in any business, particularly ours, dealers order the cars. We don't build unless we have a dealer order.

"It is our obligation to do the things we have to do when the market is flat to fit people up to get into the showroom.

"A dealer can sell if he's got traffic and the 2.9 did that. We'll just have to wait and see, but we're certainly going to start the 1987 model year without incentives."

Chrysler Motors is the only domestic automaker offering low interest financing on some of its 1987 models. Other makers have restricted the low rates to 1986 models.

McDonald also said that he expects demand for convertibles to remain limited and does not foresee GM sales of ragtops reaching the late 1960s peak of 75,000 to 100,000 annually.

McDonald said the GM reorganization is "99 percent in place and it's really already becoming effective."

He acknowledged that during the industry's dark days earlier in this decade, GM had considered reorganizing with only three divisions.

"When you go through a 1980, 1981 and 1982, you say maybe we could get along with only three divisions, maybe it would cost us less looking and so forth," McDonald said.

"Pontiac is really a strong franchise right now. But back then, if we had taken Pontiac out of the circuit; if we had closed all the Pontiac dealerships at that time, we would not have been able to open an Oldsmobile or Buick franchise right alongside. You just can't add another franchise. We would have lost at least half the volume at Pontiac.

"We determined quite some time ago that we want to stay with our five marketing arms in the United States," McDonald said.

GM extends '87 warranties

General Motors is improving the warranty coverage on electronic components on all its 1987 models and on major systems on some 1987 Cadillacs.

GM extended its warranty covering selected electronic components on all 1987 models to five years or 50,000 miles, whichever comes first. The longer warranty applies to electronic instrument panels, driver information centers and heater and air conditioning controls.

In 1986, warranty coverage on electronic components ranged from one year/12,000 miles (under the standard comprehensive coverage) to four years/50,000 miles.

Also, 1987 Cadillac DeVille, Fleetwood and Brougham models will carry a five-year/50,000-mile warranty on major component systems. Included in the improved coverage are powertrain, braking, fuel, air conditioning, electrical and brake systems.

In 1986, the Cadillac Brougham carried a three-year/36,000-mile warranty on the engine, transmission and drivetrain components. The 1986 DeVille and Fleetwood carried a four-year/50,000-mile warranty on all the major vehicle systems covered under the 1987 warranty.

GM has not yet announced its 1987 warranty coverage for other Cadillac models.

GM said it is offering improved warranty coverage in recognition of improved reliability and quality.

INDEX

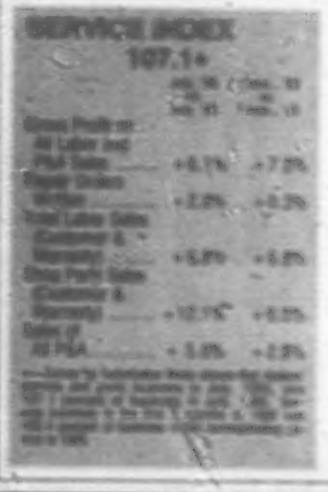
Auction reports	55, 56
Classifieds	57-66
Coming events	42
Dealing with dealers	18
Extra section	E1
Inventories	48
Marketing and media	51
News briefs	8
Obituaries	6
Opinion	10
Personnel	40
Production	72
Registrations, truck	14
Sales, car	49
Service management	20, 24
Sidply side	32
Truck industry	14

61st year—No. 5146

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Smith named Industry Leader of the Year
Donald E. Petersen, left, Ford Motor Co. chairman and general chairman of the Automotive Hall of Fame Awards Dinner, presents the Industry Leader of the Year award to Roger B. Smith, General Motors chairman. Looking on is John B. Curcio, Mack Truck chairman and the recipient of last year's award.

Service volume increases in July; 7-month results also show advance



By Arthur Pias
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business at new-car dealerships in July trailed the June increase, but it was still considerably above the volume of a year earlier.

Service volume for the first seven months of 1988 also outpaced the figure for the corresponding year-earlier period.

The Automotive News Service Index found that shop business at dealerships in July amounted to 107.1 percent of the volume recorded in July 1987.

July was the fifth straight month in which service volume topped that of the year-ago month. However, July's increase over the year-ago month was considerably less than that in June, when service volume amounted to 114.3 percent of the volume recorded in June 1987.

A service manager at a Western Buick dealership said both June and July were strong months. The dealership showed an increase in gross profits and a decrease in repair orders during July. The service manager attributed that to specials on winter car preparation.

A service director at a Midwest Cadillac dealership said service volume fell slightly during July but was still above year-earlier figures. He could not pinpoint the reason for the trend. He said the weather was mild during the summer months, which usually results in less service business. "Warranty business was up.

An industry source predicted that service volume will continue at high levels into the fourth quarter of 1988 and probably to the end of the year.

He said sales incentives that began in late August will fill service bays with warranty jobs in three months.

"When cars are being sold as rapidly as they [illegible] don't do as thorough a job of pre-delivery preparation," the source said. "Also, a number of those cars have been on the lot for seven months or so. Any time a car sits for a long period, it increases the chances something will go wrong."

In July, shop parts sales (customer paid and warranty) showed the biggest gain, up 12.1 percent.

Total labor sales, (customer paid and warranty) were up 9.8 percent, gross profit on all labor, [illegible] and accessories sales was up 6.1 percent, sales of all parts and accessories climbed 5.5 percent, and repair orders written were up 3.9 percent.

In addition, parts and accessories sales to off-premises customers were up 0.6 percent in July.

Total labor sales registered the biggest gain for the first seven months of 1988, climbing 9.8 percent over the period in the previous year.

Other indicators showing gains through July were gross profit on all labor, parts and accessories sales, up 7.3 percent; shop parts sales, up 6.5 percent; sales of all parts and accessories, up 2.9 percent; and repair orders written, up 2.3 percent.

Parts and accessories sales to off-premises customers were down 1.1 percent through July 1988.

OBITUARIES

Frederick Sloane Ford Sr.

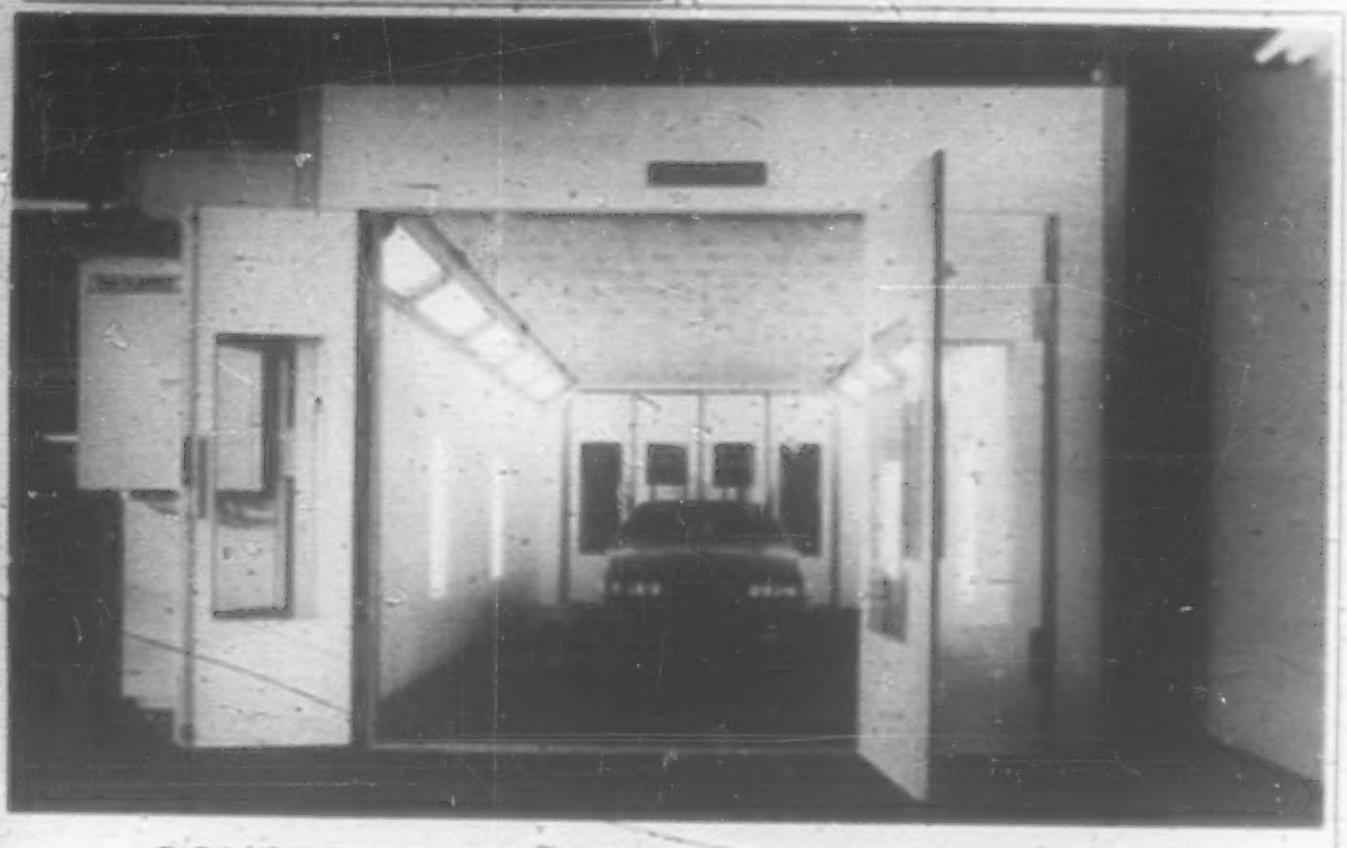
DETROIT — Frederick Sloane Ford Sr. died Sept. 15. Mr. Ford was an officer and director of Libbey-Owens-Ford Glass Co.

David W. Davenport

ROCKY MOUNT, N.C. — David W. Davenport, a Pontiac dealer here, died at the age of 78. Mr. Davenport held the oldest continuous Pontiac selling agreement in the Charlotte, N.C., zone. When he began as a dealer in 1926, his father had to sign dealership documents because he was not of legal age.

C. Carroll Grindal

ST. PETERSBURG, Fla. — C. Carroll Grindal, 86, retired American Motors warehouse manager in the Boston zone, died Sept. 4. Mr. Grindal worked for AMC for 20 years.



CONCEPT/CURE: YOUR COMPETITIVE EDGE

The downdraft spray booth/drying oven system engineered for North American shops

Many users of "combination" booths are finding that what's a hot idea in Europe can be a lukewarm performer over here. But DeVilbiss Concept/Cure delivers—it's designed to meet the special needs of North American users!

DeVilbiss the leader in spray booth technology! For years we've given you the performance and service back-up that we know you need—and you can count on us tomorrow!

Downdraft air flow means cleaner paint jobs! Concept/Cure moves more air over the vehicle to ensure top quality finishes!

A choice of 1,000,000 or 1,200,000 BTU heating capacity! Direct firing for efficiency—keeps production up inside when the temperature drops outside!

Full range of models to fit your needs! In-floor or raised-floor versions; drive-through or solid back!

Complete family of booths! Concept/Cure is the latest addition to our unequaled range of DeVilbiss automotive refinish spray booths!

See us at RACE booth No. 1710

Automatic temperature control panel for consistent results! Paint and curing cycles are controlled from an easy-to-use panel!

Concept/Cure will work hard for you—every day of the year! For a literature package and our unique Blackfield Planning Guide contact your nearest DeVilbiss distributor or call The DeVilbiss Co.

1-800-628-1200, ext. 776

DeVILBISS

© Copyright 1988

TRUCK INDUSTRY NEWS

Chrysler strives to recapture lost ground in truck market

By Joseph Szabo
Automotive News staff reporter

CHELSEA, Mich. — Despite the success of its vans, Chrysler Motors is still playing catch-up in a lot of truck areas.

But officials appear determined to make up lost ground as quickly as time and money permit.

For example, Chrysler is planning a U.S.-built sport utility truck, based on its new Dakota pickup, "for the latter part of this decade," according to John Wilfrow, Chrysler Motors executive vice president, product development.

"It's not going to be like anything you've seen," Wilfrow said, differentiating it from the two Mitsubishi Raider (Montero) that Dodge dealers will offer in the 1987 model year.

"You'll see some pretty innovative things" on the new off-roader, he added.

Chrysler also has some catching up to do to fuel-inject its light trucks.

Ford Motor Co. and General Motors will expand electronic fuel injection to the majority of their light-duty vehicles this fall.

Chrysler, on the other hand, will introduce EFI for the first time on its extended-wheelbase Caravan/Voyager minivans, which go on sale next spring.

Wilfrow said, though, that "it (EFI) is coming rapidly. We'll be the first manufacturer to have 100 percent fuel injection on cars, so you can rest assured we're not going to be very far behind on trucks."

He added, "It's really a question of getting the engineering done to make sure it's right. Getting the testing completed and the testing finished. And as soon as that's done, we'll put them on."

The pattern of offering throttle-body zone or two injectors on smaller engines and multi-port injection on larger ones — which is says with the stretched minivans — will be followed with other truck products.

On the extended-wheelbase Caravan/Voyager models, Chrysler will offer a base 2.5-liter EFI throttle-body injection engine and an optional 3.0-liter V-6 with sequential multi-point EFI and tuned intake port design.

"There are certain engines, like the V-engines (V-8s and V-6s), on which you have to use multi-point to get the right kind of (fuel) distribution," Wilfrow said.

"In general, you have to use multi-point on V-engines. You can get distribution on your inline engines with a throttle-body injection system."

Throttle-body systems are, of course, less expensive, too.

Wilfrow added, though, that the price spread between throttle-body and multi-point injection systems has been narrowing steadily as the cost of injectors worldwide is coming down."

Meanwhile, industry sources say that Chrysler appears to be taking a second hard look at the need for a smaller van, like its proposed Z-van.

Wilfrow confirmed that, noting, "It's a big investment. We have to make sure there's a big enough market for it (Z-van), that's all."

Chrysler, he added, is still bullish about the overall future growth of the van market.

Chrysler plans to build about 180,000 of its stretched Caravan/Voyager T-115 minivans at its St. Louis plant, boosting total minivan capacity to more than 400,000 annually.

Although V-8 power and larger capacity will make the stretched minivans more attractive to commercial users, Dale Dawkins, program management director, Truck Programs, Chrysler Motors, expects that their primary appeal will continue to be as people movers.

"We have a whole line of larger vans to serve the commercial market," Dawkins said. "We would expect them (stretched minivans) to continue primarily as passenger vehicles."

Chrysler is dropping its D-100 series pickups this fall to make room for the new Dakota which would have competed too closely with the D-100 models in price and size.

The D-100 was originally designed to give Chrysler a competitive entry against Ford's Ranger and Chevrolet's S-10, said Glen Hoque, chief, N-truck program management.

Dakota has now effectively filled that gap, he concluded.

Cat, Rockwell cutting

By Joseph Szabo
Automotive News staff reporter

Caterpillar Tractor and Rockwell International, both major suppliers to the heavy-truck industry, are adjusting their production — but for different reasons.

Caterpillar is partially shutting down its Mossville, Ill., engine plant from Sept. 15 to 29 to bring inventory and production in line with "current and anticipated sales levels," a spokesman said.

The company is curtailing production because it overbuilt earlier in the summer to safeguard against a possible strike.

Cat's labor contract had been due to expire June 1. The company had guaranteed its original-equipment customers a two-month supply of engines, regardless of the outcome of negotiations.

The contract was subsequently extended to July 6, during which time Cat continued to overbuild.

After successfully reaching a new agreement without a strike, the company had excess inventory which it is now reducing.

Industry sources said the outlook for demand for Cat's 3208 and other heavy-truck engines is actually stronger than anticipated.

It expects to do well with Ford Motor Co., a key customer, even after Ford introduces its Brazilian engine in 1987 trucks built at its Louisville, Ky., plant.

Meanwhile, Rockwell International advised employees at its brake manufacturing plant in Ashtabula, Ohio, that it intends to close the plant and consolidate production at its other automotive facilities.

The company cited trends in the heavy-duty truck industry that indicate a reduced level of production. That would affect demand for the plant's principal products, brakes and brake components for medium and heavy trucks.

The plant has been in operation since 1948. It employs 225 persons and will remain open for about eight months while the consolidation is being completed.

Early retirement is popular

ALLENTOWN, Pa. — Mack Truck Inc.'s offer of early retirement to some workers as a way to trim payrolls is proving more popular than anticipated.

The program — a financial incentive package to entice non-unionized employees to take early retirement — was expected to be accepted by about 10 percent of the 3,500 eligible Mack workers.

Instead, some 600-700 have agreed to accept early retirement effective Dec. 31, a Mack spokesman said last week.

"We don't have a final count yet," he said. "But we believe it will be in the 600-700 range.

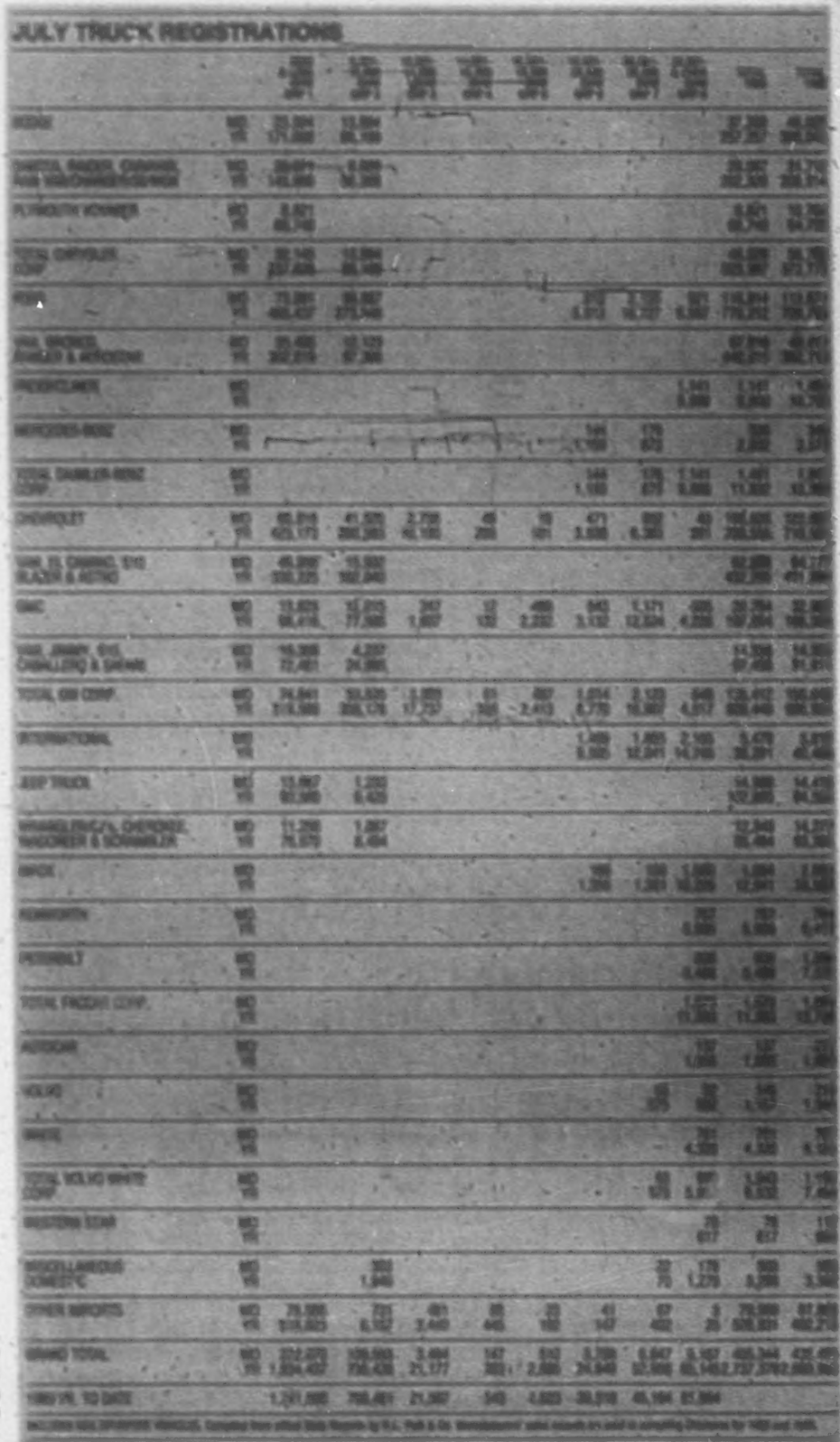
"Of course, that includes a good number of people who would have been retiring anyway, even without this program."

Mack announced the retirement incentive in June as a way to reduce its payroll.

Depressed sales in the heavy-duty truck market are forcing some other producers to follow Mack's lead.

Earlier this month, Navistar offered workers in its administrative and marketing staffs the option of early retirement. The program, Navistar said, will help reduce its workforce 25 percent and save $40 million during the next three years.

JULY TRUCK REGISTRATIONS



Ball of Confusion

Ask a lot of market analysts about sales for '87, and you'll probably get a lot of different answers

By Michelle Krebs

Auto analysts predict another year of incentives and out-of-whack supply and demand for 1987.

Sales forecasts from analysts surveyed by *Automotive News* are more diverse than ever for 1987.

The reason: Vast differences of opinion on a multitude of factors and issues that could directly affect 1987 new-vehicle sales, for better or worse, including the general economy, tax reform, the federal deficit, vehicle pricing, financing strategies, the import market and consumer reaction to 1987 model products.

As a result, forecasts for total vehicle sales in 1987 range from a low of 14.4 million units to a high of 16.2 million units. Forecasts for car sales range from 10.2 million to 11.4 million.

The *Automotive News* composite, based on an average of the analysts' forecasts, puts total vehicle sales at 15.0 to 15.1 million units, with about 10.7 million car sales and 4.3 million truck sales. Import car sales will be about 3.2 million units; import truck sales will be about 808,000 units.

Despite the wide range in sales forecasts, analysts agree incentives will be around again for 1987 and probably will be even more aggressive than in 1986. Supply will far outweigh demand, forcing more aggressive incentives and production cuts. For the first time in recent years, the analysts disagree on how much of the market imports will take.

In 1986, the analysts surveyed unanimously agreed that imports would take a bigger bite of U.S. car sales.

Not so in 1987. The analysts say Japanese pricing puts the import share in question. Forecasts for import car sales range from a low of 2.8 million units for 1987 to a high of nearly 3.5 million.

Some analysts believe the imports — particularly the Japanese — will continue to steal market share from the domestics. Others think the shift in the Japanese yen versus the U.S. dollar will force Japanese automakers to price themselves out of the market to some degree.

General Economy

Analysts envision a 1987 economy and vehicle market similar to that of 1986.

Tax reform will be the biggest chapter of the economic story for 1987, and it will have a dramatic impact on vehicle sales.

Analysts say the proposed tax reform will add sales to the 1986 calendar year but steal them from 1987. Analysts say the added sales for 1986 could amount to 100,000 to 200,000 units.

Under the proposed tax reform, consumers would no longer be able to deduct interest on car loans and sales tax. In order to take advantage of the sales tax deduction, which would disappear on Jan. 1, consumers will buy cars in 1986 rather than 1987, the analysts theorize. The interest deduction would phase out over the next four years.

"Tax reform should get the model year off to a strong start," says Wendy Beale of Smith Barney, Harris Upham & Co. But, she adds, that means a weak first quarter of 1987 calendar year.

Howard Leonard of PNC Financial Corp. says the year-end car surge will be like the surge in personal computer buying that took place last Christmas.

Jack Kiman, manager of automotive research for Merill Lynch Economics Inc., had predicted car sales would be 10.9 million units for the 1987 model year. But he has since revised his forecast because he believes tax reform will cost the auto industry 200,000 sales in 1987.

At the same time, Kiman predicts the fourth quarter of 1986 will be somewhat stronger than he had originally forecasted because consumers will buy in advance of the tax reform. As many as 100,000 added vehicle sales will be made by year-end 1986 as consumers take advantage of the sales tax write-off, Kiman says.

William Pochiluk of Autofacts Inc. is the most pessimistic on the 1987 economy. Of all the analysts' forecasts, his is the lowest for car sales and total motor vehicle sales.

"We're very concerned about 1987," Pochiluk says. His firm has been cautioning its clients about a possible recession by the 1988 model year.

He sees the domestic automakers wrestling with the same problems that arose in 1986. In 1986, the domestics focused their efforts on market share at all costs, ignoring the traditional relationship of production, sales and inventory, he notes. They turned to ultra-low interest rate incentives, leaving them nowhere to go as 1987 opens. At the same time, the domestic auto companies must struggle to boost profits.

A less pessimistic Kiman forecasts a slight decline in vehicle sales because of sluggishness in the economy, which is headed into the fifth year of its expansion.

Thomas O'Grady of Integrated Automotive Resources also predicts a dip in the economy — and consequently in vehicle sales — for 1987.

"There are too many things, including the federal deficit and a lethargic economy, on the horizon not to plan for one," he says. However, the economy is not headed for dire straits, he adds.

Ted Sullivan of Chase Econometrics predicts continued good demand. He bases his forecast on the affordability and the consumer's willingness to buy a car.

"We seem to have a willing and able consumer, though the ability and willingness are weaker than last year," he says.

Sullivan notes that the down-payment condition has worsened because of soft used-car prices. Buyers who use their trade-in for the downpayment are being forced to finance more of the car.

Sullivan also points out that while the record consumer debt burden hasn't dragged car sales so far, it could be a moderating factor in 1987.

Sullivan also places a caution flag on the consumer's income flow. Gains in disposable income in recent years have been the result of low inflation, not real income increases. If inflation rises, it could adversely impact personal income, Sullivan says.

Incentives

The auto analysts unanimously agree incentives will continue to be a way of life in 1987. To what degree is where they disagree.

Maryann Keller of Furman Selz Mager Dietz & Birney insists low-rate loans won't be enough to move cars in the competitive environment of 1987 compounded by the aftermath of tax reform. She sees more cash rebates and more promotions such as "the $2,000 worth of options for $500" campaigns.

Jean-Claude Gruet of Salomon Brothers Inc. also expects low-rate loans to be replaced with a new gimmick. He adds, however, that low-rate loans are more appealing to the automakers because car buyers are forced to do business with the auto companies' finance subsidiaries, which helps make the incentives more palatable.

Ronald Glantz of Montgomery Securities says GM's low-rate loan strategy has been, in part, to boost General Motors Acceptance Corp.'s market share of car loans against the banks. Otherwise, he argues, GM would have offered rebates, not low-rate loans.

Philip Fricke of Goldman Sachs & Co. said, in an interview before GM announced its 2.9-percent financing program, that by early 1987 GM would have too much excess inventory — a million units or more.

"As they open the doors on Jan. 2, 1987, they will have that kind of inventory and will have to offer incentives and destroy pricing structure for 1987," Fricke had said. "GM will have to lead off again with attractive pricing. Ford and Chrysler will have to go along even though Ford's inventories may be short."

Sullivan says automakers will be confronted with incentives and/or production cuts. He looks for strong incentives through the second quarter of 1987 and production cuts midway through the model year.

Scott Merlis of Morgan Stanley sees irony in the fact that in 1987 — considered to be a relatively good year for the economy and the auto industry — cash rebates of $750 to $1,000 are being offered.

"That's in good economic times," he says. "What happens during poor economic times when there are even more imports?"

Import Share

For the first time in a long time, there is disagreement as to how the imports, particularly the Japanese, will fare.

A major development for 1987, analysts agree, will be Japanese pricing. However, there is little agreement as to what the Japanese will do.

One school of thought has the Japanese automakers, their dealers and distributors continuing to sacrifice profit margins to maintain volume and market share.

The second school says the Japanese can't afford to eat into their margins any longer, and they will be forced to increase prices significantly. Some believe those price increases will be enough to slow down the Japanese inroads into the U.S. car market.

Glantz, for example, predicts imports won't do as well as other analysts are forecasting. "Strategically, the Japanese don't like giving up market share and will lose money for long periods of time to keep it," Glantz says.

However, Glantz notes that the last price increases were made when the yen was at 165. Now it's at 155 or better. "That means they need to raise prices 3.5 percent," he says.

"The yen is up 55 percent from a year ago," Glantz says. "The first 30 percent didn't do much, since dealers were making a huge profit on cars and the companies' profit margins were embarrassing even to the Japanese."

Nevertheless, now the impact on Japanese auto company earnings will force the Japanese to raise prices more rapidly, providing room for domestics to sell even more.

Kiman also believes price hikes by the Japanese as well as Europeans will restrain import sales.

He predicts the Japanese will raise prices 2 to 3 percent every few months rather than seek one large increase to recoup profits.

Arthur Davis of Prescott, Ball & Turben expects the Japanese to raise prices 5 to 7 percent on cars and 7 to 10 percent on trucks by year-end 1986. That, he says, will give domestics a chance to do better, particularly in truck sales.

So far, Gruet notes, price increases have not affected sales of Japanese vehicles. However, he thinks the consumer will become more price-sensitive, and demand for Japanese cars will decline in 1987.

Others disagree.

Sullivan believes the Japanese have a way to go before meeting price resistance. "Even if the Japanese companies raise prices, the selling price still has a big cushion because of the premium dealers and distributors receive," he says.

Sullivan points out that Japan's quota issue arises again in 1987. He expects the new quota to add 300,000 units.

"The South Koreans are nipping at the heels of the low end and the Japanese feel they have to defend that end of the market," he says. "On the other side, they want to ship more upscale cars to the U.S. and they can't carry out their U.S. plans with quota of 2.3 million."

Sullivan says without government intervention the picture is dismal for U.S. manufacturers.

Beale Davis Fricke Glantz Gruet Hammond Healy Jouppi

U.S. Market Forecast: 1987 Sales

(In Millions of Units)

Analyst	Total Motor Vehicle Sales	Car Sales	Truck Sales	Import Car Sales	Import Truck Sales
Wendy Beale* Smith Barney, Harris Upham & Co.	15.4	10.9	4.5	3.2	N/A
Arthur Davis Prescott Ball & Turben	15.2	10.8	4.4	3.1	0.800
Philip Fricke* Goldman Sachs & Co.	14.6	10.6	4.0	3.4	N/A
Ronald Glantz Montgomery Securities	15.1	10.7	4.4	3.1	0.850
Jean-Claude Gruet Salomon Brothers Inc.	15.5	10.9	4.6†	3.0	0.780
John Hammond Data Resources Inc.	15.6	11.1	4.5	3.3	0.800
David Healy Drexel Burnham Lambert	15.6	10.8	4.8†	3.3	0.853‡
Arvid Jouppi Arvid Jouppi Associates Inc.	15.7	11.1	4.6	2.8	0.700
Maryann Keller* Furman Selz Mager Dietz & Birney	14.6	10.4	4.2†	3.4	0.900
Jack Kirnan Merrill Lynch Economics Inc.	14.9	10.7	4.2	3.2	0.800
Ann Knight* PaineWebber Inc.	16.2	11.4	4.8†	3.2	0.800
Howard Leonard PNC Financial Corp.	14.5	10.8	3.7	3.1‡	0.740
Michael Luckey Shearson Lehman Brothers	14.8	10.6	4.2	3.3	0.900
Scott Merlis* Morgan Stanley	14.7	10.5	4.2	3.2	N/A
Thomas O'Grady Integrated Automotive Resources	14.8	10.4	4.4	3.2	0.820
William Pochiluk Jr. Autofacts Inc.	14.4	10.2	4.0	2.8	0.810
Ted Sullivan* Chase Econometrics	15.3	10.8	4.5	3.5	N/A

Notes: *—Forecast is for the calendar year.
†—Includes total trucks; all other forecasts include light trucks only.
‡—Does not include captive imports.

Arvid Jouppi of Arvid Jouppi Associates puts import sales at 2.8 million units for the 1987 model year, the lowest estimate of all of the analysts surveyed. Jouppi points out that "hybridization" — the manufacture of cars by the Japanese on American soil — has taken hold. Therefore, though he predicts import share will drop in 1987, the 300,000-unit rise in domestic share will be made up of Japanese cars built in the U.S.

What's Hot

"What hot will be what's new," according to John Hammond of Data Resources Inc.

He expects new pickups from Ford, GM and Chrysler to be hot as well as the new versions of minivans and sport/utility vehicles.

Pochiluk says the 1987 launch will get off to a slow start, not only because of a slow economy, but because of the lack of excitement and new models in the product lineups.

"Chrysler is the only one with anything new," he says, pointing to the Sundance/Shadow, LeBaron J car and Dakota truck.

A number of analysts say the two major sales stories of 1987 will be the continuation of 1986's major sales stories: the success of the Ford Taurus/Sable models and the "disaster" of GM's E cars (Olds Toronado, Buick Riviera and Cadillac Eldorado); and the new Cadillac Seville.

Davis says the big story for 1987 again could be Taurus/Sable as production is boosted to 450,000 units annually from 300,000 units. The question will be whether the models can maintain their popularity in a market segment which will be relatively flat.

"Any faltering would hurt Ford's earnings and image," says Michael Luckey of Shearson Lehman Brothers. He notes that Ford took a major risk with the Taurus/Sable and it paid off by spreading a halo over the rest of Ford's line.

"GM is suffering from the opposite effect with the E and K cars," he says. GM's challenge will be to reposition the E and K cars and adjust the pricing, Luckey adds.

Small Cars

The 1986 model year set the stage for what's to come for the second half of the decade — that is, supply far outweighing demand and more companies vying for a piece of the pie.

Nowhere is that more evident than in the small-car market, and that trend will continue with even more intensity in 1987.

David Healy of Drexel Burnham Lambert says with gas prices remaining low, demand for "econocars" will drop off as consumers trade up for more upscale cars. Even so, Healy expects the U.S. market to be deluged by new economy entries from overseas.

Other analysts disagree. They say pricing in the economy segment and the availability of product, which will be even better in 1987, has been so attractive that it has created demand.

"For 1987," says Fricke, "the economy segment will continue to see favorable pricing and strength in sales."

Hammond sees the segment being redefined in the next 24 months with more low-priced South Korean cars coming to the U.S. and projects like that of Chrysler's America models. Chrysler offers its Omni/Horizon America with a low price and few option choices.

Luxury Cars

It's the same old story in the luxury market as the small car market: The imports dominate. However, the luxury end is dominated by Europeans, primarily the West Germans, and will continue to be dominated by the Europeans, the analysts say.

"Most of the growth of the luxury segment that we'll see in 1987 will be exclusively from the import side," Kirnan predicts. "The import luxury companies will be aggressive in 1987 and beyond."

Though the Europeans dominate the luxury market, Hammond says a major development in the segment will be the Japanese effort to move upscale. Honda's separately created Acura line is the one to watch, he adds. "That's a bellwether for what the other Japanese companies want to do."

Gruet expects the luxury segment to continue to grow because oil prices will remain low and because baby boomers are moving upscale and their earnings are reaching a peak. The number of households, for example, where incomes exceed $50,000 will double by 1990.

"They tend to own a larger, more luxurious car and a second car that is functional," he says.

Fricke disagrees. He believes the luxury segment has peaked. He notes that sales of high-priced cars in the first half of calendar 1986 were down 7 percent to 363,000 units. GM had the poorest performance in the segment with sales off 17 percent because of problems with its E and K cars, he says.

"The slack of the E and K failures has not been taken up by competitors, which shows the maturity of the economic cycle," Fricke adds.

In Between

The spotlight in the in-between market segments will be on the Big Three, all of which have major new entries in the middle market segments.

At Ford, the question is whether Taurus/Sable will sustain its success in its first full year of production.

The analysts unanimously agree that Chevrolet's L-body Corsica and Beretta models, which debut after Jan. 1, will have the greatest impact on the middle market segment of any entry. The cars fill a void left by the X-car.

"GM coming on with 400,000 L-bodies will put pressure on an already weak segment," contends Hammond.

Fricke wonders how well the Corsica and Beretta will do relative to Ford's Tempo/Topaz and Chrysler's K-car Aries and Reliant. The Chrysler models could pose an interesting challenge if, as speculated, they are offered in America packages like Omni/Horizon.

Chrysler's Sundance/Shadow models also will be part of the in-between picture for 1987.

At the same time, the Japanese have moved into the middle segment in full force and will be expanding their foray with new models.

Sullivan expects the longer term outlook for the intermediate and compact segment is intensified competition with the squeeze being on the domestics.

"Manufacturers will pick niches in the market where there are high margins and less competition," he says. The competition story in the small-car market began to unfold in 1986 and that competition will push out to other segments in the future.

"Incentives have postponed the day of reckoning," he says. "But how long will incentives be effective in delaying the inevitable?"

Trucks

Trucks will play a major role in 1987, mainly because of new entries.

Many analysts predict great success for the new Chrysler Dakota.

"They don't cost much more than smaller pickups, yet they can carry three people in the front and they have more cargo-carrying space," Glantz says. "I see it eating into import truck sales."

At the same time, he wonders about the success of GM's new full-size pickups. "I question the acceptance of the electronic dashboard," he says. "The popularity of those has declined in cars because it's hard to see in the daylight and trucks tend to be used commercially in the middle of the day."

Kirnan predicts the entire segment, because of new light trucks, minivans and sport/utility vehicles, will grow aggressively in the next five years.

At the same time, however, other analysts see capital spending by companies who buy trucks weakening. ■

Keller

Kirnan

Knight

Leonard

Luckey

Merlis

O'Grady

Pochiluk

Automakers' Ad Spending

General Motors (5) and Ford Motor Co. (7) were among the nation's leading ad spenders in 1985.

Advertising Age's survey of national advertisers showed other auto firms in the top 100 were: Chrysler Corp., 22; Toyota Motor Corp., 45; Nissan Motor Co., 49; Honda Motor Co., 55; American Motors Corp., 65; Volkswagen of America Inc., 67; Mazda Motors of America, 85.

Following are edited excerpts from *Ad Age*'s Sept. 4 issue.

Honda Motor Co.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	16,115	14,690	+9.7
Net income	811	712	+14.0
U.S. advertising	156	136	+15.0

American Honda Motor Co., the third largest auto importer in the U.S., increased its U.S. sales by 8.6 percent in '85 as it funneled its largest ad expenditures into a revamped Accord line and introduced its first luxury car.

The new Accord, launched in October, accounted for more than $26 million in media expenditures in 1985, most of it in network TV ($15.5 million) and magazines ($8.4 million). Honda showcased the Accords in TV spots themed "What will be," using the voice of veteran actor Burgess Meredith.

Print included a five-page insert using the same theme in major newsweeklies and an array of monthlies. National newspaper advertising was in *USA Today*.

Honda's new Civic accounted for $13.2 million and new Prelude for $9.1 million in media spending.

But the big news came in spring '86 when Honda entered the luxury segment with two Acura products — the Legend sedan and Integra hatchback. The Acura campaign, budgeted at $20 million for 1986 (40 percent Legend and 60 percent Integra, with a 50/50 split between TV and magazines), began in late March with an eight-page spread in national newsweeklies. Prime-time spots on network TV followed just before showroom intros in late March.

Honda still dominated the motorcycle, all-terrain vehicle and scooter markets in '85. Combined annual ad budget for the three is said to be more than $40 million.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$23,940	$15,053
Newspaper	10,331	9,001
Newspaper supp	438	565
Business pubs	264	189
Network TV	55,109	54,944
Spot TV	9,820	8,034
Network radio	3,323	2,647
Spot radio	5,881	6,736
Outdoor	90	114
Network cable	4,210	1,157
Farm pubs	514	643
TOTAL	156,475	136,096

American Motors Corp.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	4,040	4,215	−4.2
Net income	−125	15	−935.1
U.S. advertising	126	127	−1.0

American Motors Corp., posting a loss in '85 for the fifth time in six years, fell to No. 5 U.S. automaker, behind Honda of America Mfg. Co.

But AMC made no overall cuts in ad spending and held fast to its five-year, $2 billion product development program.

During the first quarter of 1986, AMC lost $18.9 million, compared with a loss of $29 million in the same quarter the previous year. An 18-percent sales gain by AMC's Jeep Corp. subsidiary, as well as cost-cutting programs, accounted for narrowing of the loss.

AMC's passenger car problems were related to its reliance on the small-car segment, which has shrunk from 22 percent of the total '83 market to 17 percent today.

In an attempt to gain ad efficiencies, AMC consolidated advertising to one agency, Saatchi & Saatchi Compton, which had been doing only Jeep ads.

Saatchi handled the campaign for the fall 1985 debut of Comanche, Jeep's first entry in the lucrative compact pickup market. It was pitched as a macho alternative to buying a small car. AMC spent more than $11.5 million during the last four months of 1985 to introduce Comanche, including about $6.4 million in network TV and $4.2 million in magazines.

AMC spent $6 million in a three-month introductory media blitz for its Wrangler (CJ replacement), featured the vehicle on at least 12 prime-time TV shows and ran sweepstakes tie-ins. AMC tried to bolster its sagging Renault car line by signing actor George C. Scott to a 14-month, $1 million contract.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$ 23,888	$21,890
Newspaper	9,902	7,572
Newspaper supp	194	0
Business pubs	184	580
Network TV	52,890	56,622
Spot TV	3,701	6,074
Spot radio	1,489	1,206
Outdoor	217	748
Network cable	1,706	573
TOTAL	126,000	127,321

Chrysler Corp.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	21,258	19,573	+8.6
Net income	1,635	2,380	−31.3
U.S.	**1985**	**1984**	**% chng.**
Sales	18,767	17,240	+8.9
Advertising	393	344	14.3
Division Sales	**1985**	**1984**	**% chng.**
Automotive	21,038	N/A	N/A
Aerospace	217	N/A	N/A

In its 1985 ads, Chrysler Corp. tried to "be the best." In picking up market share, Chrysler was the best. It advanced a full percentage point to 11.4 percent — the industry's largest gain in U.S. car sales.

Chrysler continued the "All the Japanese you need to know" tag for '86 vehicles built for it by Mitsubishi Motors Corp. Chrysler's goal was to set its captive imports apart from its U.S.-built cars by positioning them as Japanese.

Chrysler's September-breaking ads for 1986 models were patriotic and comparative. Plymouth was "Born in America," and Dodge was still "An American Revolution." Chrysler-brand ads said, "Chrysler technology makes 'Made in America' mean something again." Plymouth was no longer the lost brand of Chrysler-Plymouth, getting a three-fifths share of C-P spending in the introductory quarter rather than the usual two-fifths.

In June 1986, Dodge unveiled its '87 midsize pickup, the Dakota. The vehicle is targeted to open a new market segment between compact and full-size pickups.

Chrysler spent $40-$50 million for a late-summer introduction of its Dodge Shadow and Plymouth Sundance. The kickoff of its 1987-'88 new product drive included: A new Dodge theme; Chrysler's first use of 15-second TV spots; U.S. Olympic team sponsorships; and heavier targeting of women. The campaign also was the first step in a sweeping restructuring of Chrysler's marketing divisions.

Chrysler, Plymouth and Dodge got more distinctive images and marketing tasks. Plymouth becomes a more upscale import-fighter pitted against Pontiac and the Japanese; Chrysler emphasizes luxury; and Dodge remains Chrysler's performance division. "Setting new standards of performance" replaced "An American revolution" as Dodge's theme.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$73,579	$62,681
Newspaper	42,000	34,962
Newspaper supp	2,185	1,971
Business pubs	1,105	776
Network TV	96,194	93,637
Spot TV	63,133	53,482
Spot radio	23,549	18,777
Outdoor	3,027	2,135
Network cable	5,126	2,327
TOTAL	393,400	344,117

Ford Motor Co.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	52,774	52,380	+0.8
Net income	2,515	2,907	−13.5
U.S.	**1985**	**1984**	**% chng.**
Sales	43,526	36,788	+18.3
Operating profits	3,030	4,283	−15.2
Advertising	615	522	+17.8

Ford Motor Co. increased its '85 ad budget 17.4 percent to $461.5 million, inked a multiyear deal in April '85 with ABC for sponsorship of *Monday Night Football*, and broke a yearlong $100 million ad blitz — its biggest — for its new Ford Taurus and Mercury Sable in December '85.

Network TV rose 16.5 percent to $191.4 million, but spot TV fell 6 percent to $37.1 million. Magazine spending was up 18.1 percent at $114.7 million.

Ford targeted separate audiences for Taurus and Sable. Ford Division aimed at a more mass-market group. Mercury targeted affluent, trendy, well-educated buyers. Ford hoped to establish itself in the intermediate market before the Japanese could make the sort of inroads they made in the small-car segment.

Ford Division's '86 spending emphasizes magazines, both general circulation and women's books. Aside from Taurus, its creative sticks with old themes.

Lincoln-Mercury Division split '86 ads by brand and continued a thrust to have a more distinct identity from its sister division. It emphasizes more regional efforts, using dealer associations, and steps up efforts to reach women, blacks and young people.

Part of the strategy was to use popular recording artists in commercials to push the youthful image. As part of a sweeping approach to reaching women buyers, L-M made yearlong contractual buys in April 1986 issues of *Ms.*, *Savvy* and *Working Woman*.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$114,738	$97,101
Newspaper	77,295	62,083
Newspaper supp	1,397	310
Business pubs	5,189	3,930
Network TV	191,373	164,253
Spot TV	37,087	39,500
Spot radio	14,493	10,787
Outdoor	3,222	2,174
Network cable	6,068	6,892
Farm pubs	3,026	3,115
TOTAL	614,600	521,564

General Motors Corp.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	96,371	83,889	+14.9
Net income	3,999	4,516	−11.4
U.S.	**1985**	**1984**	**% chng.**
Sales	89,099	69,356	+28.5
Advertising	779	731	+6.5
Division Sales	**1985**	**1984**	**% chng.**
Automotive	94,377	73,053	+13.5
Nonautomotive	2,269	2,108	+7.6
Defense	1,576	1,323	+19.1
Computer	879	149	+489.9

Brightest spots among General Motors' car marketers in 1985 and early 1986 were Pontiac and Chevrolet Motor Divisions.

At least two major programs unfolded for Chevy in the 1986 model year. One was a huge effort to target women buyers. The other was a regional marketing effort — budgeted to receive up to $50 million in calendar 1986.

Pontiac, with its "We build excitement" theme, concentrated nearly all its advertising on "image" cars: Fiero, 6000, Grand Am, Firebird. In January '86, it launched a $4.5-million California regional campaign, was heavy on outdoor boards, spot TV, radio and 100,000 direct mailings. A separate $4 million campaign aimed at 18- to 24-year-olds broke in March 1986. It was concentrated on 300 college campuses.

Buick Motor Division experimented with a variety of unconventional marketing tools. Telemarketing, product information computer displays in airports and malls, and electronic hookups between headquarters and dealers are in place.

Oldsmobile Division continued its consistent mainstream ads that have created one of the strongest marketing images in GM's stable.

Cadillac Motor Car Division launched a campaign aimed at Hispanics in Florida in November '85 with its all-new Eldorado and Seville. A separate but related effort tied polo to the U.S. visit paid by Britain's polo-playing Prince Charles. Cadillac's other major effort involves paving the way for the Allante two-seat sports car.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$107,524	$98,486
Newspaper	100,979	109,359
Newspaper supp	2,594	588
Business pubs	9,332	9,155
Network TV	209,898	231,443
Spot TV	49,067	38,520
Network radio	9,034	6,746
Spot radio	27,942	30,836
Outdoor	3,633	3,176
Network cable	4,724	3,157
Farm pubs	1,953	1,812
TOTAL	779,000	731,446

Mazda Motors of America

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	7,404	6,754	+9.6
Net income	147	140	+5.1
U.S. advertising	102	72	+41.5

Mazda Motors of America's ad spending was up 29.4 percent in '85, with network TV spending up 20 percent to $38.7 million, magazine spending up 24.3 percent to $22.2 million, and spot TV posting a 22-percent gain to $5.4 million. The B2000 compact pickup got the largest ad outlay ($19.2 million), followed by the 626 model ($18.5 million) and the RX-7 sports car ($16.2 million).

Ads followed the successful pattern of recent years, with the budget weighted toward national campaigns and away from regional buys on spot TV. The ads for the model year, however, did have a new look. Mazda marketers say the company's new ads, featuring actor James Garner, are making 1986 Mazda's best sales year yet.

As the '86 campaign unfolded, the creative approach disclosed a definite move to market upscale products, while sticking with a traditional price/value story.

Mazda began targeting wealthy, urban consumers for its new line of compact pickups. About half the 1985 budget was spent on trucks.

Fall promotions included the use of network TV, with the message aimed at men making over $35,000. Sponsorship included sports programs, top-rated weekend shows and Friday series.

The *Mazda Sportslook* series of

Continued on page E14

1985 Media Spending

Company	Total Est. Spending	Percent Change, 1985-1984
General Motors Corp.	$779,000,000	+ 6.5
Ford Motor Co.	614,600,000	+17.8
Chrysler Corp.	393,400,000	+14.3
Toyota Motor Corp.	172,035,000	+24.3
Nissan Motor Co.	162,566,000	− 1.6
Honda Motor Co.	156,475,000	+15.0
American Motors Corp.	126,000,000	− 1.0
Volkswagen of America	123,100,000	+23.5
Mazda Motors of America	101,743,000	+41.5

As reported in the Sept. 4, 1986 issue of *Advertising Age*.

AD SPENDING

Continued from page E12

sports journalism programs on ESPN continued for a sixth year, along with ESPN's *Monday Night Match-Up*, which profiles the two teams matched in ABC's *Monday Night Football*. Mazda also continued its involvement in auto racing, with the RX-7 winning its sixth straight IMSA GTU championship.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$22,296	$16,857
Newspaper	5,029	3,016
Business pubs	74	132
Network TV	38,776	26,382
Spot TV	5,381	4,187
Spot radio	33	0
Outdoor	8	5
Network cable	1,905	1,382
TOTAL	101,743	71,928

Nissan Motor Co.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	15,386	14,826	+3.8
Net income	265	304	-12.8
U.S. advertising	163	165	-1.6

Nissan Motor Corp. in USA dropped its '85 ad spending to match a virtual absence of new products, but that didn't seem to hurt the company's momentum. It maintained its market share and posted record sales of both cars and trucks in the U.S.

The year 1986 was a continuation of the conversion from Datsun to Nissan. Ads, under the "Name is Nissan" theme, focused on building brand awareness. The slogan replaced the 18-month-old "Major Motion" theme, which many had labeled ineffective.

Compact trucks accounted for more than $38 million in media spending — the most of any Nissan product. Most went into spot and network TV.

Nissan's biggest media cut was in network TV, where it chopped spending by 31 percent from 1984. It continued its high profile on network sporting events, including *Monday Night Football*.

Media spending trends for '85 showed 35.2 percent of the total measured dollar going to spot TV; network TV, 27.3 percent; magazines, 13.4 percent; newspapers, 12.9 percent; spot radio, 9.1 percent; and lesser amounts in the remaining media.

Nissan's van and sport/utility vehicles, introduced in fall '85, got about $10 million in ad support. Balance of the '86 model year found Nissan cars getting about half the company's ad budget.

TV spots debuted in late March on the CBS telecast of the NCAA basketball championship and ABC's *Hardcastle and McCormick*.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$17,198	$15,022
Newspaper	16,504	13,170
Newspaper supp	0	169
Business pubs	623	779
Network TV	34,860	50,666
Spot TV	44,974	40,919
Spot radio	11,663	7,584
Outdoor	1,385	946
Network cable	980	1,070
TOTAL	162,566	165,149

Toyota Motor Corp.

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	24,335	24,826	-2.0
Net income	1,238	1,238	—
U.S. advertising	172	138	+24.3

Operating in an environment that restricts the importation of cars, Toyota Motor Sales U.S.A. — leading car and truck importer in the U.S. — threw its '85 media weight behind trucks, which do not fall under the terms of Japan's voluntary restraint agreement. Truck advertising, led by spot and network TV, topped $40 million.

Passenger cars accounted for only $6.2 million in '85 media expenditures. But some cars got special attention (like the MR2, which was supported by a seven-media outlay of $15.3 million).

Use of cable TV dropped to $4.3 million, down from $4.8 million a year earlier when Toyota was ranked eighth among the top 10 users of cable.

Toyota retired the "Oh, what a feeling" theme and replaced it with a slogan borrowed from George Gershwin ("Who could ask for anything more") for the new creative umbrella — the "more" emphasizing the company as a full-line marketer out to shake its image as a small-car marketer.

Toyota continued to use celebrity spokesmen, for the second year making use of pro golfer Lee Trevino to pitch the full line of trucks and vans. Supporting the TV effort was a major print campaign in magazines, a series of full-page, full-color ads, spreads and three-page gatefolds that singled out specific products.

Early this year, Toyota joined a sponsorship and marketing program with Opryland USA Inc. of Nashville, Tenn.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$16,412	$15,433
Newspaper	20,781	14,913
Newspaper supp	31	147
Business pubs	770	385
Network TV	27,792	18,544
Spot TV	71,014	58,377
Network radio	988	54
Spot radio	5,210	5,263
Outdoor	2,173	1,973
Network cable	4,349	5,381
Farm pubs	160	183
TOTAL	172,035	130,442

Volkswagen of America

($ in Millions)

Worldwide	1985	1984	% chng.
Sales	21,000	16,364	+28.3
Net income	641	82	+681.7
U.S. advertising	123	100	+23.5

Volkswagen of America Inc.'s '85 ad spending rose 18 percent, reflecting sales increases and a more competitive U.S. market, which it will invade in December with its Brazil-built entry-level VW Fox. The Fox, which borrows a retired Audi name, is expected to sell in the $5,000 range.

The Fox is being counted on to help VW capture 3 percent of the total U.S. car market by 1990.

VWoA separated the marketing functions of Volkswagen and Audi operations. It stopped treating Audi as a "tradeup" brand for those who outgrow VW. Studies showed the strategy degraded Audi and didn't help VW. Doyle Dane Bernbach, Troy, Mich., continues to handle ads for both.

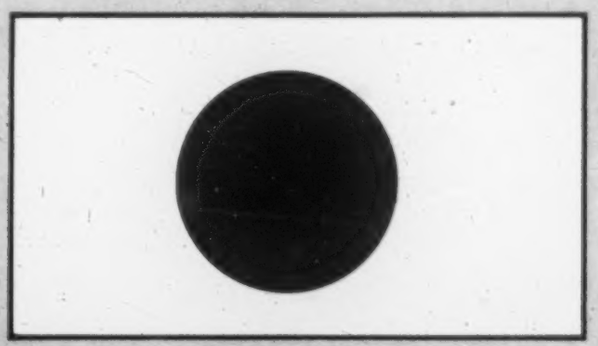
VW's '86 campaign focuses on value, quality and durability while keeping the "It's not a car, it's a Volkswagen" theme. One spread showing all VW models and titled "The smartest way to spend $50,000 on German engineering is to buy them all" plays up German heritage. There also is a TV ad effort to shed a "one-car company" image, which lingers among Beetle fans, before Fox comes.

Even before the '86 campaign, network and spot TV jumped from 55 percent of the national budget in '84 to slightly more than 60 percent in '85.

Audi's growth was stunted a bit in '85. "Audi, the art of engineering" theme was retained for '86. TV, equally split between network and spot, got less than two-thirds of Audi's $28.5 million media spending, with magazine buys at $10.9 million capturing nearly all the rest.

Advertising Expenditures

($ in Thousands)	1985	1984
Magazine	$35,920	$31,252
Newspaper	12,986	11,051
Newspaper supp	608	491
Business pubs	270	131
Network TV	34,892	22,024
Spot TV	15,678	15,680
Spot radio	1,957	843
Outdoor	297	774
Network cable	1,116	130
TOTAL	123,100	99,691



Reznor beat the Japanese by a comfortable margin in cost, performance, and fuel economy.

The Japanese, and other off-shore people, aren't significant competitors with Reznor, because they can't match our quality, service, and price. For ninety-eight years, Reznor has set the pace in heating systems and equipment for commercial and industrial buildings... and now we're widening the gap, with all foreign *and* domestic producers.

Cut fuel costs 50%.

Our new line of Venturion space heaters can reduce fuel costs up to 50%, and achieve a payback in less than two years. Many companies have replaced functioning, but wasteful, existing heating systems when they saw all the specifics and the dollar and cents figures that you can examine for your building.

Call us today for a free heating audit.

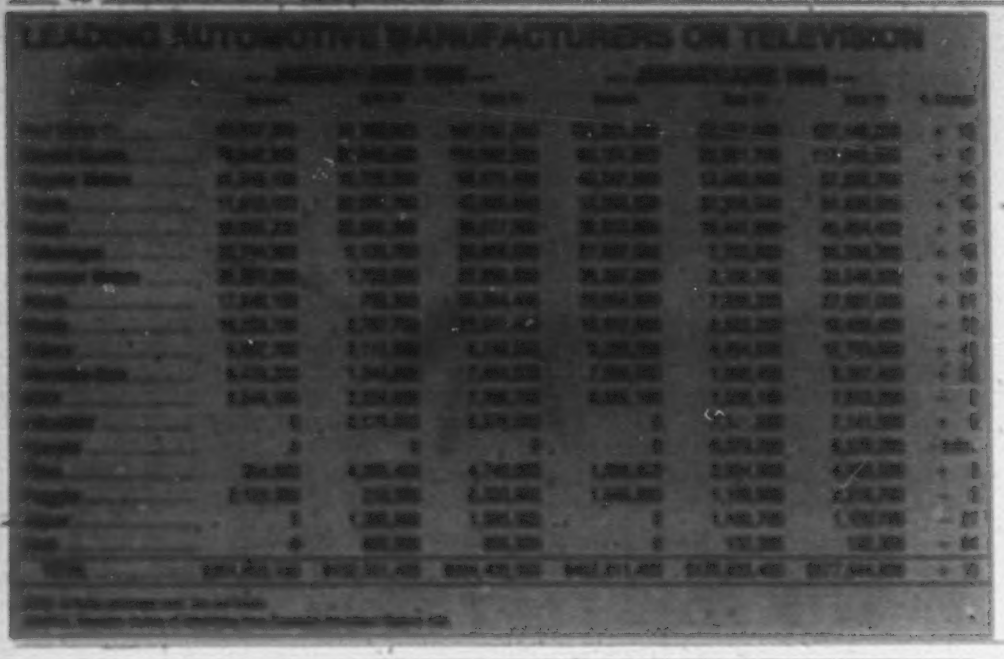
If you would like to have a free audit of your heating system, or case histories of how other companies have benefitted from Reznor's new, high efficiency heating systems, write to Reznor, McKinley Avenue, Mercer, Pa., 16137, or call our toll-free number:

1-800-647-1572

In Pennsylvania call: 1-800-338-9465

REZNOR

Experience sets us apart.


LEADING AUTOMOTIVE MANUFACTURERS ON TELEVISION

Auto spending on TV rises 18% for 1st half

By Edward Lanham
ADWEEK/NEW YORK BUREAU

The biggest increase was in spending by the dealer associations. The total in that category went up 35 percent to $223.6 million.

Automotive television advertising expenditures in the first half of 1986 totaled nearly $1 billion, according to the Television Bureau of Advertising.

Combined expenditures by manufacturers, importers, dealer associations and individual dealers in the January-June period were $969.1 million, up 18 percent from $824.7 million in the first half of 1985.

The 18 percent increase in spending is a real increase, according to estimates by the trade paper Advertising Age.

Fred Danzig, editor of Advertising Age, said the cost of commercial time in the type of programming generally bought by the auto companies "was just about flat." The first-half year-to-year increase was "almost nil," he said.

"If they bought more (commercial time) this year, it was because they were getting more for their money," Danzig said.

The biggest increase was in spending by the dealer associations. The total in that category went up 35 percent to $223.6 million, according to TVB.

Part of the rise resulted from an increase in regional marketing programs and more tie-ins for 'annual-percentage-rate finance incentive' advertising. It also reflected improved measurement of factory-generated creative advertising, which is used by dealer associations.

That was most apparent in the Toyota dealer association total, which increased 256 percent, much of that due to the improved monitoring and reporting methods.

Nissan dealer associations, however, continued to lead the category, although their expenditures increased only slightly, according to the TVB figures.

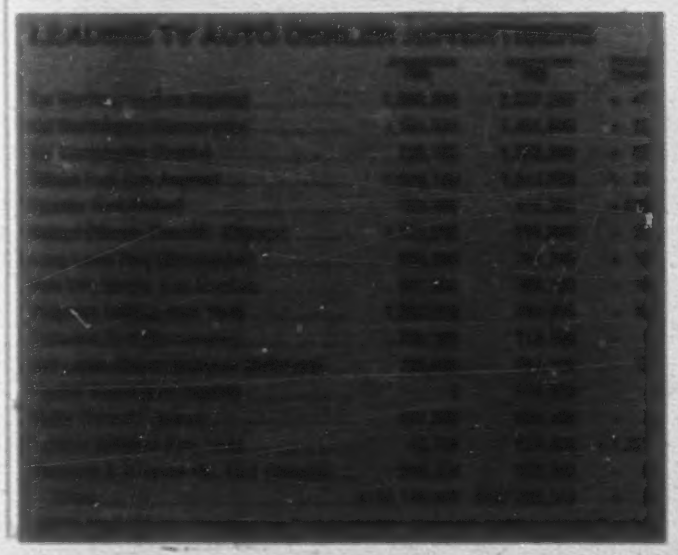
First-half automotive corporate television ad spending increased 15 percent to $377.8 million, according to TVB. Ford Motor Co., which boosted its TV ad spending 18 percent, led that category.

In the individual dealer category, which TVB said increased 9 percent, three Cal Worthington dealerships led the pack with increases ranging from 23 to 87 percent. The Worthington dealerships are in Los Angeles; Sacramento, Calif.; and Seattle.

TVB analyzes data provided by Broadcast Advertisers Reports, which monitors the top 75 U.S. markets. This year, BAR has increased its full-time monitoring to additional markets.

Atlanta, Dallas/Forth Worth and Philadelphia have joined New York, Chicago and Los Angeles as markets that are monitored full-time, rather than just one week per month. By the end of the year, BAR intends to monitor 17 markets full time.

LEADING AUTO DEALER ASSOCIATION TELEVISION ADVERTISERS



"Sony Is The Easiest Decision I Make Every Year."

"I demand the highest quality components for my custom vans. My customers expect it," says Scott Chapman of Bivouac. "Sony gives me sound profit without compromising that quality."

Top custom van manufacturers know and trust the Sony name. For Sound Systems, Video/Television Systems and CDs. No other name says Quality, Reliability and Innovation as well. Competitively priced and shipped when you need them.

SONY.
It's a sound decision.

PANA-PACIFIC CORP.
San Jose, CA
(408) 942-8622

CUSTOM AUDIO DIST.
Rogers, OR
(503) 357-3367

IMPERIAL SALES CO.
Los Angeles, CA
(213) 749-8969

TRAVIS MUSIC OF SAN ANTONIO INC.
San Antonio, TX
(512) 696-4102

EAGLE DIST.
New Orleans, LA
(504) 866-5901

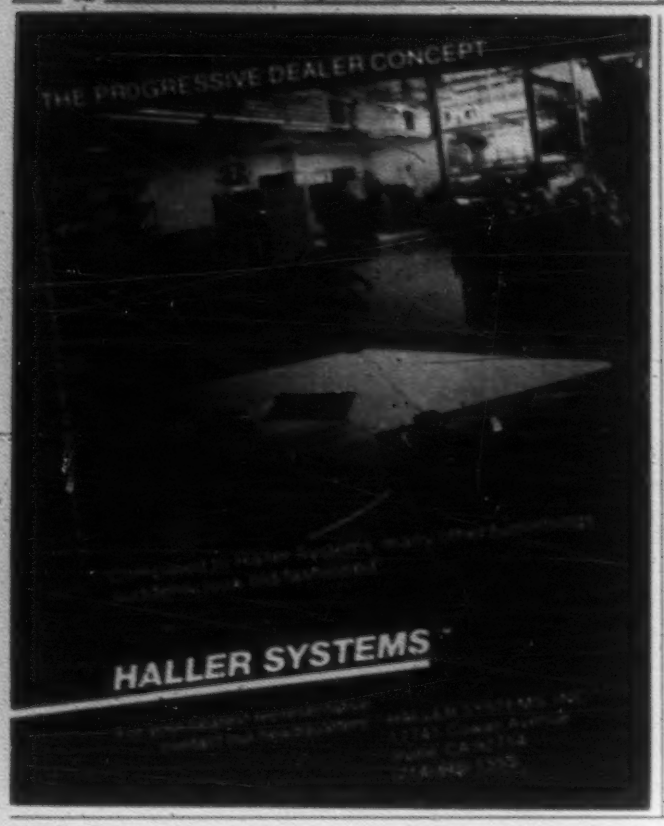
PROGRESSIVE CONCEPTS INC.
Fort Worth, TX
(817) 429-0632

THE GOLDBERG CO.
Richmond, VA
(804) 775-5721

RIVERSIDE DIST.
Elkhart, IN
(219) 522-2700

CPS DIST. INC.
Kansas City, MO
(816) 241-2755

SOUND & VIDEO SYSTEMS
Union, NJ
(201) 289-6871



DOMESTIC-CAR SUPPLIES

New-car supply drops to 60 days as lower finance rates ignite sales

Blistering sales, coupled with curtailed production, clipped Sept. 1 new-car inventories to the lowest point recorded in nearly a year.

Heavy showroom activity touched off by the finance-rate wars resulted in a 60-day supply of unsold units on Sept. 1. That compares with 69 a month earlier and 51 a year earlier. It was the lowest supply figure computed by Automotive News since the 38 days on Oct. 1, 1985. Most days-supply figures for 1986 have been in the 70s.

Actual count Sept. 1 was 1,557,291, a nine-month low. That was down from 1,725,524 a month earlier, but was higher than the year-earlier 1,413,483. It was the lowest since 1,433,567 on Nov. 1, 1985.

Among domestic makers with lower figures on Sept. 1, Volkswagen of America appeared to be in the best shape with a 59-day supply, compared with 71 days on Aug. 1. Chrysler Motors had a 62-day supply, down from 66 a month earlier. General Motors was close behind with a 63-day inventory, down from 79. American Motors was down to 142 from 148.

Ford's stock was good for 57 days of selling, compared with 53 the previous month. Honda showed an eight-day supply, up from six days.

In a statistical anomaly, Nissan showed a days-supply figure of 1,494, compared with 21 a month earlier. That's because there were virtually no Nissans to sell in the period on which daily rates are calculated.

Companies shared the Sept. 1 inventory as follows: General Motors, 58.34 percent; Ford Motor Co., 22.86 percent; Chrysler Motors, 15.30 percent; American Motors, 1.95 percent; Volkswagen of America, 0.95 percent; Honda, 0.42 percent; and Nissan, 0.18 percent.

A month earlier, shares had been: GM, 62.40 percent; Ford, 20.09 percent; Chrysler, 14.58 percent; AMC, 1.72 percent; Volkswagen, 1.01 percent; Honda, 0.19 percent; and Nissan, 0.01 percent.

Shares by market class on Sept. 1 were: Intermediate, 34.78 percent; compact, 20.38 percent; subcompact, 18.80 percent; standard, 14.29 percent; and luxury, 11.75 percent.

Shares on Aug. 1 had been: Intermediate, 37.74 percent; compact, 19.83 percent; subcompact, 17.64 percent; standard, 13.93 percent; and luxury, 10.86 percent.

Subcompacts on hand Sept. 1 were good for 51 days of selling, compared with 61 a month earlier. By makes, supply figures were: Honda, 8; Horizon, 27; Omni, 30; Escort, 47; Nova, 47; Shadow, 56; Golf/GTI, 59; Lynx, 61; Sundance, 66; Charger, 67; Turismo, 68; Fiero, 76; Daytona, 77; Chevette, 95; Encore, 106; Pontiac 1000, 106; Laser, 122; and Alliance, 159. Only makes to have a higher supply figure than a month earlier were Alliance, Chevette, Omni, Horizon and Honda (insignificant).

There was a 64-day supply of compacts as the month opened, compared with 62 days on Aug. 1. The Sept. 1 tally by makes showed: Mustang, 39 days' supply; LeBaron, 55; Topaz, 61; Firebird, 62; Tempo, 63; Cavalier, 64; Cimarron, 64; Reliant, 66; Aries, 68; Camaro, 69; Sunbird, 79; Capri, 83; Firenza, 84; Skyhawk, 90; and Eagle, 149.

In the intermediate class, the days' supply of 59 was down from 73. Individual totals were: Grand Am, 33; Calais, 41; Celebrity, 42; Cutlass Ciera, 47; LTD, 49; Marquis, 50; Pontiac 6000, 50; Cougar, 52; Cutlass Supreme, 59; Sable, 64; New Yorker, 64; Century, 67; Thunderbird, 70; Taurus, 75; Somerset/Skylark, 77; LeBaron GTS, 79; Dodge 600, 81; Monte Carlo, 85; Caravelle, 88; Lancer, 92; Regal, 101; and Grand Prix, 136.

Among standards, the days' supply was 65 on Sept. 1, down from 74 on Aug. 1. By makes: Grand Marquis, 44; Parisienne, 57; Crown Victoria, 59; Plymouth, 63; Diplomat, 63; Oldsmobile 88, 64; Chevrolet, 76; and LeSabre, 77.

There was a 71-day supply of luxury cars, down from 80 days a month earlier. By makes: Fifth Avenue, 61 days; Lincoln, 62; Cadillac, 66; Electra, 67; Continental, 72; Oldsmobile 98, 73; Riviera, 78; Mark VII, 80; Eldorado, 83; Corvette, 93; Seville, 119; and Toronado, 129.

DOMESTIC DAYS' SUPPLIES

	Sept. 1, 1986	Aug. 1, 1986	Sept. 1, 1985
Alliance	159	150	102
Encore	106	156	88
Total Renault	141	152	96
Eagle	149	117	103
Total AMC	149	117	103
AMERICAN MOTORS	142	148	97
Horizon	27	25	64
Sundance	66	186	9
Turismo	68	57	53
Reliant	66	58	50
Caravelle	88	88	100
Plymouth	63	50	70
Total Plymouth	53	52	58
Laser	122	148	80
LeBaron K	55	58	66
LeBaron GTS	79	101	50
Cordoba	0	0	0
Fifth Avenue	61	58	57
New Yorker	64	187	54
Total Chrysler	66	79	54
Omni	30	27	64
Shadow	56	e218	0
Charger	67	68	57
Daytona	77	83	47
Aries	68	36	55
Lancer	92	117	57
Diplomat	63	49	53
Dodge 600	81	76	53
Total Dodge	51	66	51
CHRYSLER MOTORS	62	66	53
Escort	47	44	46
Mustang	39	44	46
Tempo	63	60	46
Taurus	75	80	71
Thunderbird	70	82	55
LTD	49	52	55
Crown Victoria	59	54	47
Total Ford Division	57	54	47
Lynx	61	63	46
Tapez	61	63	0
Sable	64	46	47
Cougar XR-7	52	54	42
Capri	83	74	64
Marquis	50	51	50
Grand Marquis	44	45	47
Total Mercury	55	51	46
Continental	72	63	60
Lincoln	62	52	49
Mark VII	80	65	61
Total Lincoln	65	55	52
Total L-M Division	57	52	49
FORD MOTOR CO.	57	53	47
Skyhawk	90	117	74
Somerset Regal	77	85	77
Century	67	95	39
Regal	101	88	56
LeSabre	77	87	51
Electra	67	84	53
Riviera	78	178	98
Total Buick	76	90	57
Cimarron	64	127	53
Seville	119	251	133
Cadillac	66	85	53
Eldorado	83	189	117
Total Cadillac	72	133	89
Chevette	95	94	52
Nova	47	61	179
Cavalier	64	59	49
Camaro	69	73	56
Firebird	62	71	57
Monte Carlo	85	97	46
Celebrity	42	49	41
Corvette	93	97	61
Total Chevrolet	68	72	53
Pontiac	64	78	70
Sunbird	79	85	54
Pontiac Oma	42	48	37
Pontiac Supreme	59	68	55
6000	50	111	54
Fiero	76	78	51
Firenza	84	102	54
Total Oldsmobile	68	73	54
1000	106	106	0
Skylark	77	80	0
Somerset	77	80	0
Grand Am	33	36	0
6000	50	54	0
Grand Prix	136	144	0
Parisienne	57	64	0
Total Pontiac	65	71	0
GENERAL MOTORS	64	71	53
VOLKSWAGEN	59	71	0
HONDA	8	6	0
NISSAN	1494	21	0
TOYOTA/GEO TOTAL	18	20	0
Volkswagen	61	61	0
Chrysler	62	66	0
Ford	57	53	0
Volkswagen	59	71	0
Nissan	1494	21	0
Honda	8	6	0

13% Bob's Auto
20% Parts-R-Us
45% Subaru
12% Parts City
10% Carl's Copies

WHAT HAPPENS WHEN YOUR CUSTOMERS FIND OUT THEY'RE LEAVING WITH LESS SUBARU THAN THEY CAME IN WITH?

We'd rather not find out.

There's a good reason why we at Subaru have been rated one of the highest in overall customer satisfaction.

It's because our customers trust Subaru and their Subaru dealers.

But a customer's trust can easily be shaken. All it might take is discovering he got something he wasn't expecting. A non-genuine Subaru part.

To insure customers receive genuine Subaru parts when they need them, we've set up a state of the art, fully automated parts distribution center in Southern California. This, coupled with 13 regional distributor warehouses and the Subaru Star Dealer Computer System, lets you locate genuine Subaru parts anywhere in the country.

After all, customers come to a Subaru dealer for Subaru quality. Don't you agree they shouldn't leave without it.

SUBARU
PARTS AND ACCESSORIES

© SUBARU OF AMERICA, INC. 1986

SALES

Incentives push early September to highest-ever 368,674 deliveries

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

Sales incentives work.

Early September new-car sales by the seven domestic auto makers totaled 368,674, a record for the Sept. 1-10 period.

It was also the highest total for the first 10 days of any month, and the ninth largest tally for any 10-day period in history.

The record 10-day period was the final period of September 1972 when sales reached 485,631.

This year, Sept. 1-10 had eight selling days and full coverage from the ultra-low finance rates. Sales broke the old Sept. 1-10 record of 235,679 set last year by a whopping 56.4 percent. On a daily-rate basis, the sales total was up 36.9 percent.

On a straight volume basis, year-to-year increases ranged from 17 percent for Volkswagen to 75 percent for General Motors and Honda. Nissan, which is still building inventory after several months of model-changeover downtime, was down 46 percent from last year.

General Motors, with its "Big One" 2.9 annual-percentage-rate program, led the parade with a 53.4 percent daily-rate increase over the first 10 days of September 1985. It averaged 29,032 per day this year versus 18,931 per day last year. Each of the GM car and truck divisions reported records.

Honda, operating without an APR finance incentive, also posted a 53.4 percent daily-rate gain to 839 from 547 per day in early September last year.

Chrysler Motors reported a 39.1 percent gain in sales of domestic cars, as the daily rate increased to 5,887 from 4,232, also a period record as well as a record for the early period in any month.

American Motors' daily-rate sales of Alliance, Renault and Eagle totaled 498, up 5.7 percent from 471 in the same period last year.

Ford Motor Co.'s car sales were up 5.1 percent, to a daily rate of 9,562 from 9,096 last year. That increase was strictly on the basis of Ford Division results; Lincoln-Mercury sales for the period declined on a daily-rate basis.

Daily-rate sales of U.S.-built Volkswagens rose 2 percent in the period to 154 from 151 last year.

Nissan, which only recently resumed U.S. car production after model changeover, was short of cars and saw its sales of U.S.-produced cars tumble 52.9 percent to 113 per day from 240 per day in early September last year.

DOMESTIC SALES

	Sept. 1-10, 1986	Sept. 1-10, 1985
Renault		
Alliance-Encore	3,640†	2,979†
AMC	340†	330†
AMERICAN MOTORS	3,980	3,309
Chrysler	16,772	10,702
Plymouth	12,057	7,812
Dodge	18,287	11,108
CHRYSLER CORP.	47,096	29,622
Ford	55,237	42,736
Mercury	18,132	18,058
Lincoln	3,130	4,886
FORD MOTOR CO.	76,499	65,674
Buick	44,033	24,144
Cadillac	14,962	8,192
Chevrolet	79,371	46,471
Oldsmobile	57,972	31,548
Pontiac	35,914	22,167
GENERAL MOTORS	232,252	132,514
VOLKSWAGEN	1,234	1,056
HONDA	6,709	3,531
NISSAN	904	1,092
U.S. INDUSTRY TOTAL	368,674	235,679

†—Estimate

Holidays reduce sales in Japan

TOKYO — Domestic sales of Japanese automotive vehicles dipped slightly in August for the first time in four months, according to the Japan Automobile Dealers Assn.

JADA reported total vehicle sales at 214,872 units, down 1.3 percent from a year ago. It attributed the drop to fewer business days during the month because of summer holidays.

Of the total sales, cars accounted for 154,107 units, a decline of 1.9 percent from the year before. Small-car sales dropped 2.8 percent to 149,164 units, while medium-size cars were up up 35.7 percent at 4,943 units.

Domestic sales of trucks in August were up 0.4 percent from last year at 59,424 units. Small trucks accounted for 52,256 units up 1 percent, while large trucks dropped 3.9 percent from the year before to 7,168 units. Bus sales during the month were up 1.5 percent to 4,943 units.

INCREASE USED CAR PROFITS

IMPROVE SALES • ORGANIZATION • GROSSES • CUSTOMER SATISFACTION

THE USED CAR MANAGEMENT MANUAL

5 yrs. research, testing—nation's most comprehensive guide. Already helped over 500 new and used car dealers. All sizes and levels of experience will benefit. Featured in N.A.D.A. Guide, Automotive News, N.I.A.D.A. and others.

HERE'S HOW YOU CAN PROFIT FROM THE MANUAL

Improve Sales and Grosses
- Customer Tracking & Follow-Up System
- Advertising Techniques to Control Costs & Increase Traffic

Improve Organization
- Dozen Management Forms to Improve Reconditioning, Control Lot Functions, Improve Daily Operations

Increase Employee Productivity
- Training Programs for Managers & Staff
- Job Descriptions & Motivational Techniques

Improve Financial & Inventory Controls
- Financial Planning, Statements, Cash Flow, Inventory Planning and Ratios

Distributorships Available

Order Today (Money Back Guarantee)

To order direct (save shipping and handling), send check for **$99.50** to ***Used Car World***, P.O. Box 688, Milldale, CT 06467. To order COD, call **1-800-341-1950, ext. 891.** (Free packages of Management Forms — Limited Offer.)

Do you want the best results for your advertising dollar? Advertise in the Classified Section of Automotive News.

Put this computer system to work and your dealership will handle like a dream.

With software customized for your specific needs by a Value-Added Reseller, and Texas Instruments hardware designed to handle your growth, you'll wonder how you ever got along without it.

What the auto dealership needs today is one solution for Sales, Service, Parts, and the Business Office. One system that computerizes each department while giving you what you need most. Control.

And that's exactly what this dealership system is all about. It's a total system solution from a computer company that's been in the automotive business for over a decade. And it puts you in the driver's seat.

TI Value-Added Resellers will help steer you in the right direction.

Your system's software can be designed for each department's needs and the dealership as a whole, and comes from an automotive market expert who knows about TI's full range of technologically advanced products. No matter what size your operation, small, medium or multifranchise, TI can provide you with the right hardware. TI has a system that can handle your needs today, and expand for tomorrow as your needs grow. Our service and support people are easy to work with too. Our network stretches from coast to coast and features four-hour response time in many locations, among other options.

But the real story is its superb handling. Get behind the wheel of a Texas Instruments system, and you'll find your dealership will drive a lot smoother. In fact, it'll handle like a dream.

Call 1-800-527-3500, for the TI-authorized reseller specializing in automotive dealership systems nearest you.

TEXAS INSTRUMENTS

31609
© 1986 TI

Excalibur rescue plan is temporarily halted

By Scott Miller
AUTOMOTIVE NEWS STAFF REPORTER

A plan to rescue financially troubled Excalibur Motor Corp. from bankruptcy was temporarily halted when a federal judge in Milwaukee denied the motion for a buyout.

An Illinois company had proposed to buy the maker of neoclassic cars and is appealing the court's decision.

Bankruptcy Court Judge Charles Clevert sided with two objectors who claimed that the proposed sale price of $1.78 million was artificially low.

R.V. Robinson, an Atlanta Cadillac dealer, and M.L. Coleman, an Excalibur litigant from Dallas, objected to the proposal.

They said a company in Chapter 11 reorganization cannot circumvent the normal procedures that are guaranteed creditors. They claimed the proposed price would not be enough to cover the debts.

Last spring, Robinson invested $95,000 in Excalibur. Excalibur Executive Vice President William Stevens said it was part of a contract that would have given Robinson control of the carmaker.

Robinson was to inject some $1.8 million in equity and assume 51 percent ownership. The agreement also called for Co-owners Stevens and his brother, David, to be minority stockholders and to remain managers.

Robinson backed out last spring after a court decision released him from the pact.

The two objectors were not part of the creditors' committee. The committee did not object to the offer.

Henry Warner, president of Acquisition Co., a Bannockburn, Ill., firm that proposed the sale, said he was disappointed with the judge's decision.

"We are investigating other methods that would allow us to buy the company," he said.

Acquisition's newly formed subsidiary, EMC, was to have acquired Excalibur. Warner said Acquisition, comprised of a group of investors, buys failing businesses and attempts to turn them around.

The case has been appealed to the U.S. District Court of Appeals in Milwaukee, but Excalibur's attorney said that action may be moot.

Joseph Niebler, attorney for Excalibur, said it could be two years before a decision is reached. The financial condition of the company can change during that time. "The assets deteriorate, employees leave," he said.

Niebler added that the buyer probably wouldn't wait two years for a judgment.

William Stevens said Excalibur has recently been approached by still another interested buyer — from Columbus, Ga. — who offered $2 million for the company. Excalibur's attorneys are reviewing the offer.

Excalibur, based in Milwaukee, filed for bankruptcy protection in October 1985 and stopped car protection early in June 1986. At the time of filing, Excalibur officials estimated the company owed $4.53 million to at least 500 creditors. Excalibur estimated its own value at $5.62 million.

Marshall and Illsley Bank, of Milwaukee, is the largest creditor. When bankruptcy papers were filed, Excalibur owed M&I about $1.79 million. Money Pension Insurance Corp. of New York was the next largest creditor at $1 million.

Recently, M&I Bank was granted the right to liquidate Excalibur's assets to recover its collateral. However, no plans have been made for liquidation, according to Anthony Di Castri, vice president of M&I. He said Excalibur has been gradually paying off the debt since the October 1985 filing.

Stevens said all of the original debt to M&I has been repaid, but M&I loaned Excalibur another $500,000 to continue operations. About $350,000 of that loan is still outstanding.

Niebler said that if Excalibur is forced into liquidation the company will be lucky to get $1.78 million for its assets.

William Stevens said a decision on the company's future should be made this week.

AUCTION DATES

American Motors

Sept. 23 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Sept. 24 — Minneapolis Auto Auction, Plymouth, Minn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 25 — Northway Exchange, Clifton Park, N.Y.; Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.

Sept. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 30 — High Point Auto Auction, High Point, N.C.

Ford Motor Co.

Sept. 24 — Columbus Fair Auto Auction, Obetz, Ohio, and Clanton's Auto Auction, Darlington, S.C.

Chrysler Corp.

Sept. 23 — Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Arena Auto Auction, Chicago; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas (special sale)

Sept. 24 — South Seattle Auto Auction, Kent, Wash., and Southern Auto Auction, Warehouse Point, Conn.

General Motors

Sept. 23 — Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 24 — Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

Sept. 25 — Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston

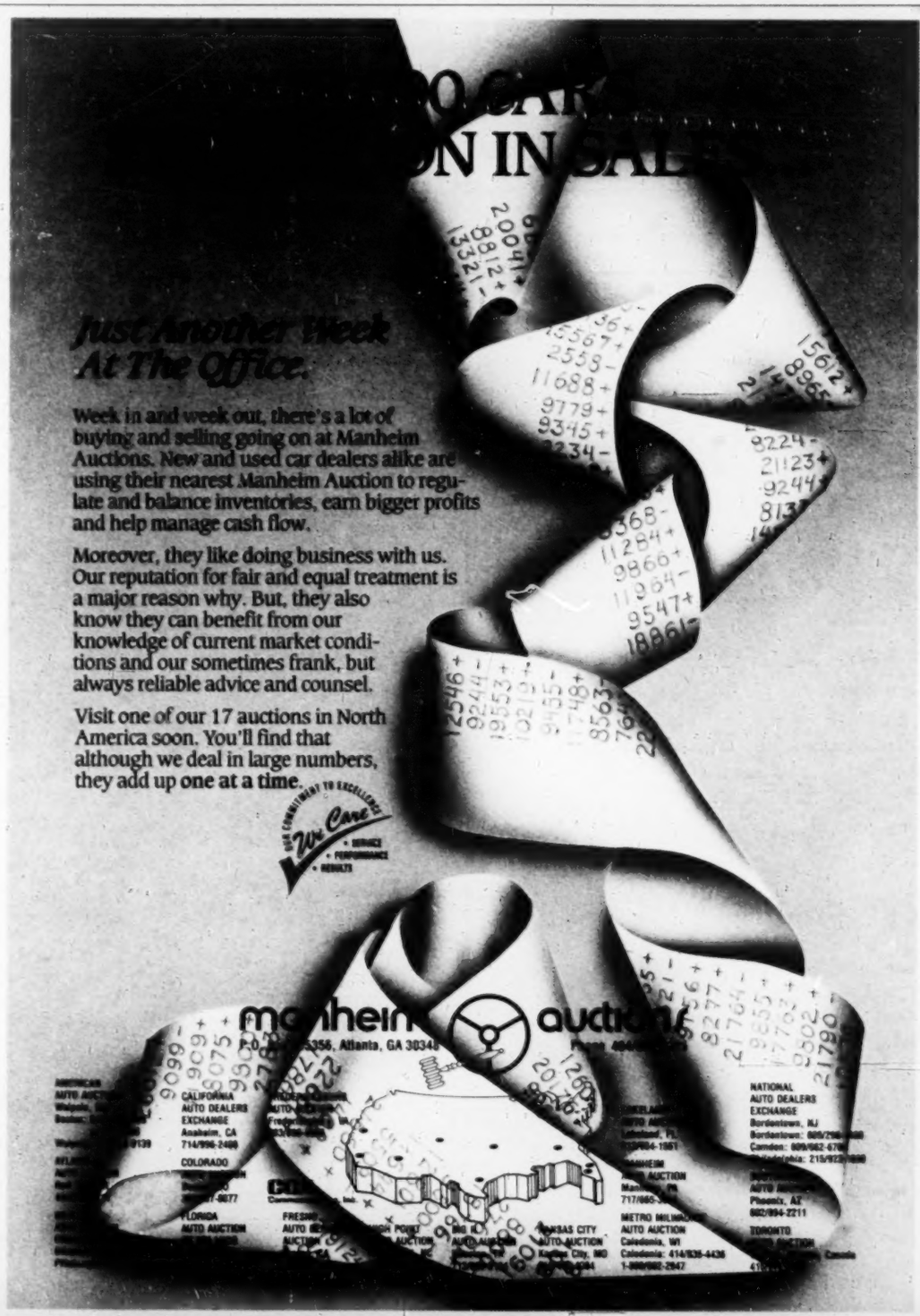
Oct. 1 — Atlanta Auto Auction, Red Oak, Ga.; Brashers Southern California Auto Auction, Fontana, Calif.; Hatfield Auto Auction, Hatfield, Pa.; Indianapolis Auto Auction, Indianapolis; and Omaha Auto Auction, Omaha, Neb.

Used Car Sales
Auction Averages

September to date	$5,227
Month ago	$5,222
Year ago	$5,024

Model Breakdown
Auction Averages

	SEP 1986	AUG 1986	JUL 1986
1986	$11,945	$12,136	$12,574
1985	$8,520	$8,520	$8,522
1984	$6,231	$6,242	$6,259
1983	$5,479	$5,502	$5,501
1982	$4,295	$4,337	$4,358
1981	$3,362	$3,388	$3,395
1980	$2,489	$2,505	$2,528
1979	$2,124	$2,145	$2,164
Overall Average	$5,227	$5,237	$5,196


Just Another Week At The Office.
Week in and week out, there's a lot of buying and selling going on at Manheim Auctions. New and used car dealers alike are using their nearest Manheim Auction to regulate and balance inventories, earn bigger profits and help manage cash flow.
Moreover, they like doing business with us. Our reputation for fair and equal treatment is a major reason why. But, they also know they can benefit from our knowledge of current market conditions and our sometimes frank, but always reliable advice and counsel.
Visit one of our 17 auctions in North America soon. You'll find that although we deal in large numbers, they add up one at a time.
We Care
manheim auctions

Excise tax proposal is scuttled

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — The chief tax reformer in the House, Illinois Democrat Dan Rostenkowski, told members of the American Automotive Leasing Association last week, "you can expect an excise tax in your future," probably on gasoline.

As it turned out, however, the congressman spoke too soon.

Questioned later in the day, Rostenkowski — who chairs the House Ways and Means Committee — said he had learned in phone conversations following his speech that the Democratic leadership "seems to be backing off the tax plan," which in fact was scuttled the following day, Sept. 16.

Rostenkowski, who is often mentioned as a possible successor to retiring House Speaker Thomas P. "Tip" O'Neill, has made several statements in recent weeks supporting a tax increase to help reduce the federal budget deficit. He said at last Monday's AALA meeting that he would not support a value-added tax, because "it is a hidden tax."

"It hurts the poor," he said.

A value-added tax, which has been touted by Chrysler Vice Chairman Robert S. Miller Jr., is a tax levied on products before they reach consumers. Value-added taxes are collected on imported products along with domestic products.

Rostenkowski said he expected AALA members to grill him over the loss of the investment tax credit and changes in vehicle depreciation schedules. He told them, After all the arguments and unfairness you are going to suggest to me, just remember the rates." The top corporate rate in the tax bill is 34 percent and the top personal rate is 28 percent.

"Now, you've got to pay for that, and that's how you pay for it," he said.

Rostenkowski said disclosure of transition rules in the tax-reform package, which specify who will receive special tax favors under the bill, have been delayed because, "I want staff to give us a good narrowness and interpretation of what we are doing. I don't want to come back next year with 1,000 pages of technical corrections."

Rostenkowski said he hoped President Reagan would be able to sign the tax bill by Sept. 30 and added, with respect to tax reform, "I'd like to hang a 'Gone fishing' sign on the door of the Ways and Means Committee next year."

Tax threat looms for closely held lessors

by Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — Leasing authorities feel that portions of the House-Senate tax bill designed to wipe out abusive tax shelters will hurt vehicle leasing companies that are owned or controlled by only a few shareholders.

A tax panel at last week's midyear meeting of the American Automotive Leasing Association said that the proposed law "has the result of including as passive activities all rental activities, of which the leasing of vehicles is one type."

The new tax bill ends the writeoff of losses incurred in passive investments by closely held companies, individuals and partnerships, they said.

The panel said that under that provision, a closely held company is one in which not more than five persons owned more than 50 percent of the stock at any time during the last half of the taxable year.

The panel said, "This provision means that if after taking into account all other changes in the tax law, such as the reduced depreciation and the alternative minimum tax provisions, the company still shows a taxable loss, this loss cannot be used to offset the income of any interest, dividends, or royalties not derived in the ordinary course of the trade or business. This includes any gain or loss on the sale of such property."

The AALA panel said that if the passive-losses provision is not changed, the leasing industry will seek a technical correction to the bill during the next Congress.

Members of the panel were John Winburn, a Washington lobbyist for Jones & Winburn; Earl Holtzman, a certified public account with Michael Silver & Co.; and attorney Ed Groobert, of Volpe, Boskey & Lyons.

STUDY

FROM PAGE 1

their company stood in its current performance.

In the order of importance, the list included: the percent of products that are made properly the first time; the amount of lead time from the concept to start of production of new products; the percent of products that meet cost objectives after the first year of production; the amount of up time on new equipment during the first year of production; the total production lead time from the start of production through shipment of the product; and the number of days needed to make engineering changes.

In almost every category, the gap between world-class and current performance showed that the companies are only one-half or one-third of the way toward world-class performance.

For example, the executives said that world-class performance meant that 90 percent of the products would be made properly the first time. Current performance, however, was only 50 percent.

They said that total lead-time from the concept of a new product to the start of production should be 36 months to be world class. It currently takes 60 months.

The percentage of products that meet cost objectives should be 80 percent to be world class but currently only 50 percent meet cost objectives, they said.

New equipment up time should be 90 percent, but current new equipment up time is only 60 percent.

Total production lead time from the first operation to shipment takes three days when it should be two days to be world class. The number of days needed to process an engineering change should be 30 days but is now 100 days.

The survey also asked when executives thought their companies would be world class in various categories. Those categories included inventory turns, rejects per million, processes that are controlled by something like statistical process control, projects that are on schedule, cost versus the Japanese, setup time and utilized capacity.

In six of the categories, roughly a third said they would be world-class in those areas by 1990. That means two-thirds don't expect to be world-class until some time after 1990.

A third said they would never be world class in inventory turns.

Are demos cutting-into your profits?

Ever consider how expensive salesmen's demos are to your Dealership? Well, if you haven't there is no better time than the present.

- Insurance Rates
- Allocations
- Declining Profits

All subtracting from your bottom line.

Now, there is a solution. With dedication and a firm understanding of your needs, Wheelways has designed innovative supplemental Dealership Financing guaranteed to stop the demo dilemma. In addition, you are insured with $5,000,000 of liability coverage on each vehicle you finance with us.

For more information, complete & mail the attached coupon. Or call Wheelways today, (215) 642-8400.

YES! I am interested in Supplemental Dealership Financing. Tell me what Wheelways has to offer.

Mail to:

WHEELWAYS
INSURANCE AND FINANCIAL SERVICES
308 East Lancaster Avenue
Wynnewood, PA 19096-1993

AN-9/22/86

Name _____
Title _____
Company _____
Telephone ( ) _____
Address _____
City _____
State _____ Zip _____

ALFA

FROM PAGE 1

centerpiece Ford's plans for the 1990s.

Ford has laid the groundwork of a package that has the backing of Alfa Romeo management. But some Ford sources fear Fiat will capitalize on Ford's months-long effort to put an accurate price tag on Alfa and — on the strength of Ford's respected financial judgment — swoop in with a marginally better 11th-hour offer.

On the other hand, there have been some complaints in Fiat circles that the Ford package is cleverly structured to disguise the fact that it is a nominal-price takeover of a beloved Italian brand name by a foreign entity.

Despite its poor financial condition, Alfa offers Ford a desirable European marketing and product development tie that could pay dividends in both North America and Europe.

Historically, Fiat has shown little interest in Alfa, which commands only 1.5 percent of the European market. But Fiat is apparently worried about Ford expanding, via Alfa, in the Fiat-dominated Italian market, and is also interested in enlisting the Alfa marque to become a bigger force in larger and sportier car lines.

There was speculation last week that Ford and Alfa floated word of an impending agreement to draw a response from Fiat, which has enormous political clout in Italy and the ability to martial public opinion.

Ford is said to be attempting to avoid the sort of last-minute public and political outcry which doomed its efforts to purchase the Austin Rover Group from the British Government earlier this year.

Apparently, the public relations concern has led to structuring a deal requiring Ford to put up cash proportionate to its share of Alfa's debt. The alternative would be a takeover similar to Fiat's one-lira acquisition of Lancia a few years back — a package not apt to be well-received by the Italian people.

Ford would reportedly pay about $95 million for a 20 percent share of Alfa Romeo that would be increased to 51 percent ownership over a three-year period. It is not known how much would be paid for the additional 31 percent.

Some sources said the final package was put together Sept. 12 in London. Yet there was word in London and Milan early the following week that though industrial issues were settled, not all financial details had been resolved between Ford and IRI/Finmeccanica, the government holding companies which own Alfa Romeo.

There was said to be lingering debate over the range of veto power the Alfa holding company would retain as a minority shareholder, the amount of Alfa debt Ford would assume and whether Ford would get a "divorce clause" enabling it to withdraw prior to taking majority control.

The deal reportedly calls for Alfa Romeo to maintain its independent identity, product range and sales network. Ford would help Alfa distribute cars and parts and provide service in some areas.

In the United States and other selected markets, Ford dealers would be appointed to handle Alfa Romeo dealers, but would have to have separate facilities.

Alfa produced 157,625 cars and 2,938 commercial vehicles last year, far less than the 450,000-unit capacity of its two assembly plants.

At Pomigliano, Alfa would eventually produce a version of a new Ford global car under the auspices of Ford's clean-sheet Alpha project, with interchangeable parts sourced throughout the world.

Pomigliano would join a network of existing Ford affiliates, including Mazda in Japan, Ford Lio Ho in Taiwan and Kia in Korea, turning out flexibly designed replacements for its Escort range — on which Ford is reportedly losing money in Europe — and its North American Tempo and European Sierra lines.

The global strategy marks a fundamental difference between General Motors' Saturn small-car program and Ford's Alpha. GM executives have largely dismissed the world-car concept, while it is the centerpiece of Ford's long-term program for offsetting overseas cost advantages in smaller segments.

Ford officials in Dearborn have embraced a global-car framework that would allow regional marketing capability and individual tailoring of of vehicle packages for specific world markets.

In Europe, Ford and Alfa apparently have settled on an arrangement by which Alfa Romeo would assemble an early 1990s Sierra replacement with 80 percent "global" content and 20 percent Alfa componentry and styling geared for the European market.

One potential snag seems to be the level of Alfa debt Ford is willing to underwrite. Alfa, which is believed to have stacked up short- and long-term obligations of more than $1 billion while losing money for 13 consecutive years, has said it expects to break even by 1989. However, many industry many observers are not forecasting profitability before the early 1990s. Alfa is expected to run about $156 million into in the red in 1986, down from more than $300 million in losses last year.

Some reports have Ford balking at assumption of a large share of debt, which could conceivably be written off in part by the Italian government. But there have been reports that Ford will invest up to $2.25 billion during the next several years to modernize Alfa facilities.

Another possible stumbling block is the issue of veto power. There was some suggestion that the Italian government might insist on authority to prevent plant closures or relocation of facilities outside the country, even without a majority position.

After the two companies acknowledged they were close to a final agreement last week, Italian industry minister Valerio Zanone expressed "satisfaction" with the Ford package, but nevertheless invited Italy's domestic industry, namely Fiat, to respond.

Cesare Romiti, managing director of Fiat, almost immediately said the company would be willing to reopen talks with Alfa. In a statement, he said Fiat had developed new proposals which it had not voiced in order to avoid disrupting ongoing Ford/Alfa talks.

The Italian firm has declined to spell out the content of its proposal. "We have ideas which we are more than happy to tell the world if and when the Alfa/Ford talks are over," said the spokesman.

After Ford and Alfa revealed their negotiations in May, it came to light that Alfa had previously entertained proposals from Fiat. The Fiat plan was described at the, time as a joint venture at the Pomigliano plant and cooperation with a third party, possibly Saab or BMW, at Arese.

Fiat backed away when Ford entered the picture, and a company spokesman said last week that Fiat has stayed clear of the current negotiations.

PRODUCTION

Auto production slips

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Last week's domestic production of 149,411 cars was down a bit (1.06 percent) from the previous week's 151,008, which was the highest total in 10 weeks.

Last week's output was 5.50 percent below the year-ago week's 158,101.

Companies shared last week's scheduled production as follows: General Motors, 54.12 percent; Ford Motor Co., 21.88 percent; Chrysler Motors, 14.52 percent; Honda of America Manufacturing Inc., 2.95 percent; New United Motor Manufacturing Inc., 2.50 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.49 percent; Volkswagen of America, 1.34 percent; and American Motors, 1.20 percent.

GM's Tarrytown, N.Y., plant is down this week because of a material shortage; 4,388 workers have been idled.

Ford plants in Lorain, Ohio; Edison, N.J.; and Chicago begin producing 1987 models this week.

GM scheduled no Saturday (Sept. 20) overtime.

All Ford car plants except Lorain, Ohio, are scheduled for daily overtime this week.

Ford's Wixom, Mich., plant is slated for Saturday (Sept. 27) overtime. Chrysler's Belvidere, Ill., and St. Louis No. 2 plants are slated for two nine-hour daily shifts.

Trucks hold above 75,000

Domestic truck production totaled 76,281 last week, down 3.01 percent from the previous week's 78,625, which was the highest count since the week ended Dec. 14, 1985. The industry built 83,892 trucks in the December week.

Truck output has topped 75,000 in each of the last two weeks, the first times since June that that figure has been reached.

Last week's production was 8.20 percent better than the year-ago week's 70,481.

Year-to-date, 2,606,573 trucks have been built, 3.76 percent more than the 2,512,114 completed last year at this point.

General Motors' heavy-duty truck plant in Pontiac, Mich., is down for one week for inventory adjustment, idling 1,400 workers.

Ford Motor Co. said its Wayne, Mich., plant is down this week for "engineering modifications on parts." The plant may also be down next week.

GM's Baltimore plant was slated for two overtime shifts Saturday (Sept. 20).

All Ford plants except Lorain, Ohio, are scheduled for daily overtime this week.

Chrysler Motors' Warren, Mich., plant is slated for two nine-hour daily shifts this week.

Canada trucks top 600,000

Truck production in Canada passed the 600,000 mark last week, a week behind 1985.

So far this year, 610,322 trucks have been assembled, 2.05 percent fewer than the 623,115 built last year at this time.

Last week's target of 14,850 trucks was the highest since the 16,564 built the week ended June 28.

Last week's build was 4.52 percent better than the year-ago week's 14,208.

In each of the past two weeks, car production has topped 20,000 units, a total that had not been achieved since the end of June.

Scheduled production of 24,722 cars last week was the best since the 24,560 for the week ended June 28.

Last week's estimated production was 14.59 percent more than the previous week's 21,574, which fell some 3,900 cars short of target.

Year-to-date, 751,203 cars have been assembled, 2.46 percent fewer than the 770,174 completed last year at this time.

CANADIAN CAR						
AMERICAN MOTORS	120	410	119	315	7,889	2,642
FORD MOTOR	10,697	8,999	9,743	27,102	359,678	373,359
GENERAL MOTORS	13,693	12,534	11,467	31,679	399,316	367,698
VOLVO	226	112	225	630	7,311	7,386
Total Cars, Canada	24,722	21,985	21,524	59,816	770,174	751,203
U.S. TRUCK*						
CHEVROLET	23,837	24,387	25,425	67,401	883,737	888,788
DODGE	4,000	5,551	5,602	13,882	198,506	81,171
FORD	29,607	21,038	20,434	61,638	659,031	1,044,624
GMC	6,402	7,207	7,367	22,245	268,394	264,564
INTERNATIONAL	1,620	1,531	1,639	4,548	58,594	52,775
JEEP	4,800	6,105	5,609	12,179	157,845	132,429
NISSAN	1,800	2,612	1,885	5,178	78,104	69,171
All GENERAL	50	50	50	150	1,650	1,961
MISCELLANEOUS	2,300	2,800	2,300	6,800	68,553	84,040
Total Trucks, U.S.	76,281	70,481	70,825	224,097	2,512,114	2,669,579
CANADIAN TRUCK						
AMERICAN MOTORS	750	0	700	2,104	0	20,460
CHRYSLER	8,494	8,235	8,512	24,659	320,693	269,699
FORD	3,648	3,357	3,560	10,102	118,129	118,751
GENERAL MOTORS	1,708	5,660	1,138	3,269	208,358	170,264
NAVISTAR	200	232	201	544	6,437	6,801
Total Trucks, Canada	14,800	18,845	14,208	40,838	623,115	610,322
N. American Trucks	91,111	89,326	92,833	264,043	3,135,229	3,216,869

*Includes station wagon production. **Estimated.
Data exclude commercial cars. ***Chrysler includes government contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Quarterly estimates may contain error of one or two units due to rounding.

U.S. CAR						
AMERICAN MOTORS	1,400	2,800	0	1,888	63,724	39,720
Renault Total	1,400	2,800	0	1,888	63,724	39,720
Alliance	1,400	1,847	0	1,888	63,913	39,720
Encore	0	953	0	0	39,891	3,330
CHRYSLER MOTORS	21,752	28,619	25,066	71,410	951,716	972,144
Plymouth Total	8,569	8,838	9,463	26,528	355,771	356,440
Horizon	3,888	2,987	3,712	10,488	107,148	126,864
Sundance	1,888	0	1,844	2,888	0	12,480
Reliant	3,693	4,111	3,906	8,729	191,488	114,384
Caravelle	988	1,888	988	2,128	36,388	32,588
Gran Fury	200	228	240	1,288	19,748	10,924
Chrysler Total	4,880	6,435	6,488	16,382	388,817	298,718
Laser	0	1,288	0	0	33,548	17,288
Lebaron	720	1,884	888	2,842	67,878	68,488
Lebaron GTS	1,288	2,888	1,884	5,488	78,828	52,288
New Yorker/E-Class	1,888	1,281	1,288	3,277	48,888	34,888
Fifth Avenue	2,888	2,788	2,888	7,211	88,778	30,888
Dodge Total	8,304	10,807	10,887	26,387	388,831	271,888
Omni	0	888	0	57	28,488	30,888
Aries	3,888	2,888	3,748	8,788	188,884	101,211
Shadow	1,888	0	1,887	3,718	0	11,288
Aries	2,888	5,888	2,888	8,841	188,888	88,888
Dodge 600	888	1,411	888	1,871	47,817	51,418
Lancer	788	1,888	887	2,181	48,818	38,478
Diplomat	1,888	884	1,288	3,348	28,352	33,888
FORD MOTOR	32,888	27,818	28,128	84,231	1,288,888	1,288,388
Ford Division	23,838	19,748	20,728	68,427	888,881	888,388
Escort	5,334	7,881	5,818	17,288	241,588	278,418
EXP	0	0	0	0	8,888	0
Mustang	8,338	4,748	3,718	12,824	181,387	141,888
Tempo	5,888	2,888	3,888	10,788	188,888	148,888
LTD	0	4,844	0	0	88,888	0
Taurus	9,888	0	8,888	27,888	0	288,388
Thunderbird	0	0	0	0	128,488	184,488
Crown Victoria	0	0	0	0	7,122	0
Lin Division	8,788	7,877	8,488	25,824	488,888	488,488
Mercury Total	4,748	4,888	4,388	13,888	284,888	278,488
Lynx	888	1,388	887	1,888	18,877	48,888
Capri	0	844	0	0	13,884	12,488
Topaz	888	0	888	2,888	42,178	42,288
Cougar	0	0	0	0	84,884	88,888
Marquis	0	881	0	0	17,388	0
Sable	3,381	0	2,888	8,888	0	88,888
Grand Marquis	0	1,888	0	0	4,728	0
Lincoln Total	4,883	2,888	4,888	12,888	117,284	127,888
Continental	481	488	487	1,313	18,878	14,188
Lincoln	3,818	2,181	3,847	8,121	88,312	88,888
Mark VII/III	888	484	888	1,888	13,812	17,888
GENERAL MOTORS	88,881	81,888	82,888	287,418	3,888,748	3,838,788
Buick Total	18,228	18,128	18,783	48,848	788,884	888,188
Skyhawk	1,888	1,882	1,378	4,188	77,748	82,148
Century	8,888	7,228	6,278	11,888	282,888	172,888
Regal	1,888	2,847	0	8,138	88,148	84,888
Skylark (X-car)	0	0	0	0	48,888	0
Somerset/Skyhawk	2,788	2,887	2,548	7,142	88,113	81,388
Electra (front)	1,888	88	1,388	18,888	481	118,888
Electra(Estate)(rear)	288	488	418	881	88,884	11,888
Riviera(front)	3,718	3,784	2,881	8,317	81,848	88,818
Riviera	0	0	0	0	45,888	18,481
Cadillac Total	5,488	5,577	5,218	14,848	254,887	238,888
Cimarron	888	888	542	1,448	18,158	18,488
Cadillac (rear)	1,338	881	1,388	3,888	38,878	88,148
Cadillac (front)	3,788	3,887	3,888	88,178	184,848	138,888
Allante	0	48	0	0	88,882	88,188
Eldorado	0	42	0	0	27,418	17,887
Chevrolet Total	28,881	88,878	28,884	78,888	1,188,888	888,888
Chevette	2,838	2,488	2,888	7,181	118,118	78,278
Corvette	1,848	1,481	1,488	88,181	188,248	128,888
Cavalier	8,344	88,887	8,884	28,888	388,888	288,788
Celebrity	0	8,748	7,888	11,888	288,138	178,888
Citation	0	0	0	0	28,888	0
Monte Carlo	2,884	2,888	1,888	6,887	182,887	88,878
Camaro	5,818	6,888	5,482	15,888	188,184	182,888
Corvette	848	741	888	1,788	88,887	88,888
Oldsmobile Total	14,817	18,814	14,888	41,888	878,888	728,888
Firenza	888	1,881	818	2,878	48,888	28,288
Cutlass	2,481	2,888	3,148	7,784	188,481	88,488
Cutlass Ciera	2,748	7,218	5,384	8,881	288,441	188,488
Cutlass Supreme	1,828	4,188	1,718	2,838	188,881	81,788
88 (front)	3,888	0	3,818	88,888	0	288,888
98 (rear)	488	884	888	842	188,548	18,888
Olds 88	2,842	3,818	2,344	7,884	188,488	88,888
Toronado	0	88	0	0	87,888	14,884
Pontiac Total	17,888	18,781	18,788	48,888	488,888	387,778
Acadian*	0	848	888	888	8,888	11,888
Fiero	1,788	2,418	1,488	4,171	81,824	48,888
1000	788	1,178	788	2,178	24,481	18,788
Firebird	2,388	2,288	887	5,881	87,188	81,248
2000 Sunbird	3,883	3,838	3,883	18,188	181,888	181,877
Grand Am	8,888	3,888	3,888	18,888	84,184	182,138
6000	2,788	888	3,488	7,181	88,817	182,788
Parisienne	312	2,582	388	884	88,888	48,288
HONDA	4,418	2,228	5,888	14,487	118,817	182,848
NISSAN	2,228	1,282	1,878	4,817	28,182	28,778
Sentra*	3,731	1,888	3,731	11,188	34,257	148,344
VOLKSWAGEN	2,288	2,282	2,888	5,588	88,888	88,887
Total Cars, U.S.	148,411	158,181	151,888	488,888	6,888,812	5,734,888
Total Cars, Canada	24,722	21,888	21,524	88,888	778,174	751,288
N. American Cars	178,188	188,888	172,388	488,784	6,788,788	8,478,888
N. American Trucks	91,111	88,328	82,888	284,848	3,188,228	3,218,888
North American Cars and Trucks	288,288	288,382	288,418	784,887	8,882,818	8,882,788

*Revised estimate. **All Apollons are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

GM minivan won't go to Framingham

By Michelle Krebs and Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors' plastic-bodied minivan will not be built in Framingham, Mass., as originally planned.

David Campbell, GM vice president in charge of manufacturing for the Chevrolet-Pontiac-Canada Group, said Framingham has been ruled out as the source for the minivan. He did not say where it would be produced.

Campbell also said that the plan to locate a facility adjacent to the assembly plant to produce the plastic body panels has been scrapped. There is no time to do that now, he said.

CPC had planned to have a contiguous facility. However, the town of Framingham refused to rezone property for the plastics plant, which made the Framingham location less desirable as a source for the minivan.

In addition, union members in Framingham have refused to reopen local contract talks. CPC wanted a local contract that included teams, much like it has in other plants.

Pontiac and Chevrolet will market the minivan, known within GM as the all-purpose vehicle (APV) or the GM200 program. It is slated for 1989 introduction and will have plastic body panels, as does the Pontiac Fiero. Pininfarina Industrie SpA, the Italian design house and manufacturer, will do the engineering and prototypes.

The Framingham plant will continue to produce GM's A-cars. It now assembles the Chevrolet Celebrity and Oldsmobile Cutlass Ciera.

"We're building A-cars there, and we need A-car plants," Campbell said.

The GM10 program was to have replaced the A-cars. However, GM has stretched out the GM10 program, a massive mid-sized car program, over a longer time period and has extended the life of the A-cars, perhaps into the 1990s.

CPC said it is looking at each of its plants as a possible location for the APV. However, plants which have no future product planned are more likely candidates. Those would include assembly plants in Pontiac, Mich.; North Tarrytown, N.Y.; Arlington, Texas; and Ste. Therese, Quebec.

GM also is considering building two entirely different models in its Van Nuys, Calif., plant. The plant now produces Pontiac Firebird and Chevrolet Camaro.

Campbell said it makes sense to build in California vehicles that are sold on the West Coast. GM is trying to improve its market share in California.

He noted that at one time, the plant produced Corvairs and trucks at the same time for sale in California.

Van Nuys workers have feared the plant would be closed. Workers at the plant recently agreed to an innovative labor contract that uses teams of workers. In addition, the life of the present Firebird and Camaro has been extended into the 1990s.

The GM80 program, which was the front-wheel-drive plastic-bodied replacement for the Firebird and Camaro, has been canceled, or at least put on hold until the 1990s.

C2700-1-P

Automotive News

September 29, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

South Asia hoping for surge in industry

By Andrew Tanh
STAFF CORRESPONDENT

SINGAPORE — South Asia is emerging as an important auto manufacturing region, a significant exporter of low-cost vehicles and components built by low-paid workers and eager governments.

South Asian governments are delighted by the soaring Japanese yen. It is giving added momentum to the region's development, which had been stalled by acute economic recession.

In the process, real effects could be felt in the United States, such as Chrysler Corp. possibly importing Malaysia's Proton Saga as an Omni-Horizon replacement.

For the longer term, South Asian planners are impressed at how other developing nations — as diverse as South Korea, Spain and Mexico — have used the auto industry to reduce rural poverty. They have encouraged an infusion of foreign technology and capital — mostly from Japan — and insisted that the proportion of locally made parts should increase at a fast clip.

AUTOMOTIVE NEWS CHARLOTTE WIRTZ

South Asia is one of the few remaining major unexploited auto markets, and it is poised to be the next to develop rapidly.

By the early 1990s, India, Indonesia, Malaysia and Thailand will each have an integrated auto manufacturing industry using some of the latest assembly techniques. Even two of the world's poorest nations — Bangladesh and Nepal — are in the early stages of setting up fledgling assembly plants.

The scope is vast. South Asia already has 1 billion people — one-fifth of the world's total. The region spans the same distance as from New York to Anchorage, Alaska, and contains massive un-

see ASIA, page 33

Market shifts seen as way to head off excess production

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Massive losses from overcapacity in the United States can be avoided — if Japanese automakers shift into the right market segment.

The latest Automotive News World Outlook, a service of Automotive News and the economic forecasting firm Data Resources Inc., shows that an enormous glut in capacity — and the price war and red ink that would result — can be avoided.

"There doesn't have to be lot of price slashing and it doesn't have to be a financial loser for everybody," said John Hammond, DRI's U.S.-based economist.

However, he said, U.S. and Japanese companies must act fast and make their moves by 1988 or 1989, the first years of major overcapacity problems.

More than a year ago, the World Outlook said the U.S. auto industry was headed toward an overcapacity problem, particularly in the subcompact segment. It looked as if there were no way out.

The forecast then showed that production capacity in the United States and in plants in foreign countries aiming their products at the United States would increase about 15 percent by the end of 1990. At the same time, annual vehicle demand was estimated to increase only 7 percent by the end of 1990.

The somber scenario for the United States resembled the recent situation in Europe. The World Outlook had predicted intense price competition and a financial bloodbath, particularly for domestic automakers.

But now, said Hammond, "the car companies are doing the simple arithmetic. The question is, how do they deal with it?"

The domestics, Hammond said, will deal with it by cutting back their domestic production plans.

see OUTLOOK, page 52

Profits hold for used cars while APRs reduce sales

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

The current round of annual-percentage-rate finance incentives has softened late-model used-car sales in some markets, but gross margins seem to be unaffected.

"There is no question that the APRs are depressing the late-model used-car market," said Lynn Weaver, editor of the National Automobile Dealers Association's Used Car Guide.

"The market is very soft right now," Weaver said. "With APR, you can get into a new car for the same or less than you can get into a late-model used car."

Nonetheless, independent used-car dealers and new-car dealers with used-car lots said last week that per-unit profits were holding, or even increasing.

"The strength of the used-car

see USED CARS, page 53

Austin Rover execs ousted in shuffle

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

Rover Group Chairman Graham Day shook up top management at the sagging Austin Rover car division last Thursday. The chief executive and two other senior officers were replaced and a new head of marketing was appointed.

Austin Rover Chairman Harold Musgrove, a 40-year company veteran, will take early retirement effective Oct. 1. Mark Snowdon, chief product planner, and Peter Regnier, finance director, left the company.

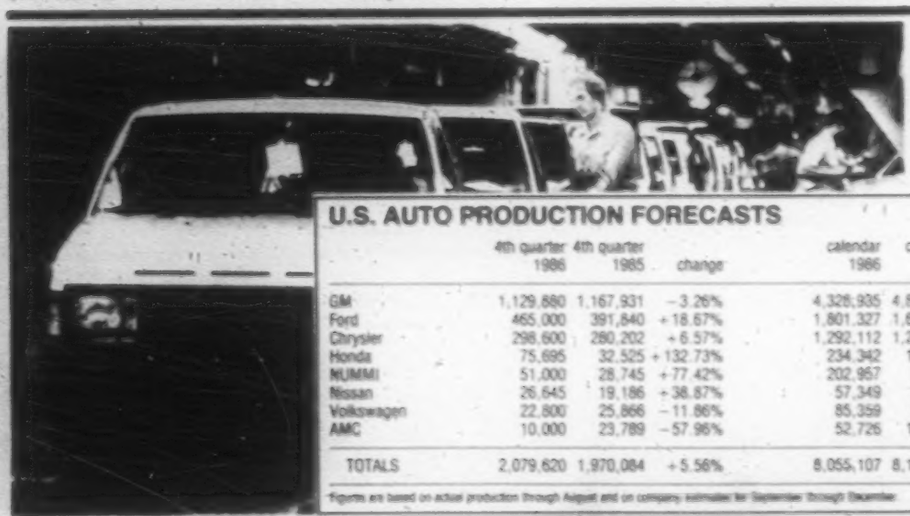
The changes coincided with the announcement of a $300 million first-half loss for Rover Group. The deficit includes a $90 million loss for Austin Rover.

Under the new alignment, Day becomes chairman of the car unit, and Les Wharton, currently managing director of Leyland Trucks, becomes managing director. They will share Musgrove's previous duties.

In addition, Tony Rose, Land Rover-Leyland Trucks finance director, takes over as Austin Rover's chief financial officer, and Chris Woodwark, previously managing director of Land Rover-Leyland International, assumes the new position of commercial director of Austin Rover.

The Woodwark appointment supersedes the duties

see ROVER, page 52



Output in 4th quarter slated to top '85 total

By Kathy Barbaglio
AUTOMOTIVE NEWS STAFF REPORTER

Domestic automakers plan to build nearly 6 percent more cars in the fourth quarter than they did last year, making calendar 1986 another 8-million-car year and nearly on par with 1985.

The makers' schedules call for 2,079,620 cars for the final quarter, 5.56 percent more than last year's output of 1,970,084.

Automakers estimate they will build 8,055,107 cars for all of 1986, down 1.60 percent from the 1985 total of 8,186,040.

The bulk of the projected fourth-quarter increase will come from two foreign-based firms and one that is a U.S.-foreign joint venture. The eight companies that manufacture cars in the United States plan to

see FORECASTS, page 52

U.S. AUTO PRODUCTION FORECASTS

	4th quarter 1986	4th quarter 1985	change	calendar 1986	calendar 1985	change
GM	1,129,880	1,167,931	−3.26%	4,326,935	4,822,478	−10.23%
Ford	465,000	391,840	+18.67%	1,801,327	1,636,150	+10.10%
Chrysler	298,600	280,202	+6.57%	1,292,112	1,266,068	+2.06%
Honda	75,695	32,525	+132.73%	234,342	145,337	+61.24%
MUMMI	51,000	28,745	+77.42%	202,957	64,601	+214.17%
Nissan	26,645	19,186	+38.87%	57,349	43,810	+30.90%
Volkswagen	22,800	25,866	−11.86%	85,359	96,458	−11.51%
AMC	10,000	23,789	−57.96%	52,726	111,138	−52.56%
TOTALS	2,079,620	1,970,084	+5.56%	8,055,107	8,186,040	−1.60%

*Figures are based on actual production through August and on company estimates for September through December.

Bombings affect Paris auto show — Page 2
Flat Rock's Fords delayed — Page 3
'The Reckoning': Fresh research — Page 36

NEWSPAPER
0303229008 0300 3639 COMP 087
ACG EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SIER
BETHESDA MD 2

Dodge aims to be No. 3 nameplate by 1990

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Dodge is shaping a plan for a 24 percent sales increase to 1.2 million cars and trucks by 1990 and a position as the No. 3 volume division in the United States.

Dodge currently vies for fourth place with Toyota and expects to sell nearly one million vehicles this year.

The Dodge plan is part of the long-term strategy Chrysler Motors is formulating to differentiate Chrysler, Plymouth and Dodge products in consumers' minds.

Chrysler is being positioned as the luxury division. Plymouth is linked with integrity, Dodge cars with performance and Dodge trucks with toughness.

Dodge's strategy to gain market penetration calls for use of high-end, high-performance image models supported by a broad range of affordable models.

"I am convinced you can marry those two approaches successfully if you have the products and define the consumer groups," said John B. Damoose, Dodge general marketing manager.

Pontiac Motor Division is not Dodge's prime domestic competition, Damoose said. Pontiac's market is more narrowly defined, he said. Dodge is working "to appeal to the broad range of Ford, Chevrolet and Pontiac buyers."

"We want to be a volume marketer of fun-to-drive, performance-oriented cars that appeal to the heart-of-the-market American buyer," he said.

Damoose said brand distinction among the three Chrysler Motors makes will be more apparent in 1988 and 1989 models.

Early product moves include offering the 1987 Daytona body exclusively as a Dodge and the LeBaron coupe body exclusively as a Chrysler. The performance version of Chrysler Motors' new small cars, Dodge Shadow and Plymouth Sundance, is available only to Dodge.

Dodge's plan for hefty sales gains comes when the market is becoming increasingly competitive. However, Chrysler Corp. Chairman Lee A. Iacocca said last week that the company's long-term goal is to capture 15 percent of the car market and 15 to 20 percent of the truck market.

Damoose said aggressive product plans are the basis of Dodge's strategy.

"We're expanding our car lines," he said. "We're getting into markets we haven't been in," he said. "We will be much more involved in the mid-sized and smaller pickup-truck market. We'll be broadening our coverage of the middle of the market, and we'll be coming out with some more expressive performance vehicles.

"We'll have a new Daytona. There is the new Dakota truck. There will be other trucks and special models between now and 1990.

see DODGE, page 53

RICK LIEBER

John Damoose: "We want to be a volume marketer of fun-to-drive, performance-oriented cars."

New models to tip scales for Chevy

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

WARREN, Mich. — Chevrolet Motor Division expects to increase both its sales and market share in 1987 because of its new mid-size entries, the Corsica and Beretta.

Chevrolet General Manager Robert Burger, at the division's 1987 model preview, predicted 1987 model-year sales of 1.8 million cars and 1.3 million trucks. That compares with 1.7 million cars and 1.3 million trucks in 1986.

Market share will be up a percentage point in calendar 1987 at 17 percent, Burger predicted.

Chevrolet predicts sales drops in nine of its 11 car lines. Corsica and Beretta, which will be introduced in the spring, will boost Chevrolet's 1987 model-year sales above those in 1986.

Burger said that the division wants no low-interest financing incentives to launch the 1987 models.

"The plan now is on introduction day, that's it. We'll go naked for the foreseeable future," he said.

"I hope the industry stands pat on no incentives," he said. "But if anybody announces new incentives, it will be no more than 24 hours later that Chevrolet responds."

Burger said Chevrolet, like Pontiac Motor Division, will cut back on the number of free-standing options available on its models and instead offer option packages.

Option packages and a limited number of free-standing options are available on Camaro, Corsica and Beretta. Burger said by 1988 or 1989, all models will have only option packages.

Burger also said he expects it to be at least two years before the GM80 program is resurrected. GM80 is the replacement program for Camaro and Pontiac Firebird. The replacement vehicle would have been front-drive and plastic bodied. However, the program was scrapped, or at least postponed until the 1990s.

Burger said Chevrolet's challenge will be to keep Camaro fresh. He said Chevrolet will do more IROC-type packages, aimed at market niches, to keep volume up.

Chevrolet predicts 1987 car sales to breakdown as follows: Caprice, 204,000, down from 227,000 in the 1986 model year; Corvette, 30,000, down from 36,000; Monte Carlo, 93,000, down from 118,000; Celebrity, 360,000, down from 399,000; Camaro, 160,000, down from 173,000; all-new Corsica and Beretta, 233,000; Cavalier, 345,000, down from 387,000; Chevette, 60,000, down from 75,000; Sprint, 61,000, down from 67,000; Spectrum, 90,000, about the same as the 91,000 in 1986; and Nova, 180,000, up from 171,000. The other 3,000 sales for 1986 were from Citation, which was dropped.

The 1987 truck forecast: S-10 pickup, 215,000, down from 217,000; S-10 Blazer, 160,000, down from 189,000; El Camino, 20,000, down from 23,000; Astro, 150,000, up from 136,000; Chevy Van/Sportvan, 140,000, down from 155,000; Blazer, 40,000, down from 47,000; Suburban, 52,000, down from 63,000; full-size pickup, 506,000, up from 441,000; medium-duty trucks, 19,000, about the same as the 20,000 in 1986.

RICK LIEBER

Chevrolet General Manager Robert Burger with Camaro Z28 convertible

Camaro convertible to return

WARREN, Mich. — Chevrolet will offer a Camaro convertible in the 1987 model year to celebrate the car's 20th anniversary.

It will be the first Camaro soft-top since 1969. Chevrolet also offers convertibles in its Corvette and Cavalier lines. There will be ragtop versions of all Camaro models — IROC-Z, Z28, LT and Sport Coupe.

The convertibles will go on sale in January, and Chevrolet expects to sell 4,000 in the 1987 model year. The conversion will be done by American Specialty Co., a division of American Sunroof Co., of Southgate, Mich.

Mazda to delay Ford production

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

A new car that Ford Motor Co. expected to market as a 1988 model may become a 1989 model because all early production at Mazda's Flat Rock, Mich., plant will be Mazda 626s, not Fords.

Louis Lataif, Ford Sales Operations vice president, spoke of the Mazda-designed car at a recent press preview of Ford Motor's 1987 models. He said Ford would share output with Mazda at Flat Rock starting with job one in October 1987 and that the new Ford would debut as a 1988 model.

But a spokesman for the Mazda plant said the next day that all initial production would be Mazda models, with production for Ford starting sometime in 1988. Ford and Mazda eventually will split production at the plant, which will have an annual capacity of 240,000 vehicles.

But Mazda is looking for domestic production that would allow it to expand U.S. sales and introduce a U.S. version of the new-generation of the Luce (929 series).

"We're not expecting to receive any cars until late February or March of 1988," a Ford spokesman later acknowledged. That would push the debut into March or April.

"I'm pushing for it to be a 1989 designation," Louis A. Ross, Ford executive vice president for North American Automotive Operations, told the Detroit Auto Writers Group last week.

If Ford decides to go with a 1988 label, it would be because of new state laws limiting how early a next-year model designation can be used, or because Ford needs the new model to help meet the 1988 federal passive-restraint standard or the Corporate Average Fuel Economy requirements, Ross said.

Ford seemed surprised that it would not immediately split Flat Rock production with Mazda, which is 25 percent owned by Ford. But the delay may postpone a decision on what powertrain to use in the Ford version.

Ford is known to be considering its own 2.3-liter, four-cylinder engine and three-speed automatic transaxle for some Flat Rock Fords, with a Mazda-built transaxle for manual-shift versions.

Ford has not disclosed the name of the new car. But it is expected to market the front-wheel-drive Flat Rock car as a low-level Mustang.

INDEX

Auction reports	41
Automotive world news	29-32
Books of interest	36
Classifieds	42-50
Coming events	35
Engineering	12
Legal briefs	16
News briefs	8
Opinion	10
Personnel	24
Production	54
Truck industry	20

61st year—No. 5147

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Feaheny's suit against Ford bosses goes to trial

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

The judge hearing a $130 million suit brought by a former Ford Motor Co. vice president said a jury will be seated quickly but that the trial could last two months.

Wayne County Circuit Judge Michael J. Talbot in Detroit said he hopes lawyers for both sides will be able to agree on a jury today, the first day in court for the case of Thomas J. Feaheny against six current and retired Ford executives.

Feaheny alleges that his salary was frozen, he was denied perquisites given to others and was excluded from stock option eligibility.

Feaheny

He was vice president in charge of vehicle research when he was fired in September 1983, a few weeks after he filed the suit.

Defendants are Philip Caldwell, retired Ford chairman; Harold A. Poling, Ford president; Louis R. Ross, executive vice president for North American Automotive Operations; John McDougall, retired executive vice president for International Automotive Operations; Harold C. MacDonald, retired vice president for engineering and research; and Peter J. Sherry, retired vice president for personnel and organization. All have been subpoenaed to appear at the trial.

A list of possible witnesses for Feaheny includes two former Ford executives — Lee A. Iacocca, chairman of Chrysler Corp., and Marvin T. Runyon, president of Nissan Motor Manufacturing Corp. U.S.A.

Court documents filed by Feaheny charged that Runyon and others were victims of a "denigration program" in the company.

The first testimony expected to be heard by the six-person jury will be a videotaped deposition by Henry Ford II, former Ford chairman. He initially was a defendant but was dropped from the case.

Ford Motor Co. is not a defendant.

As part of the pretrial maneuvering, Feaheny offered to drop McDougall as a plaintiff in return for $500,000 and McDougall's cooperation in testifying in Feaheny's behalf. McDougall rejected the offer, court records show.

Caldwell is scheduled to testify Oct. 6-8. McDougall, MacDonald and Sherry are scheduled for Oct. 13-17, and Poling for Oct. 20-21. Ross is slated to testify Oct. 27.

Made in Taiwan

Will Taiwan be Asia's next automotive powerhouse?

By Andrew Tank

Japan became a major force in automotive manufacturing in the 1960s. South Korea is flexing its muscles in the 1980s.

Could Taiwan be the Far East's next automotive powerhouse in the 1990s?

That question is being asked by major vehicle manufacturers around the globe as they jockey for position in Taiwan's rapidly growing automotive industry.

A series of strategic alliances is being struck that could turn the island off the southeast coast of China into as busy an auto manufacturing base as South Korea by the end of the decade.

Nissan Motor Co. Ltd., Ford Motor Co. and Honda Motor Co. Ltd. have long-standing ties in Taiwan. Toyota Motor Co. Ltd. and Mitsubishi Motors Corp. took equity shares in Taiwanese firms in the past year. General Motors and San-Fu are in the final stages of negotiating a partnership. Chrysler Corp. and Mazda Motor Corp. are studying possible joint ventures.

Just this month, Taiwan's potential as an automotive center got a hefty boost when Fuji Heavy Industries Ltd., maker of Subaru vehicles, invested in a new joint-venture.

On Sept. 9, Taiwan's Economics Ministry announced approval of the new firm, Ta Ching Motor Co. Fuji is spending $11.4 million for a 35-percent stake, with local company Taiwan Vespa providing $19.5 million.

Production is scheduled to start in 1988 when Ta Ching hopes to make 6,000 vehicles. The plan is to build 36,000 vehicles in 1989, and 48,000 cars and 12,000 trucks by 1990. At least half the planned output will be exported.

It is the fourth joint-venture in Taiwan involving Japanese firms announced in the last year.

Last fall, Nissan took a 25-percent stake in Taiwan's biggest automaker, Yue Loong Motor Co. Ltd. Last February, Toyota bought 22 percent of a small truck-maker, Kuo Zui. Soon after, Mitsubishi purchased 25 percent of China Motor.

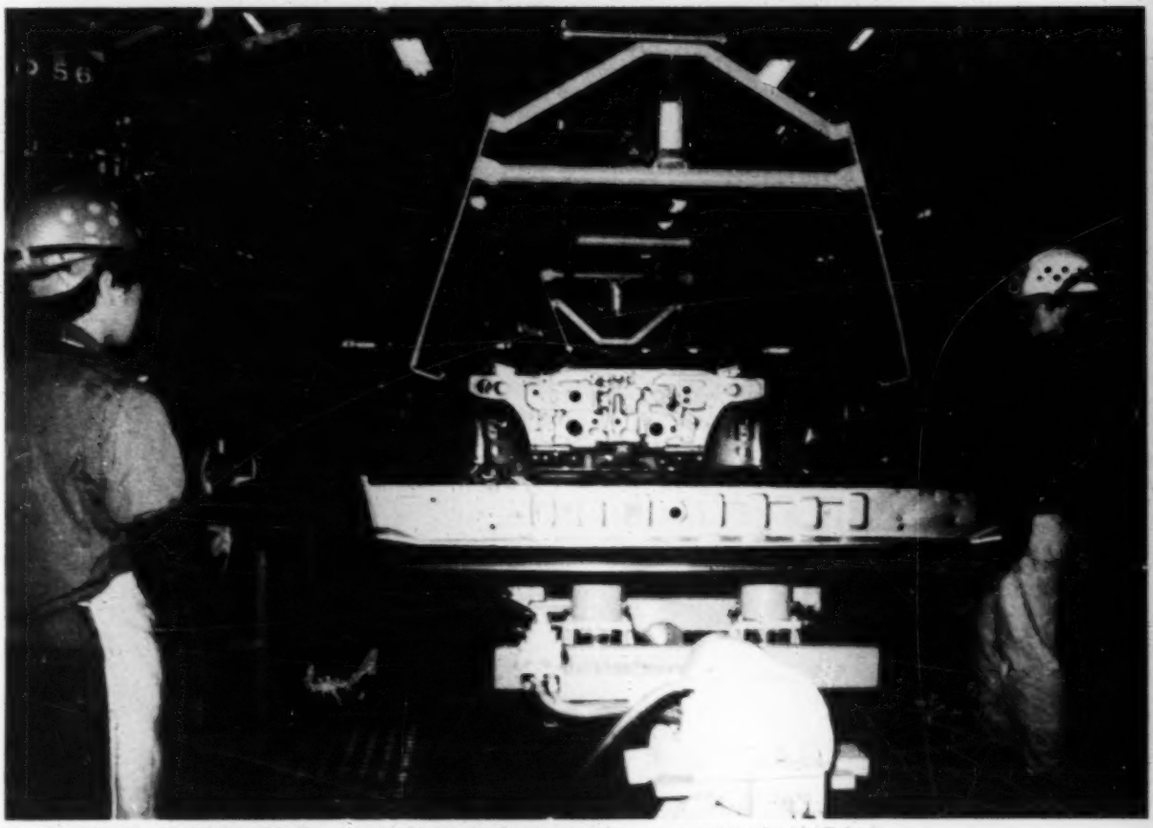
Other major automakers in Taiwan are Ford Lio Ho, 70 percent owned by Ford Motor, and Sanyang, 14 percent owned by Honda.

Add to this an automotive parts industry that has doubled export volume to $450 million in the last three years, and the 36,000-square-kilometer island starts to loom large on the world auto map.

"By 1990 $1 billion of auto exports would be a reasonable estimate," says Dick Mou, director of market development at the China External Trade Development Council. "In the next few years we hope to make major inroads into the original-equipment manufacturer component market."

The prospect of major vehicle exports from Taiwan in the near future seems less likely.

Ford's 70 percent-owned subsidiary Ford Lio Ho Motor Co. recently started shipping Taiwan-assembled Mercury Tracer cars to Canada at a rate of about 1,000 a month, and hopes to export up to 30,000 a year.



The Ford Lio Ho plant (above) is the most technologically advanced auto assembly plant in Taiwan.

Taiwan's biggest automaker, Yue Loong, 25 percent owned by Nissan, hopes to export small volumes of cars to Japan and is discussing other export options with Chrysler.

Other possibilities are Third World commercial-vehicle exports from China Motor, 25 percent owned by Mitsubishi, and the development of export capability by Toyota, which grabbed a 22-percent stake in Kuo Zui earlier this year.

But most of these are strategic ideas rather than immediate plans. Taiwan's automakers realize they must upgrade production efficiency before they can mount major export drives.

Says Haruyoshi Nakamura, appointed quality control director of Yue Loong last year: "Japanese quality must be our goal in order to export. We are not there yet."

It is more likely that, for now, the main task of Taiwan's diligent and highly skilled workers will be auto parts production.

Says Hsu Kuo-an, director of Taiwan's Industrial Development Board: "We have to make ourselves an indispensable part of multinational corporations' worldwide strategy."

The policy to achieve that is causing dispute. Taiwan's government is adopting a "free-market" approach to the auto industry. Last year it unveiled a policy that radically cuts protectionist barriers in a bid to force local auto companies to become internationally competitive.

Tariffs on imported completely built-up cars will be cut 5 percent a year from 60 percent now to 30 percent by early next decade. Tariffs on completely knocked-down kits used by local assemblers will be reduced only from 35 percent to 25 percent, thus giving importers an equal chance to compete against local firms.

In addition, the former policy of insisting that local vehicle manufacturers attempt to use 70 percent locally made parts has been relaxed. In three years the target will be 50 percent.

More recently — under pressure from U.S. trade negotiators — the Taiwanese government permitted future auto joint ventures without committing them to an export target, and is allowing Japanese-designed cars built in Europe or the U.S. to be imported. Direct car imports from Japan and Communist countries remain banned.

The liberalized approach is angering the two automakers that made the biggest investments in developing Taiwan's indigenous auto industry.

Says Ford Lio Ho President Jo G. Auton: "The domestic industry cannot survive under the new government auto policy. We argue that you need a strong domestic auto industry as a base to develop auto export industries."

Adds a manager at Yue Loong: "It's crazy. After all this effort to build the industry, they're now saying we should reduce our local content."

Taiwan's auto assembly industry employs around 10,000 people, its parts industry over 50,000, although the nation's low unemployment weakens any job-preservation argument.

IDB's Hsu argues that for 30 years the auto industry in Taiwan has enjoyed greater protection than other major local industries such as electronics, and that the impact of the new measures has been spread over six years. He hopes this will prompt local automakers to rationalize their production, encourage joint purchases from component suppliers (in the same way that Taiwanese TV makers use a common chassis) and, above all, force greater efficiency.

Hsu, who insists there is no possibility of changing the direction of the government's policy, concludes, "If they (auto manufacturers) want to survive, they'll have to do it this way. Six years is a good time to develop an industry."

But the future health of the auto industry is not the IDB's only concern. Taiwan's exporters of textiles and electronics are so successful that the country enjoys massive merchandise trade surpluses with every major country except Japan.

Taiwan's surplus with the U.S. was $10

Continued on page 30

TAIWAN

Continued from page 29

billion last year, and on official forecasts it could leap to $15 billion this year.

Some observers feel Taiwan's domestic auto industry is becoming a sacrificial cow to ward off possible protectionist measures in the U.S. Congress and elsewhere.

The liberalization policy is also fueled by consumer pressure groups and free-market economists. Taiwanese consumers have long complained about poor quality and high prices of domestically built cars.

Yale economics professor John Fei presented calculations at a recent National Development Seminar that locally made cars are $1,600 more expensive than their Japanese counterparts, resulting in a net loss to consumers of $250 million a year. He said the local economy would be better off if an earthquake destroyed the vehicle producers.

Government officials present a less apocalyptic view, stressing that competition will bolster Taiwan's bid to become a world auto center. Says CETDC's Mou: "In order to survive, firms will have to expand, import technology and look for foreign markets."

But in comparing the new approach to the previous protectionist policy, Mou says, "The goal is to be part of the international division of labor rather than developing a fully integrated industry. We take a global view."

So do strategic planners in multinational Japanese and American auto companies that are gambling on Taiwan's future.

The past year has seen unprecedented interest in Taiwan, partly because of the government's more relaxed approach and fewer restrictions on auto collaborations, and partly because of the adjustment of Japanese firms to the soaring yen.

Auto executives in Taiwan, noting the rapid progress of South Korea as an auto producer, believe the two Northeast Asian "dragons" — Taiwan and Korea — will gradually become integrated into overall purchasing and production programs of major Japanese companies.

The maneuverings have affected all of Taiwan's auto companies, although each case is different. Following are their strategies.

Yue Loong

Established in 1953, Taiwan's oldest vehicle producer now has the most integrated design and manufacturing capability in the country.

In 1981 Yue Loong opened a new manufacturing and assembly plant on an 865-acre site at San Yi, about 100 kilometers south of Taipei, Taiwan's capital. After further investment, it now has a forging facility, engine line, $27 million body-stamping plant and $25 million paint shop.

Present capacity is 70,000 vehicles a year, but a second phase could boost it to 200,000.

The San Yi plant has ample surrounding area for parts makers to supply Yue Loong on a just-in-time basis. The company also makes commercial vehicles at its old Hsin Tien factory.

Yue Loong spent $50 million to open an engineering center in 1981 at Tao Yuan which is equipped with computer-aided-design tools for product and process development.

The first Yue Loong-designed car is the X101. It will be named the Feeling, which means Flying Antelope in Chinese, and will be launched in October. It will be available as a sedan and hatchback with 1.6-, 1.8- and 2.0-liter engines.

There is discussion that Chrysler might distribute the car in North America, but Yue Loong will not confirm if and when that might happen. There are also rumors that Nissan might sell Yue Loong-built cars in Japan.

However, Nakamura suggests that before Yue Loong can embark on a major export drive it must improve production efficiency and product quality. Its showcase San Yi plant still lacks the automation typical of advanced factories in Japan, Europe and America. The machine shop has fewer than 10 numerically controlled machine tools, no automatic welding machines or robots and few computer-controlled materials-flow systems.

The plant's productivity is about 20 vehicles per employee per year, about the same as the newest South Asia assembly plants such as Proton in Malaysia and Maruti in India, but far below Japanese levels. In addition, the company incorporates 70 percent locally built parts in its vehicles, some of which lack the quality of parts used abroad.

Since Nissan invested $50 million for its 25-percent interest last September (consolidating a long-standing technical collaboration), Yue Loong has revised its strategy. Nissan plans to supply Yue Loong with engines, probably built by its affiliate in Australia, by the beginning of 1987, and local content is expected to be around 50 percent.

The hope is this will revive Yue Loong's sagging market share, which has fallen from 50 percent to 35 percent over the last decade, and will eventually allow exports of vehicles. Yue Loong at one time had exported small volumes of commercial vehicles to South America and the Middle East.

Yue Loong strategic advisor Clement C.C. Yen admits it will be hard to imitate South Korea's success. "We'd have problems exporting to the U.S., so we'll have to look elsewhere," he says.

Ford Lio Ho

Ford adopted a radically different approach than Yue Loong by making substantial investments in a world-class assembly plant with emphasis on quality manufacturing rather than high local content.

The company recently invested $24 million to re-equip its 80,000-square-meter plant at Chungli, 40 kilometers south of Taipei, with the latest production technology. President Auton explains: "It's only justified, as part of a long-term program, to establish we can do quality manufacturing here."

That's been proved. In June a quality-audit team from Ford world headquarters gave Ford Lio Ho's export car the best mark of any car built by Ford worldwide, according to Auton. He attributes that to an investment project geared to boosting quality and, more importantly, a highly educated and diligent work force.

The Ford Lio Ho plant is the most advanced assembly plant in Taiwan. Ninety-four percent of all critical welds are computer controlled and are done by eight robots or specially designed Bosch welders. The paint shop has automatic handling systems and spray guns, and automatic test equipment at the end of the assembly line. The whole process is controlled by a materials-management system, and 180 processes are monitored regularly by statistical process control techniques.

Denton A. Grenke, manufacturing manager, says quality improvement was the guiding principal behind the investments. He says that since 1982 the quality of vehicles produced has increased 400 percent, while productivity is up 70 percent.

However, Grenke, a Canadian who has worked in high-volume car plants, identifies a highly motivated and intelligent staff as the key reason for success. "If I could, I'd take this work force anywhere in the world," he says.

He describes their active participation in quality circles, a disciplined attitude to punctuality, attention to detail and, above all, a keen work ethic.

The workers are a key to what Auton identifies as Ford's reason for increasing its commitment to Taiwan. Labor costs are low — about $3.50 an hour — but more importantly the workers are far more productive than those in other countries. "I think they're among the best in the world," boasts Auton.

The bargain work force is matched by bargain investment expenses. "A major comparative advantage is relatively low capital cost," says Auton. A U.S. executive making automotive electronic components in Taiwan says the cost of capital to fund new projects is 6 percent.

Still, the increasingly competitive environment has hit Ford Lio Ho's domestic sales which have fallen from over 36,000 in 1983 to under 26,000 last year.

Since vehicles supplied to the local market share most of the new assembly technology set up for the export versions, Ford Lio Ho sales director David M. Morgan hopes to capitalize on an improved image for quality. But he admits, "It's very difficult. I expect all the expansion of market to be taken up by imports."

The tough situation in Taiwan is another reason Ford decided to make Lio Ho an export unit. It now has the capacity to make 30,000 export cars a year. Auton says Canadian dealers are enthusiastic about the cars delivered so far; factory managers are given instructions to ship orders as soon as possible.

But prospects for rapid expansion in export sales have been hit by the soaring Japanese yen. For its export cars, Ford Lio Ho is allowed to import all components duty-free. At present almost all parts come in a CKD kit from Japan to be assembled at the sophisticated Chungli plant. In contrast, cars built for the domestic market, which are subject to import tariffs, have 60 percent local content.

To address this problem, Ford Lio Ho is working with local suppliers to build a quality group of subcontractors.

Supply director K.L. Yeh hopes to start local buying of products such as wiring harnesses, seats, plastic molding, glass and trim, and to increase local content on export cars to 30 percent by early next year and 50 percent within two years.

The bottom line is Ford Lio Ho is now losing money after being moderately profitable in the past. Auton says, "The objective is to get out of the red and into the black as soon as possible."

The fact that Ford world headquarters is prepared to meet those losses shows that Taiwan is considered a strategic investment, but is not yet an easy place to make money.

Longer term, Ford might use its Taiwan plant to supply components to other Ford and or Mazda plants.

Ford Lio Ho's engine plant currently ships 13,000 Mazda B-series engines a year to Ford Australia for use in locally built Laser cars. Ford in the U.S. buys wiring harnesses from another Taiwanese firm, Yazaki.

Auton believes Ford might source high-cost labor-intensive items such as compressors and electrical items from Taiwan. There are also rumors that Mazda might use Ford Lio Ho's plant to assemble cars in Taiwan.

Whatever the outcome, the success or failure of Ford Lio Ho will be a critical indicator of Taiwan's potential as a major auto center.

Success would show that Taiwan's diligent workers can give their country a niche in the world automotive business. Failure would show that the government's zealous liberalization makes automaking in Taiwan an unprofitable exercise for the auto giants.

China Motor

Taiwan's third largest automaker, China Motor, accounts for 14 percent of total production.

It shares the same chairperson as Yue Loong, Mrs. Vivian Yen, and until recently was a wholly owned subsidiary of Yue Loong, but with independent management.

Earlier this year Mitsubishi, a technical collaborator, took a 25-percent equity stake.

China Motor and Mitsubishi have a plan that could involve annual exports of 20,000 commercial vehicles. But China Motor president K.K. Hsu, while welcoming the new technology that the tie-up will bring,

TAIWAN'S EXPORTS OF AUTO PRODUCTS

Table 1: Growth of auto exports 1983 - 1985

Year	Value ($ million)	% Annual Growth
1983	311	41
1984	406	31
1985	451	11

Table 2: Major export markets 1983 and 1985 (%)

Country	1983	1985
USA	52.1	57.0
Singapore	3.6	4.1
Nigeria	5.3	3.4
Canada	2.2	3.2
Hong Kong	1.7	3.0
Saudi Arabia	4.4	2.8
Australia	3.4	2.8
Indonesia	2.1	2.3
Japan	1.2	1.6
Malaysia	2.1	1.5
Others	21.9	18.3

Table 3: Major export products (% in 1985)

Product	Value ($ million)	%
Vehicle Accessories	133	29.5
Auto Parts	129	28.6
Motorcycle Parts	75	16.6
Wiring Harnesses	64	14.2
Other Auto Products	25	5.5
Motorcycles	21	4.7
Cars, Trucks & Buses	4	0.9

Source for all tables: Customs Statistics of the Republic of China.

cautions that exports are unlikely before 1989.

Hsu echoes the need to improve product quality and says possible markets for China Motor export vehicles are Turkey, other Middle-Eastern countries and South America.

Sanyang

Local automaker Sanyang has worried established competitors by increasing its market share from 5 percent in 1977 to 11 percent this year.

Owned 14 percent by Honda, Sanyang has mirrored its Japanese partner's world success. Building on a strong cash flow from selling motorcycles and scooters, it markets high-grade cars that are popular with consumers.

The company concentrates on making 1,500cc Civics, and has won market leadership in that class by boosting sales from less than 6,000 in 1977 to nearly 18,000 last year.

It is believed to be investigating the feasibility of supplying components to Honda's U.S. plants.

San-Fu Motors

The Zsa-Zsa Gabor of the Taiwanese industry, San-Fu has influential suitors.

Most significantly, GM reportedly has taken a 25-percent equity stake that is being considered by the Taiwan government for approval.

T.S. Liu, president of Summit Engineering, local distributor for GM trucks, locomotives and Detroit Diesel Allison engines, will only confirm the deal is in the discussion stage.

He says, noting that a GM-team came to Taiwan in January to talk to San-Fu, "GM wants a Taiwan beachhead. It doesn't want to vacate South and East Asia and probably aims to shift its resources from the Philippines (where GM has just closed its plant) to Taiwan."

It is GM's second bid. In the late 1970s GM collaborated with Taiwan Machinery Manufacturing Corp. in a joint-venture company, called Hwa Tung, to make heavy trucks. But its prices proved too high and three years ago Hwa Tung was sold to truckmaker Kuo Zui.

GM's potential new partner has had mixed fortunes the last few years with market share fluctuating from a peak of 11.6 percent in 1977 to a low of 4.1 percent in 1980 and 8.8 percent in the first six months of this year. It makes cars and light trucks.

Liu, speculating that GM's main interest might be sourcing components from Taiwan, says, "GM is already very interested in Taiwan-made parts."

Yeu Tyan

Yeu Tyan progressed from making motor scooters, in collaboration with Italian producer Piaggio, to making up-market sedans, in collaboration with Daihatsu Motor Co. Ltd. and Peugeot S.A.

The company made almost no cars in the 1970s but now has about 8 percent of the Taiwan market.

It recently completed a collaboration with Subaru. Isuzu Motors Ltd. had been interested in Yeu Tyan, but once its U.S. partner, GM, started overtures with San-Fu, plans were quietly dropped.

Kuo Zui

A bus and truck maker that produced only 2,600 vehicles last year, Kuo Zui has attracted the biggest Japanese suitor of all: Toyota.

Last February, Toyota bought 22 percent of Kuo Zui, which was already partly owned by Hino Motors Ltd., itself a Toyota affiliate.

Toyota made a major bid to set up an export-oriented auto plant in Taiwan in the early 1980s. It would have involved annual production of 300,000 cars, half slated for export.

Will cars like Ford Lio Ho's Laser help put Taiwan on the automaking map?

The deal failed to get because of disputes between Toyota and Taiwan's Economics Ministry over local-content requirements and the proportion of exports. (Once it was called off, the government encouraged a less ambitious Ford Lio Ho export project). Also, the proposed Toyota project was so large it threatened other local automakers and suppliers.

In Taiwan's new liberalized climate, Vice Economics Minister Wu Mei-tsun says he will welcome Toyota's latest proposal to make Coronas with 1,800cc and 2,000cc engines.

Toyota is taking its new acquisition seriously. According to a component maker, Toyota has already spent $20 million on carmaking machinery at Kuo Zui.

As a result of these deals and investment programs, Taiwan now has capacity to produce at least 300,000 vehicles for a market that last year absorbed 157,000. Yue Loong alone could supply the entire market, and then some.

No one doubts Taiwan's auto market is set to continue growing at a healthy rate. Throughout its history, Taiwan has enjoyed one of the highest rates of economic growth in the world, averaging almost 10 percent a year into the early '80s.

That growth was accompanied by a major road-building program that increased the length of paved roads from 1,046 kilometers in 1952 to over 16,000 today.

In the past decade, car registrations climbed from 150,000 to over 800,000, commercial vehicles from 120,000 to over 400,000 and motorized two-wheelers from 1.7 million to over 6 million.

Car ownership is only six per 1,000 people, about the same as Brazil but well below Japan and the U.S.

Industry forecasts show demand for cars rising to 150,000 by 1990 and 230,000 by 1995, with trucks reaching 68,000 in 1990 and 87,000 in 1995. Even with that healthy growth in prospect, there is enough capacity today to handle expected demand 10 years hence.

Moreover, foreign automakers are in a better position to start selling cars in Taiwan than Taiwan automakers are to start exporting. In the first five months of 1986 the value of imported sedans was $78 million, 65 percent above last year.

European imports Mercedes-Benz, BMW and Volvo have traditionally been the major foreign-made sellers, but the new auto policy is attracting manufacturers of less-expensive cars made by Lancia, Seat, Opel and others.

European truck and coach builders Volvo, Scania, Mercedes, and MAN are also increasing sales in Taiwan, partly because of the added advantage of the soaring yen against European currencies.

Even importers of U.S. vehicles anticipate rising sales. Chrysler importer Charles S. Yeh hopes to sell 200 to 300 luxury sedans this year compared to typical sales the last few years of 50-80 annually. Relaxed rules on Japanese-designed cars built outside Japan could open the Taiwan market to products such as the U.S.-built Chevrolet Nova and the British Rover Sterling.

Ford Lio Ho Sales Director Morgan predicts total industry imports in Taiwan will increase from 16,000 last year to 25,000 in 1986 — and that is with an import tariff of 60 percent. If the auto policy were pursued to remove most or all protection now enjoyed by domestic makers, Morgan predicts imports could easily capture half the domestic car market.

Local automakers complain that some importers are engaging in predatory pricing and dumping cars on the market to grab market share.

However, IDB Director Hsu says no formal petitions have been filed and legislation exists to ensure fair-trade practices. He argues that, after 30 years of protection, local automakers must adjust: "We cannot force them to rationalize, the only thing we can do is create some pressure."

Hsu hopes that will promote more efficient auto parts manufacture by encouraging mergers and forcing automakers to insist on lower costs and better quality.

The hotly debated issue is whether that may be expecting too much too soon. The removal of restrictions on market entry means there are now many more players.

Insiders say Yue Loong and China Motor, under the same chairperson, might be expected to share suppliers, but they doubt that local affiliates of aggressively competitive firms such as Toyota and Nissan or GM and Ford will agree to share supply sources.

Beyond that are more fundamental problems in the structure of Taiwan's industry.

Taiwan has achieved extraordinary success in boosting exports of auto products (see Table 1, opposite page). CETDC Director Mou attributes this to a balanced development of industrial processes such as forging, plating, plastics and electronics, which has enabled Taiwan's firms to meet market demands quickly.

But as Table 2 indicates, Taiwan is crucially dependent on the U.S. market which is threatened by retaliatory protectionist legislation. And as Table 3 shows most Taiwan auto exports are add-on accessories or spare parts sold in the after market.

Few of Taiwan's auto parts exporters have major OEM contracts. The biggest exception is Taiwan Yazaki which exported over $60 million worth of wiring harnesses last year. But anxieties about the future of local automakers are making other parts manufacturers look overseas.

Says David C. Chang, president of RDC-Spicer, which makes rear axles, propeller shafts and constant-velocity joints: "We have to think of exports because achieving economies of scale is a problem."

Chang's analysis of prospects for Taiwan's parts industry is ambivalent: "I feel design capability is weak here. But in terms of manufacturing technology, Taiwan is already there. It can produce quality parts to international standards with no problems."

The problem is most of Taiwan's estimated 2,000 auto parts firms are family businesses full of entrepreneurial zeal and able to respond quickly to the latest consumer gimmick, but less able to invest in research or expensive production machinery.

Of 373 members of the Taiwan Transportation Vehicle Manufacturers Association, only 17 employ over 500 people, and 259 employ less than 100.

A recent study by the National Science Council found that, on average, Taiwan firms devote just 0.44 percent of sales to r&d, a tiny fraction compared to most companies in the industrialized world.

Taiwan's bid to become an automaking center is based on different foundations than those built by Japan and South Korea, whose industries are characterized by large, integrated trading companies with resources to fund both long-term investment and product development.

However, while it may have liberalized the auto trade, Taiwan's government remains eager to nurture its infant industries with discreet state support. The China External Trade Development Council is pursuing promotion of new trade and investment opportunities. Several Taiwanese auto component firms are currently setting up joint ventures in Indonesia, Mexico and Turkey in an attempt to reduce trade imbalances.

At home, the government is forcing firms to spend more on r&d. Companies will soon be required to devote between 0.5 and 1.5 percent of sales income on r&d, depending on their industry. Those failing to spend their quota will forfeit the difference to the government, which will use the money to fund other r&d.

Will Taiwan become the next South Korea? "The jury is still out," says Ford Lio Ho's Auton. "We'll know in three to five years if it's been able to develop a healthy supply base."

But Hu notes that that all Japanese and U.S. firms show a surprising keenness to become involved in one of the world's most oversupplied markets.

One reason is Taiwan's political and social stability coupled with an extraordinarily strong financial position, with foreign exchange reserves of $35 billion.

Says GM distributor T.S. Liu: "Compared to Korea, which has lots of loans from foreign banks and a political situation that is not stable, the fundamentals are good here."

That is backed by a recent survey by the Geneva-based European Management Forum which found that Taiwan is the most competitive newly industrialized nation, just ahead of Singapore and Hong Kong, and double that of South Korea which is ranked fourth out of nine countries [illegible]

The growth of robots at Nissan

In the 1960s, Japan's Nissan Motor Co. Ltd. launched a program to modernize and expand its production facilities. At the center of this was the introduction of transfer machines and multi-spotwelding machines.

Since the late 1960s, Nissan has increased its use of robots on body assembly lines and steadily developed and improved its automation technology. Today the company has 2,000 robots operating at its domestic plants, including those for final assembly, painting and materials handling.

By introducing robots, Nissan believes it has achieved the following:

- A higher level of manufacturing accuracy and reliability.
- Higher productivity.
- A lighter work load and improved working environment for employees.
- Flexibility to changes in the manufacturing process.

In 1982 Nissan, for the first time, used final assembly robots on the March (Micra) production line in its Murayama plant.

In 1984 the company began automation of the Sunny (Sentra) final assembly line at its Zama plant, which involves 16 robots and 10 special-purpose automated machines.

Operations automated at the Zama plant by introducing the final assembly line for Sunny production include the following:

- Filling fuel tank, radiator, reservoir tank and window-washing fluid container.

Fitting fuel cap, rear doors and rear combination lamps.

- Installing and fitting windshield and rear-window glass.
- Installing battery, front and rear seats, and the spare tire into trunk compartment.
- Mounting tires.
- Adjusting aim of headlight beam.
- Measuring wheel alignment.

In 1985 Nissan began to use two new kinds of robots: free-moving robots and paint-inspection robots.

Equipped with an optical sensor, free-moving robots move along the rail as fast as the conveyor belt without stopping at each manufacturing stage.

Nissan says the laser-equipped paint-inspection robots have raised the consistency and quality of the paint finish on its cars.

During 1985 Nissan completed its introduction of sequential-control systems for automated production equipment at all of its plants.

The systems feature an integrated network of decentralized control units, which allows for easy adaptation to frequent changes of equipment, control-system wiring and programming.

The robots and automation systems helped Nissan introduce flexible manufacturing systems (FMS) that allow production of different car models on a single line and permit model changeovers with minimum retooling. ■

Nissan's Robots

	1st Robot Installed
1969	
1975	50
1977	210
1979	405
1980	540
1981	730
1982	1,000
1983	1,400
1984	1,600
1985	2,000

Perkins diesel for Mexico

John Rogers, commercial director of Perkins Motors, at the company's 13th National Convention in Mazatlan, Mexico, told distributors that Phase IV diesel engines will be launched in Mexico in 1987.

He said this will guarantee the firm's future for the next five years, during which plans for the future will be finalized.

While Phase IV engines will substitute for current Phase II units, Rogers said the latter will be produced one more year, in line with negotiations completed with Perkins Engines Ltd. Over the next term the switch will be to new F-4 and Q-20 units.

Perkins is part of the Dina (Diesel Nacional) complex. At the convention, Humberto Mosconi Castillo, group director, labeled the Perkins affiliate "the most efficient within the Dina complex." The reason: Despite operating at less than 30 percent of installed capacity, Perkins has not sought emergency financing. In 1986 Perkins will show an operating profit, Mosconi Castillo said.

Besides auto engines, Perkins turns out marine, industrial and agricultural units. The new engine is expected to spark sales.

C.P. Camacho, general director of Perkins Motors, revealed negotiations are under way with Perkins Engines Ltd., England, to invest $9.6 million in the Mexican subsidiary. Capitalization would be split 60 percent by Dina and 40 percent by the English home office.

The deal would give Perkins Motors access to developing technology and international markets. Under present capitalization, Dina has a 62 percent interest in the firm, Perkins Motors 19 percent and Nacional Financiera 19 percent.

If negotiations with the British parent firm are completed, Dina would buy out stock held by Nacional Financiera, the Mexican official financial and development institution. ■

— Emil Zubryn

WORLD NEWS BRIEFS

Jetting Jetta

One of the debutantes at this year's Birmingham Motor Show (Oct. 18-26) will be a hotted-up Volkswagen Jetta, which will go on sale in [illegible] spring. The Jetta GT 16V — powered by the same 1.8-liter 139-horsepower 16-valve engine of the popular VW Golf GTI 16V — is said to combine the spaciousness of a sedan with the performance of a supercar and the economy of a family car. Top speed is 130 mph, 0-60 is 8.1 seconds and average mileage is 29 mpg. Standard equipment includes alloy wheels, high-speed low-profile tires, power windows and locks, steel sliding sunroof, cloth sports seats, four-speaker AM/FM cassette stereo and tinted glass. Price will be announced in the spring.

Jetta GT 16V

Mexican sales down

Cesar Flores, president of the Mexican Automotive Industry Association, said 1986 car, truck and bus sales in Mexico will be down about 34 percent from last year — about equal to sales in 1972 and 1973. Flores said he expects car sales of about 190,000 and truck and bus sales of about 80,000 this year. Car sales figures for the first six months of the year were down 36 percent from the year-ago period. The association said 79,056 new cars were sold compared with 123,643 in the same period of 1985. The first-half total was 101,696 in 1984 and 104,408 in 1983.

Jaguar hikes prices

Jaguar Cars Inc., Leonia, N.J., has announced a 3.3-percent average price increase on its '87 models. Prices are as follows: Jaguar XJ-6, $36,300; Vanden Plas special edition sedan, $40,100; XJ-S, sport coupe, $39,700; XJ-S Cabriolet, $44,850.

What price Seven?

Brits who yearn for the new Caterham Super Seven HPC, a resurrected and rejuvenated version of the famed Lotus Seven, will have to pass a driving test before they can buy one. That's right, Caterham Car Sales and Coachworks Ltd., Surrey, England, will insist that customers prove their sports-car skills by taking a special class designed by High Performance Course Ltd. The car is powered by a 1,700-cc version of the Cosworth 16-valve twin-cam engine which pushes ultra-lightweight two-seater from 0-60 mph in about five seconds. The driving course takes two days and includes driving on ordinary roads as well as a race circuit and skid pad. The fee of more than 245 pounds sterling (about $355 in Britain) is refunded on delivery of the car, which will be priced in the 12,000-pound range ($17,400).

The deal is sealed

Sealed Power Corp., Muskegon, Mich., has formed a joint venture with Riken Corp. of Japan to manufacture and market a patented, digitally controlled electro-hydraulic valve. The venture will have exclusive rights to make and distribute the valve to automakers in Japan. Sealed Power developed the valve over the last two years. It's now in production for a major U.S. automaker and is in the advanced testing stage at several other auto manufacturers.

The valve is designed for new automobiles with on-board microprocessors that regulate the automatic transmission. It relays information from the microprocessor to the transmission. It will also be applicable to vehicles' other hydraulic systems, such as power steering and power brakes. The venture companies hope to broaden the valve's application through continued research in electrohydraulic technology. Sealed Power is a manufacturer and distributor of auto parts and components; specialized service tools and equipment; and industrial products for both domestic and international markets.

Audi unveils 80

Also debuting at the Birmingham Show will be Audi's new 80 model (4000 on these shores), due to go on sale in Europe this fall. The 80's features include fully galvanized steel body with 0.29 drag coefficient, Procon-Ten passive safety system which swings away the steering wheel in the event of a head-on collision, Torsen ("torque sensing") differential and a new interior.

Audi 80

U.K. road code

If you're planning a jaunt over to England, the DOT in Jolly Ol' has just the book for you. It's called *On the Road in Great Britain*, and it's a handy-sized, illustrated booklet designed to reduce driving risks for foreign visitors. For a free copy, write: The Department of Transport, Building 3, Victoria Rd., South Ruslip, Middlesex, England.

SALES IN MEXICO

According to the Mexican Automotive Industry Assn.

BY COMPANY	Jan-June '86	Jan-June '85
Nissan Mexicana	20,815	25,264
Renault de Mexico	2,532	16,006
VW de Mexico	24,053	40,680
Chrysler de Mexico	15,188	18,182
Ford Motor Co.	10,120	19,391
[illegible]	8,347	18,100
BY CATEGORY		
Small	43,230	70,607
Compact	26,559	35,748
Luxury	6,703	12,317
Sports	2,563	4,971

REGISTRATIONS IN JAPAN

(JANUARY - AUGUST, 1986)

	Total	'86 vs. '85 (%)	Cars	Trucks & Buses	Share (%)
Toyota	1,161,245	+ 5.2	918,643	242,602	30.6
Nissan	688,454	– 5.3	520,417	168,037	18.2
Mazda	236,081	+ 4.0	127,639	108,442	6.2
Mitsubishi	335,946	– 4.0	99,412	236,534	8.9
Isuzu	114,859	+ 5.6	39,676	75,183	3.0
Honda	332,220	+ 20.8	199,014	133,206	8.8
Daihatsu	319,615	+ 11.6	63,502	256,113	8.4
Fuji Heavy Ind.	201,500	+ 0.8	49,463	152,097	5.3
Hino	25,567	– 2.7	—	25,567	0.7
Suzuki	319,790	+ 1.3	43,773	276,017	8.4
Nissan Diesel	14,102	+ 1.9	—	14,102	0.4
Imported Vehicles	43,276	± 32.5	43,063	213	1.1
TOTAL	3,792,655	+ 3.9	2,104,542	1,688,113	100.0

SOURCE: Toyota Motor Corp.

FACTORY SALES BRAZIL

Cars, Vans, Trucks

	8 mos. 1986	8 mos. 1985
Agrale	1,040	532
Engesa	227	0
Fiat	70,003	50,198
Ford	119,682	100,385
GM	140,725	114,111
Gurgel	1,315	807
Mercedes-Benz	23,660	16,355
Saab-Scania	3,383	2,413
Toyota	2,375	1,475
Volkswagen	231,946	164,755
Volvo	1,887	1,382
Others	112	184
Total Sales	596,360	452,557

ASIA

FROM PAGE 1

tapped natural and human resources.

It is one of the few remaining major unexploited auto markets, and it is poised to be the next to develop rapidly.

In 1985, total car production in South Asia was just over 200,000.

The governments in the region have targeted the auto industry as the key to economic development.

Adding up the official development plans of India, Indonesia, Malaysia and Thailand shows some ambitious projections for production growth between now and 1990: cars up from 209,000 to 389,000, commercial vehicles up from 360,000 to 586,000 and motorized two-wheelers up from 1,678,000 to 3,135,000.

Those targets are unlikely to be met, since the once-vibrant economies of Southeast Asia are slowing down. In the decade between 1973 and 1983, average annual economic growth rates were India, 4 percent; Indonesia, 7 percent; Malaysia, 7.3 percent; and Thailand, 6.9 percent.

This year, there could be a contraction of output in Indonesia and Malaysia, both of which are crucially dependent on exporting commodities that have suffered sharp price declines. Thailand, which is the world's biggest rice exporter, is being hurt by U.S. agricultural policies and India is afflicted with a soaring trade deficit and civil disturbances.

Nonetheless, each country has developed an engineering infrastructure and training facilities, which have given them a pool of skilled labor and the expertise to utilize it.

Moreover, adversity is accelerating the pace of change. South Asian countries can no longer afford large auto import bills. They need to industrialize to generate new jobs and wealth-creating industries to supplement predominantly agricultural economies.

Each of the countries has strict policies to increase the proportion of locally produced components in vehicles. That percentage now varies from an average 20 percent in Malaysia to well over 50 percent in the other countries.

The form of the import substitution policies varies, but the principles are common to all. Industry and government officials prepare a list of components that are "mandatorily" deleted from imported complete-knockdown kits, to enable a protected local producer to make them.

However, the value of imports is still substantial, and it is dominated by Japanese manufacturers. Last year, South Asia was worth $1.3 billion to "Japan Inc."

Although the proportion of direct exports might decline, there can be no doubt that Japanese firms will be key beneficiaries of the growth of South Asia as an auto manufacturing region. The Japanese managed to outbid the European firms that traditionally had dominated South Asia's foreign collaborations.

The two latest audits confirm Japan's position. In the early 1980s, the governments of India and Malaysia were eager to enhance their local industries by promoting a state-owned "national car" project. Both chose Japanese firms — Suzuki for India and Mitsubishi for Malaysia — despite historical ties with the British, Italian and West German auto industries.

How have the Japanese done it?

"Pragmatism and a better appreciation of local markets and aspirations," said Ho Tet Kheong, general manager of Assembly Services, one of Malaysia's biggest auto assemblers. "Japan's trading houses have always understood the need to build up manufacturing; the Europeans have relied much more on just selling their products overseas."

Added Dr. Kosol Surakomiol, general manager of Bangchan General Assembly in Thailand: "The Japanese products are cheaper than the European or American products, their spare parts are more available, and their quality is better."

The major U.S. automakers have recognized that. Most of General Motors' South Asian involvement is through its tie-up with Isuzu. Similarly, Ford relies almost entirely relies in the region on cars designed and built through its Mazda link.

European automakers keep a small niche. Daimler-Benz makes luxury Mercedes-Benz cars throughout the region, and has a substantial truck operation in Indonesia. BMW, Citroen, Peugeot and Rover have South Asian assembly operations for luxury cars.

Equally absent is any substantial intertwining of the local industry in South Asia. In the mid-1970s, there was an attempt to build a "basic utility vehicle" inspired especially by auto firms in the Philippines. An organization called the ASEAN Automotive Federation was set up to persuade each country in Southeast Asia to specialize in producing key components.

Said one executive closely involved with that project: "We were trying to say 'to hell with all the multinationals; Southeast Asia can build its own motor industry.' But we found that national rivalries were too strong and, in the end, Japanese imports were cheaper."

An early prototype of the "ASEAN vehicle" was designed in Indonesia and has been quite successful. The "Kijang" — meaning Antelope — uses mostly Indonesian parts (although none drawn from other ASEAN nations) and a Toyota engine.

The other examples of trade between South Asian nations in the auto field are rare. The Indian truck builder, Telco, made an unsuccessful attempt to set up an associate manufacturing plant in Malaysia, and the Indian scooter manufacturer, Bajaj Auto, sold appreciable numbers of three-wheeled "autorickshaws" to Indonesia.

But, in general, each South Asian country has a very protectionist approach to its auto industry. Import duties are high; cross-border sales are discouraged; and considerable incentives are given to local manufacturers. The results, not surprisingly, are high production costs and high local selling prices for vehicles.

The most likely development, said Ridwan Gunawan, operations director of Federal Motor, Indonesia's assembler of Honda motorcycles, is that firms in different countries making the same product will start interchanging parts to promote scale economies.

That is already beginning in the field of production machinery. Three companies in Thailand — Chao Auto Parts, Sammitr Motor and Thai-Hino — recently won an order to supply $800,000 worth of dies and jigs for Toyota's associate in Indonesia.

AUTOMOTIVE NEWS/ANDREW TANK

A "Kijang," a basic utility vehicle, leads traffic in Jakarta, Indonesia. It uses mostly Indonesian parts and a Toyota engine.

Each S. Asian nation has a bag of problems

By Andrew Tank
STAFF CORRESPONDENT

SINGAPORE — The nations of South Asia face a variety of problems as they attempt to become a force in the worldwide auto industry. Here is a look at the situation in India, Indonesia, Malaysia and Thailand.

India

Until very recently, the Indian auto industry was of interest principally to students of industrial archaeology.

India is a nation with 700 million people and vast needs for road transportation. Yet in 1983, two of its carmakers produced just 45,000 models that were virtually unchanged from those of the 1950s.

Those auto firms used production techniques as antiquated as their products — typical rates of productivity were two cars per employee per year. Some other Indian firms, notably Telco and Bajaj Auto, did modernize and run world-class operations, but even those firms faced massive difficulties.

One major problem is the clout of the state-run railroads. The railroad industry is India's largest industry and largest employer. It has its own minister in the cabinet and its own budget.

Less obvious, but more pervasive, has been a reluctance to permit the growth of a strong automotive industry. India's peculiar blend of Fabian socialism and non-aligned self reliance has created a culture deeply suspicious of big business. It regards car ownership as a luxury to be taxed heavily.

Rahul Bajaj, the Harvard-educated chairman of Bajaj Auto, argues that at the end of the 1960s, the nation missed an opportunity that could have made India as successful an exporter as South Korea is today. He said that in the 1950s and 1960s, Indian engineering developed strongly, but that political crises in the early 1970s set development back by a decade.

The first attempt to bring about change was directed by Sanjay Gandhi, the younger son of the late Prime Minister Indira Gandhi. His private-sector car project, named after the Hindu god Maruti, crashed amid much controversy and debt. It ended in the fall of 1980, just after Sanjay's death.

Almost immediately, India executives were enlisted to start a state-run motor firm. It was established in early 1981 and was called Maruti Udyog. The addition of the Hindi word for industry symbolized a much more professional approach.

Maruti Udyog's success has traumatized India's less-efficient auto makers and has sent almost all of them scurrying overseas to seek technology. The process has been aided greatly by Rajiv Gandhi, the present Indian prime minister. In the two years since his mother's assassination, he has liberalized the Indian economy substantially.

The result is that Indian companies now have agreements with almost all the Japanese manufacturers (as well as a few from Europe) to make the complete range of the latest, foreign-designed cars, commercial vehicles, trucks and motorized two-wheelers.

It is still uncertain if this process will be allowed to continue. Last year, India had a record trade deficit of $6.5 billion. Critics blame the relaxed exchange rules for much of that deficit — with the automotive industry as the largest culprit.

The government has blocked further collaborations. Deals involving Honda, Nissan, Isuzu and Citroen have been held up.

The outcome is tied to internal political wrangles. If Gandhi can maintain his liberal policies, India could capitalize on its vast market and engineering prowess to become a major auto center.

If he cannot, India would slip back again to become a quaint but insignificant backwater.

Indonesia

South Asia's least industrialized country and the world's fifth most populous could be a surprise new entrant in the world auto industry.

It has a rapidly growing market of 162 million people, vast unexploited territory and a unified, stable political system.

At present, the economy is suffering acutely from the fall in oil prices, since oil accounts for 75 percent of foreign exchange earnings. But that crisis is also prompting industrialists and the government to step up the development of manufacturing industries, with the auto industry a high priority.

Such intentions are not pipe dreams. Ten years ago, the Indonesian government decided to start an aircraft industry, and many experts from the industrialized world scoffed.

Today, Indonesia makes helicopters and commuter aircraft in collaboration with major European and American firms and is embarking on a venture with two of the world's leading aircraft firms — Boeing and Messerschmitt-Bolklow-Blohm. Its aircraft industry employs 13,000 people and aircraft-engine firms are offering to produce parts in Indonesia.

Soebronto Laras, chairman of the Indonesian vehicle manufacturers' association, believes that his company could soon begin exporting Suzuki-designed vehicles and that annual production could rise from 140,000 now to 600,000 by 1995.

Ridwan Gunawan, vice chairman of the motorcycle manufacturers association, said that in the medium term, Indonesia is the most likely South Asian country to emerge as a major exporter of vehicles. He said its local market is much larger than Malaysia's and its industrial policy is more stable than India's.

see SITUATION, page 34

AUTO PRODUCTION IN SOUTH ASIA, 1985

	Cars	Commercial vehicles	Motorized 2-wheelers
India	100,000	150,000	1,070,000
Indonesia	24,200	115,240	226,790
Malaysia	61,200	37,300	173,100
Thailand	23,880	57,930	206,940

Sources: Association of Indian Automobile Manufacturers; Association of Makers & Motorcycle with agents, assemblers and collaborators of Indonesia; Automotive Federation of Malaysia; Thailand's Ministry of Industry

JAPANESE EXPORTS OF AUTO PRODUCTS TO SOUTH ASIA, 1985

	Cars[2]	In millions of dollars[1] Commercial vehicles[2]	Parts[2]
India	100	35	134
Indonesia	72	81	135
Malaysia	222	107	102
Thailand	25	192	104

Notes: 1: U.S. dollar converted at the average 1985 exchange rate of 235 yen.
2: Wholly completely knocked down kits.
3: Including engines, other components and spare parts.
Source: Japan Trade Organization

SITUATION

FROM PAGE 33

One field in which Indonesia might make a breakthrough is motorbikes. It has the capacity to make one million per year and the local market takes only 250,000.

Aghmad Safiun, vice chairman of the auto parts manufacturers association, admitted that locally made parts can be 40 percent more expensive than they would be in the world market. But he said that prices will fall as local suppliers generate economies of scale. That will give parts makers a chance to begin substantial exports by the mid-1990s, he said.

The government is backing that up with an order that most vehicles must have 100 percent local content by 1990. Few expect that ambitious target to be met so soon, but once it is, Indonesia will be in a good position to supply rugged vehicles suited for the poor roads in the world's developing nations.

Malaysia

The boldest attempt to set up an export-oriented auto industry was launched last fall by Malaysian Prime Minister Dr. Mahathir Mohamad, when he unveiled the Saga sedan, built by Proton.

Proton — 70 percent owned by Heavy Industries Corp. of Malaysia and 30 percent owned by Mitsubishi Motors Corp. and Mitsubishi Corp. — has built a $200 million plant. It is said to be the biggest and most modern in South Asia.

The snag is a lack of demand. When Proton was conceived, government planners were forecasting a domestic car market of 220,000 a year by 1995. But falling commodity prices, coupled with a large existing car population, led to a 34 percent sales decline to just 71,300 vehicles in 1985.

Proton's capacity is 80,000 cars a year, and it could make a lot more. According to Dato Wan Nik Bin Ismail, Proton executive director, the break-even point is 67,000 cars a year. So Proton is accelerating its export plans.

Large-volume exports to the industrialized world are unlikely until the end of the decade. Wan Nik admitted that 29 to 32 months of engineering work are needed to make the Saga meet American and European specifications. But he hopes to start exporting to Bangladesh, Brunei, Hong Kong, Pakistan and Sri Lanka this year.

The hotly contested question in Malaysia is whether the government can continue to afford lavish subsidies to Proton during a period of economic diversity. Proton is exempt from import duties and receives other special benefits.

Malaysia has only 15 million people, and after two decades of rapid economic growth, it now faces its worst economic crisis since independence. The crisis is due to collapsing prices for all its major exports — oil, rubber, tin, palm oil and semi-conductors.

Said Ho Tet Kheong, general manager of Assembly Services, the largest private sector auto maker, "The Malaysian motor industry was set up by the British and had a trading mentality, not a manufacturing mentality. Proton was the first sign of a change in that mentality. It was a noble concept to force the pace of change."

However, in practice, Proton is antagonizing the rest of the Malaysian auto industry.

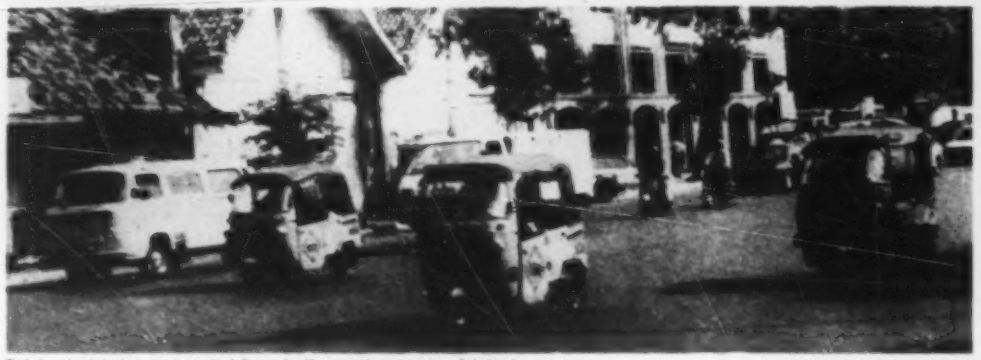
Says Paul Low Seng Kuan: "The rationale behind the Proton project was to make a viable car industry by eliminating models and concentrating resources. Now, Proton is more worried about making profits than ensuring a viable parts industry."

Low is president of the auto parts manufacturers association, which advised its members not to sign a restrictively worded supply agreement with Proton.

Zulkifli Isahak, honorary secretary of the Automotive Federation of Malaysia, questioned whether starting a full-fledged auto industry makes sense for a developing country such as Malaysia. He said it could leave the government with heavy bills for years to come.

There is one intriguing potential "white knight." Executives from Chrysler Corp. — which owns 24 percent of Mitsubishi Motors, Proton's Japanese partner — have made regular visits to Proton's plant.

Said Wan Nik: "We have been in contact with Chrysler. Their intention was to buy our car to replace their subcompact Omni. The two big problems are the technical problems and the pricing problems. But it's still open."



Bajaj autorickshaws exported from India, on the streets of Jakarta.

AUTOMOTIVE NEWS/ANDREW TANK

Thailand

The Thai government has the same basic ambitions as other governments in South Asia: to promote a small number of viable producers. But it is depending on gentle nudging and persuasion rather than grandiose directives or state-lead initiatives.

Its promotional Board of Investment has invited foreign producers to submit proposals to make engines for motorcycles and one-ton pickup trucks, which account for the bulk of demand. The goal is to increase the percentage of locally made parts and persuade marginal players to leave the market, allowing the remainder to grow.

Observers are skeptical. Said Kavee Vasuvat, vice president of Siam Motors Co., "Rationalization is still far away because the Thais like lots of choice."

So it seems unlikely that Thailand will become an exporter of vehicles in the near future.

However the local market is sizable, and European firms are doing relatively well. The local assemblers of BMW, Citroen, Peugeot and Volvo report that production is increasing as a result of the rising yen, which is putting pressure on the assemblers of Japanese vehicles.

But auto components is the area in which Thailand could become important.

The Board of Investment is eager to promote the benefits of Thailand's low-cost, highly skilled workforce. Board members have visited Detroit to talk with procurement executives from the Big Three U.S. auto makers.

Chackchai Panichapat, the board's assistant general saectreary, said Chrysler has shown interest in potential purchases of such labor-intensive items as wiring harnesses.

So far, few foreign auto firms have set up operations in Thailand. But the example of Fuji Serina Valve Co., which is 51 percent owned by TRW, of the United States, shows the potential.

The company, based near Bangkok, Thailand's capital, is incrasing production of engine valves to 2.5 million a year to supply the European aftermarket.

Said David N. LaForest, Fuji Serina managing director, "Customers in Europe were given a 10-15 percent price reduction because of moving the business to Thailand."

The chief reason is labor cost of 60 cents an hour, including fringe benefits.

Chackchai said, "We have enough skilled labor, but we lack investment, technology and a market. Labor is 20 times cheaper here than in the United States. . . We need to create jobs, so we are trying to promote industries that are labor-intensive and export-oriented."

That refrain is heard throughout South Asia, as governments embark on an increasingly tough battle for a shrinking pool of foreign investment. The message is simple: "Large family to support. Will work long hours for low wages. Foreigners' help welcome. Profits guaranteed. Please invest generously."

All South Asian nations face acute short-term economic distress coupled with long-term population pressures. The combination of global recession, the debt crisis and more profitable investment opportunities in the richer countries make competition intense.

All the nations offer low wages and other concessions, but those benefits must be weighhed against special hardships and difficulties.

As a senior diplomat put it: "You must always remember that out here, you're doing business in the jungle. Lots of things you'd take for granted back home just don't work here."

He referred not just to the unreliable phone system, the expensive raw materials and the inadequate utilities, but — more imporant — the different institutional framework. Although governments are tackling the problems, perplexing regulations persist, byzantine bureaucracies still do interfere and corruption is far from eradicated.

Ford's Telstar, made at a joint Ford-Mazda factory in Hiroshima, Japan.

AUTOMOTIVE NEWS/ANDREW TANK

South Asia has some strong auto firms as base for growth

By Andrew Tank
STAFF CORRESPONDENT

SINGAPORE — How soon will South Asia have world-beating firms? Are there any Hyundais about to emerge? How soon could this happen?

The answers lie as much in developments elsewhere in the world auto industry as in trends in the region itself.

According to Ho Tet Kheong, further automation of the U.S. industry could alter the picture radically. "If Saturn succeeds, this whole region will be ignored," he said. He is general manager of Assembly Services, one of Malaysia's largest auto assemblers.

That is probably an exaggeration, but it is clear that the future of South Asia will be tied to international cost considerations. A continued strong yen would encourage Japanese firms to subcontract more work. But the local market in South Asia will generate some internationally important enterprises.

Companies to watch include:

Telco: Telco is India's biggest truck maker. It was set up in the 1950s with technical aid from Daimler-Benz and with management drawn principally from General Motors (which was expelled from India in 1953). Telco is a well-managed auto firm.

It has exported trucks and buses to 56 countries in the Middle East, Africa and Asia and had record export sales of $50 million in 1984. Its basic product is rugged 12-ton truck chassis, 4,000 of which were sold outside India each year in the early 1980s before the world truck slump.

Telco recently introduced a 4.8-ton vehicle for use as a minibus or van. It is eager to help other developing countries set up their own manufacturing operations.

Said executive director A.N. Maira: "We see the export future as good since developing countries must develop their manufacturing capabilities to offset falling commodity prices."

Proton: Proton produces Malaysia's "national car," which must be exported in substantial volume if the project is to be financially viable.

At present, Proton is making 1.3-liter and 1.5-liter sedans that are virtually identical to the Mitsubishi Lancer. Fifty-eight percent of the value of the car is imported from Japan, but Proton hopes it will be virtually 100 percent Malaysian-built by 1990.

Proton has studied the British market, and the right-hand-drive car probably will make its European debut there. In the longer term, Proton hopes to export to the United States.

Bajaj Auto: Bajaj Auto is the world's third largest manufacturer of motor scooters, after Honda of Japan and Piaggio of Italy. The company is in the midst of a $130 million investment to boost annual output from 450,000 vehicles to 750,000 by 1988.

Chairman Rahul Bajaj explained his strategy: "To retain leadership in India over the next three years; to improve our competitiveness against the Japanese; and, by 1990, to make a specific marketing drive. By the mid-1990s, we expect to export 15-20 percent of our production."

That implies exports of 150,000 two-wheelers a year, worth about $70 million. Bajaj Auto now exports to developing nations, but its bid to enter the U.S. and European markets was thwarted by lawsuits filed by Piaggio, its old collaborator.

Maruti Udyog: India's biggest auto maker has such a long waiting list for its 800-cc Suzuki-designed vehicles that exports are not a priority. But managing director R.C. Bhargava is eager to export to provide an independent indicator of performance.

He hopes to capitalize on India's close ties with the Eastern Bloc countries and hopes to sign a deal to export some 25,000 cars to Hungary. Marati Udyog also is eying neighboring countries as a potential market.

Goodyear (Indonesia): The largest tire maker in Indonesia is also a sizable exporter.

Last year, Goodyear (Indonesia) sold almost $7 million worth of steel-belted radials to Australia and sold tires for construction vehicles to the Soviet Union.

Sjahfiri Alim, president-director, admits that it will be difficult to increase exports, but he is investigating the possibility of exporting to China.

Standard Motors: Standard Motors is a specialist Indian firm which collaborates with Britain's Rover Cars. In the early 1980s, it bought an old 2.5-liter diesel engine assembly line from Austin Rover. Most passengers in London taxis have ridden in a vehicle powered by one of those engines because Standard supplies about 600 a year to Carbodies, the specialist British cab builder.

More recently, Standard Motors entered into a venture to make a version of the Rover 2000 sedan suited for Indian conditions.

Like Maruti, Standard has plenty of orders at home, but the new sedan could be an export product in the future.

A present, none of the companies mentioned above has the international marketing clout to make a major splash in the world's biggest auto markets. And their hopes of making the Big Time will be postponed by the current recession.

Safety group asks NHTSA to recall 2¼ million J-cars

WASHINGTON — The Center for Auto Safety has asked NHTSA to recall some 2¼ million 1982-86 General Motors J-cars for alleged sudden acceleration problems.

Last February, the agency closed its investigation and — disagreeing with the center — denied that the problem could be caused by failure of a coolant sensor.

But the center said that a Virginia engineering firm, Technology Management Associates, disabled the coolant sensor on a 1985 Chevrolet Cavalier, thereby inducing the car to jump two curbs. The center said another car of the same model did the same thing last Aug. 31 in Scranton, Pa., when it hit and killed someone.

The center also said that when NHTSA ended its probe, it ignored a letter from GM saying that it has provided replacements for some 200,000 coolant sensors for those J-cars. That indicated a 10 percent failure rate, the center said.

In addition to the Cavalier, the GM J-cars are the Pontiac Sunbird, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron.

Mazda extends gasket warranty

WASHINGTON — Mazda has extended its reimbursement program for head gasket repairs on its 1979-82 626-series cars and 1979-84 B-2000 pickup trucks though Dec. 31.

The Center for Auto Safety had charged that Mazda's informal warranty extension did not provide adequate public notice. The center also criticized Mazda for requiring customers to waive their legal rights when the repairs were made.

Mazda revised the legal language to say that the customer acknowledges payment in full for fixing the vehicle and out-of-pocket expenses for the particular instance only.

Under the original program, which ran from Feb. 14 to May 31, Mazda reimbursed owners for certain head gasket repairs made prior to Feb. 28.

Mazda then extended the warranty coverage to five years or 60,000 miles. That continues in effect.

The Center for Auto Safety wanted Mazda to extend the warranty to six years or 60,000 miles and to advertise it nationwide.

GM recalling trucks and buses to fix potential tire problems

DETROIT — General Motors is recalling 600 1985 trucks and small school buses built on Chevrolet and GMC P30/35 chassis with I-beam front axles and 16-inch wheels. GM is telling owners to have dealers replace the wheels and tires.

The company said that "during certain maneuvers, the end of the tie rod in the front suspension could touch the inside tire wall, causing grooving of the tire." The tire eventually could fail under such stress, the company added.

GM said it is not aware of any incidents of tire failure as a result of the condition.

AUCTION DATES

American Motors

Sept. 30 — High Point Auto Auction, High Point, N.C.

Oct. 1 — Columbus Fair Auto Auction, Columbus, Ohio, and Kansas City Auto Auction, Kansas City, Mo.

Oct. 2 — Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Evansville Auto Auction, Evansville, Ind.

Oct. 7 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Chrysler Corp.

Sept. 30 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 1 — Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 2 — Clanton's Auto Auction, Darlington, S.C., and Northway Exchange, Clifton Park, N.Y.

Oct. 7 — Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Ford Motor Co.

Sept. 30 — Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

Oct. 1 — Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 2 — Nashville Auto Auction, Nashville, Tenn.

General Motors

Oct. 1 — Atlanta Auto Auction, Red Oak, Ga.

Oct. 2 — Ohio Auto Auction, Columbus, Ohio

Oct. 7 — Dallas Auto Auction, Dallas, Tex.

Used Car Sales
Auction Averages

September to date	$5,209
Month ago	$5,237
Year ago	$4,883

Model Breakdown
Auction Averages

	SEP 1986	AUG 1986	JUL 1986
1986	$11,880	$12,136	$12,574
1985	$8,488	$8,520	$8,522
1984	$6,223	$6,242	$6,259
1983	$5,473	$5,502	$5,501
1982	$4,276	$4,337	$4,358
1981	$3,351	$3,388	$3,395
1980	$2,483	$2,505	$2,528
1979	$2,115	$2,145	$2,164
Overall Average	$5,209	$5,237	$5,196

USED-CAR AUCTION DIRECTORY

FLORIDA

Greater Miami Auto Auctions Inc.

Every Wednesday at 12:00 Noon Sharp!
Make Plans To Attend Now!!
Approximately 800 Automobiles & Trucks!!!
All fully appearance reconditioned
Call (305) 621-5100 Now —
To register your dealership!
To register your car!!
For additional information, hotel reservations
Free Airport limo service —Call—
Greater Miami Auto Auction Inc
18200 NW 27th Ave
Miami, Fla. 33056
(305) 621-5100 1-(800) 325-1337 (Tone) 462

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

PADE — Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 6 P.M. Serving dealers & fleets. Phone: 717-961-3800.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TENNESSEE

Memphis Auto Auction, 2650 Mt. Moriah Rd, Memphis, Tenn. 38115. 901-794-7700. Sales every Tuesday 12 Noon & Thursday at 7 PM. Mid-South's newest auto auction.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
Rt. 6 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-4981

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

For REALLY BIG RESULTS on your REALLY BIG SALE be sure and advertise in this section

MISSOURI

MAKE YOUR PLANS NOW
TO ATTEND
OUR ELEVENTH ANNUAL
PRE HUNTING SEASON
4 WHEEL DRIVE & PICKUP TRUCK AUCTION
OCTOBER 16th, 11 A.M.
Nation's largest consignment of 4 wheel drives
Expecting 500 to 600 4 wheel drives and pickups for this sale
(Last 2 previous sales had over 650 vehicles)
CALL
314-474-9595
FOR ROOM RESERVATIONS AND INFORMATION
YOU MAY PRE-REGISTER BY PHONE
RICHARD HEAD'S
AUTO AUCTION, INC.
ROUTE 2 & I-70
COLUMBIA, MISSOURI

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast-Competitive-Dependable Service
1-800-624-2021

OUTLOOK

FROM PAGE 1

They will examine their product lines in various segments and determine the best way to obtain the capacity for those products — through domestic production or through importation.

"What they are saying is, 'Let's have an orderly retreat from production capacity and fixed costs,'" Hammond said. "They are cutting costs more in line with their market shares."

General Motors, for example, has said it will close three assembly plants by 1990. It also has scaled back or postponed new-car programs. Ford Motor Co., which will get its small cars from Taiwan and Mexico, could close an assembly plant. Other plants may be cut back to one shift, Hammond said.

The domestics already are retreating almost entirely from domestic production of subcompacts. Hammond said if GM's Saturn plant does not reach 500,000 units per year by 1990, which it probably will not, then North American-sourced domestic subcompact capacity could drop by 1.3 million units a year to roughly 1.6 million units a year.

However, the domestics will not lose market share because they will sell more subcompacts from their overseas affiliates and from joint-venture projects.

Hammond said the strategy makes business sense because the automakers incur no facility or start-up cost and little product development cost. Profits are virtually guaranteed on each unit. At the same time, the Japanese and South Korean automaking partners of the domestics benefit through higher sales volume.

While the domestics back away from increased production, the Japanese will shift product mix away from subcompacts, the segment which is expected to have the most overcapacity. Instead, they will use the capacity to produce throughout other market segments.

How aggressively they will shift product mix remains to be seen.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
NEW CAR REGISTRATIONS								
Total Western Europe*	10,101	10,886	11,081	11,084	10,570	11,191	11,599	11,726
Germany	2,384	2,379	2,436	2,469	2,661	2,617	2,713	2,761
France	1,708	1,788	1,900	1,995	1,953	1,995	2,012	2,046
United Kingdom	1,758	1,752	1,800	1,780	1,775	1,769	1,826	1,864
Italy	1,638	1,748	1,811	1,795	1,764	1,728	1,796	1,810
Total U.S.	10,383	11,043	10,480	10,899	11,200	11,360	11,688	11,860
Asia-Pacific*	1,137	1,189	1,228	1,271	1,298	1,371	1,438	1,502
Japan	3,086	3,164	3,137	3,175	3,299	3,311	3,370	3,328
Total Africa-Mideast	1,342	1,177	820	816	835	874	902	933
Total Latin America*	1,309	1,416	1,494	1,561	1,304	1,520	1,699	1,717
Total Eastern Bloc	2,124	2,176	2,298	2,342	2,322	2,427	2,511	2,599
CAR PRODUCTION								
Total Western Europe*	10,723	11,284	11,518	11,711	11,686	11,988	12,386	12,472
Germany	3,798	4,167	4,236	4,195	4,161	4,162	4,316	4,378
France	2,713	2,832	2,742	2,913	2,838	2,953	2,999	3,038
United Kingdom	988	1,048	1,088	1,088	1,023	1,066	1,143	1,154
Italy	1,439	1,389	1,567	1,466	1,473	1,537	1,574	1,574
Total North American	8,840	9,259	8,889	8,542	8,392	8,846	8,981	9,148
Asia-Pacific*	923	1,038	1,285	1,388	1,575	1,745	1,855	1,937
Japan	7,873	7,847	7,639	7,889	7,877	7,998	8,061	8,070
Total Latin America*	1,098	1,174	1,252	1,389	1,588	1,657	1,799	1,929
Mexico	245	297	215	270	340	386	417	463
NEW TRUCK REGISTRATIONS								
Western Europe**	1,117	1,216	1,270	1,306	1,298	1,321	1,336	1,369
U.S.	3,931	4,520	4,869	4,540	4,680	4,770	4,900	4,980
TRUCK PRODUCTION								
Western Europe**	1,224	1,290	1,447	1,476	1,472	1,507	1,517	1,549
North America	3,969	4,325	4,177	4,816	4,636	4,699	4,636	4,721

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Includes Taiwan, South Korea, Pakistan, Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately.
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands, Belgium, Denmark, Switzerland and Austria.
****Latin America includes Mexico, Brazil and Argentina.

The Japanese and South Koreans plan to produce 1.4 million units — mostly subcompacts — in North America by 1990, according to the World Outlook. Hammond said the subcompact capacity is excessive, given the trend away from subcompacts.

Hammond suggests the subcompact market be left to the South Koreans, Japanese transplants and the captive imports. The Japanese then should shift 330,000 units of imports from the subcompact segment to other market segments, he said.

Some could go to the compact segment, though not the majority because the domestics plan to defend the market aggressively, Hammond said.

The sporty segment could absorb more Japanese capacity because the domestics appear to be backing away from the market. GM has postponed its program to replace Chevrolet Camaro and Pontiac Firebird, and Chrysler will discontinue Laser, leaving room in the segment for the Japanese.

Hammond said the most fertile ground for the Japanese is the mid-size market, since they have only 5 percent of the sales there and, again, the domestics appear to be backing away from the market. GM is scaling back or stretching out plans for its GM10 program, its major mid-size product program. The future of the Chrysler E-body also is in doubt, Hammond said.

At the same time, the mid-size market segment likely will benefit most from changing demographics — baby boomers graduating to larger, higher-line vehicles.

In both the sporty and mid-size segments, the Japanese have no North American capacity planned, so imports could fill the niches.

If the Japanese follow the recommendation, they would enjoy higher profits and increased market share in all segments, Hammond said.

The strategy of the domestic automakers will position them for good financial performance during troubled times.

However, Hammond acknowledges that the Japanese may not pursue the product mix shift quickly enough to head off overcapacity, which could induce a price war and financial losses.

FORECASTS

FROM PAGE 1

boost output by 109,536 units, and 72,884 of that increase will come from Honda of American Manufacturing Co., New United Motor Manufacturing Inc. (General Motors-Toyota) and Nissan Motor Manufacturing Corp. U.S.A.

Of the U.S. Big Three, Ford Motor Co. anticipates a strong fourth-quarter gain, probably as a result of greater Taurus/Sable output, and Chrysler Motors Corp. also charts an advance. GM production is expected to decline, and so is output for American Motors and Volkswagen of America.

The fourth-quarter schedule of 2,079,620 cars is 23.12 percent more than the latest third-quarter estimate of 1,689,135.

Ann Knight, auto analyst for Paine Webber, said fourth-quarter production will rise as new sales incentives are offered by the domestic automakers. She said the quarter's output may end up higher than the manufacturers are estimating.

Maryann Keller, auto analyst for Furman Selz Mager Dietz & Birney, looks for an increase as consumers purchase new cars before the sales-tax deduction dies at the end of the year under the new tax law. Another incentive for late-1986 purchases is the phase-down of the interest deduction on new cars.

New models will contribute to the higher production for Honda, NUMMI and Nissan. Honda has added production of the Civic to its Marysville, Ohio, plant; NUMMI now is building cars for Toyota as well as for Chevrolet; and Nissan has added the four-door Sentra at its plant in Smyrna, Tenn.

Honda's fourth-quarter target of 75,695 cars is up 132.73 percent from 1985's 32,525; NUMMI's 51,000 is 77.42 percent more than last year's 28,745; and Nissan's 26,645 is 38.87 percent above 1985's 19,186.

Mid-September sales set record

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

With incentives by several automakers in full swing, mid-September domestic new-car sales topped the record for the period set last year.

The Sept. 11-20 total for the seven U.S. manufacturers was 294,636, up 1.7 percent from the year-ago period's 289,582.

There were nine selling days in the period both this year and last.

But mid-September sales dipped 20.1 percent below the 368,674 for Sept. 1-10, which was the first full 10-day period of the current incentives offered by General Motors, Ford Motor Co., Chrysler Motors and American Motors.

The early-September total — the highest for the first 10 days of any month — had one less selling day than the Sept. 11-20 span.

Although it had no special financing offers, Honda still led the pack in rate of increase with a 60 percent year-to-year gain.

Chrysler Motors, with 2.4 annual-percentage-rate financing, reported that its car sales, including imports, set a record for any mid-month period in the company's history.

Counting only domestic-car sales, Chrysler's total of 47,666 was up 29.3 percent from last year.

Despite its 2.9 percent APR incentive, General Motors eked out a mere 0.20 percent increase over the year-ago period. But that was enough to set a GM record for mid-September.

Cadillac said its mid-September sales set a record for the period. They were 33.5 percent better than the year-ago period's and marked the third consecutive 10-day sales record.

Ford also has 2.9 percent financing, but its sales declined 7.5 percent from last year.

AMC, with a zero financing rate, reported a 29 percent drop from the year-ago period. AMC said, however, that its mid-September sales were 84 percent higher than in mid-August.

Also reporting declines were Volkswagen, down 18.7 percent, and Nissan, down 16.1 percent.

DOMESTIC SALES

	Sept. 11-20, 1986	Sept. 11-20, 1985
Renault		
Alliance-Encore	2,322†	3,225†
AMC	256†	400†
AMERICAN MOTORS	2,580	3,625
Chrysler	16,459	13,686
Plymouth	12,884	8,725
Dodge	18,324	13,463
CHRYSLER CORP.	47,666	36,874
Ford	51,391	55,400
Mercury	16,888	21,458
Lincoln	6,945	6,593
FORD MOTOR CO.	77,224	83,451
Buick	23,018	39,087
Cadillac	13,492	10,103
Chevrolet	53,392	49,196
Oldsmobile	39,952	37,084
Pontiac	27,880	30,769
GENERAL MOTORS	157,534	157,219
VOLKSWAGEN	2,087	2,568
HONDA	5,589	3,489
NISSAN	1,988	2,377
U.S. INDUSTRY TOTAL	294,636	289,582

†—Estimate

ROVER

FROM PAGE 1

of sales and marketing director Trevor Taylor, whose job is believed to be in jeopardy. He is on vacation.

In the United States, Raymond A. Ketchledge, president of Austin Rover Cars of North America, said the changes would have no effect on his company's operation. ARCONA plans to introduce its Sterling in January, and Ketchledge said everything is going according to schedule.

Musgrove's ouster had been widely anticipated after Day, the former head of British Shipbuilders, arrived at Rover Group in May as the hand-picked choice of Prime Minister Margaret Thatcher.

The heads of Rover Group's car and commercial vehicle divisions, Ray Horrocks and David Andrews, left the government-controlled company shortly after Day was installed. The latest changes complete an overhaul of Austin Rover personnel.

Under the reorganization, Snowdon's product planning job will not be filled. The engineering and design staff will report directly to the chairman, according to an Austin Rover spokesman.

"They've been in a box for a long time and existing management wasn't finding a way out," said analyst John Wormald of Booz, Allen's London office. "But what is Day going to do after the clean sweep?"

Day is scheduled to present a Rover corporate plan to the government by the end of the year. A key element is expected to be further collaboration with Honda of Japan.

One outcome could be use of Rover Group's assembly plant at Cowley by the Japanese company for production of Honda-badged cars for Europe. The deal would probably call for Honda to take an equity interest in Rover or for establishment of a joint-venture company.

Mercedes issues recall

MONTVALE, N.J. — Mercedes-Benz of North America is recalling 1,044 1986 190-E sedans with the 16-valve 2.3-liter engine to replace an electronic control unit that may cause excessive emissions.

PRODUCTION

U.S. auto output rises

By Kelley Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Auto production rose last week despite the closing of three General Motors plants because of an engine-related parts shortage and the closing of one Ford Motor Co. plant because of a parts problem.

Targeted output of 157,907 cars last week was 7.17 percent more than the previous week's 147,341 and 6.96 percent below the year-ago week's 169,716.

So far this year, 5,880,503 cars have been assembled, 5.04 percent below the 6,192,891 completed last year at this point.

Last week's scheduled production was split as follows: GM, 54.49; Ford, 20.58 percent; Chrysler Motors, 15.77 percent; Honda of America Manufacturing Inc., 3.42 percent; New United Motor Manufacturing Inc., 1.90 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.49 percent; Volkswagen of America, 1.27 percent; and American Motors, 1.08.

Because of the parts shortage, GM extended the downtime at its Tarrytown, N.Y., plant, affecting 4,380 workers, and also shut down its Framingham, Mass. (3,620 workers), and its Oklahoma City (5,800 workers) plants. All three plants assemble the A-body cars.

Production of the Ford Thunderbird and Mercury Cougar models at the Lorain, Ohio, plant was halted last week because of a parts problem. About 2,000 workers will be laid-off until the situation is remedied.

Ford's Wixom, Mich. plant is slated for overtime Saturday (Sept. 27).

Chrysler's Belvidere, Ill., and St. Louis (No. 2) plants are scheduled for Saturday overtime. Those plants and the Newark, Del., plant are scheduled for daily overtime this week (Sept. 29).

U.S. truck production up

Last week's scheduled domestic truck production of 78,494 was 3.78 percent more than the previous week's 75,638 and 7.91 percent more than the year-ago week's 72,738.

Year-to-date, 2,684,444 trucks have been assembled, 3.95 percent more than the 2,582,389 completed last year at this time.

General Motors' heavy-duty truck plant in Pontiac, Mich., resumed output last week (Sept. 22). The plant had been down for one week for inventory adjustment, idling 1,400 workers.

The following GM plants are slated for overtime Saturday (Sept. 27): Morain, Ohio; Flint, Mich.; St. Louis; and Janesville, Wis.

No Saturday overtime was scheduled at Ford plants.

Canadian car output dives

Downtime at two General Motors plants and a production cut at a third reduced Canadian auto output last week.

Scheduled assembly of 14,175 cars dipped 40.01 percent from the previous week's 23,627 and 28.74 percent from the year-ago week's 19,891.

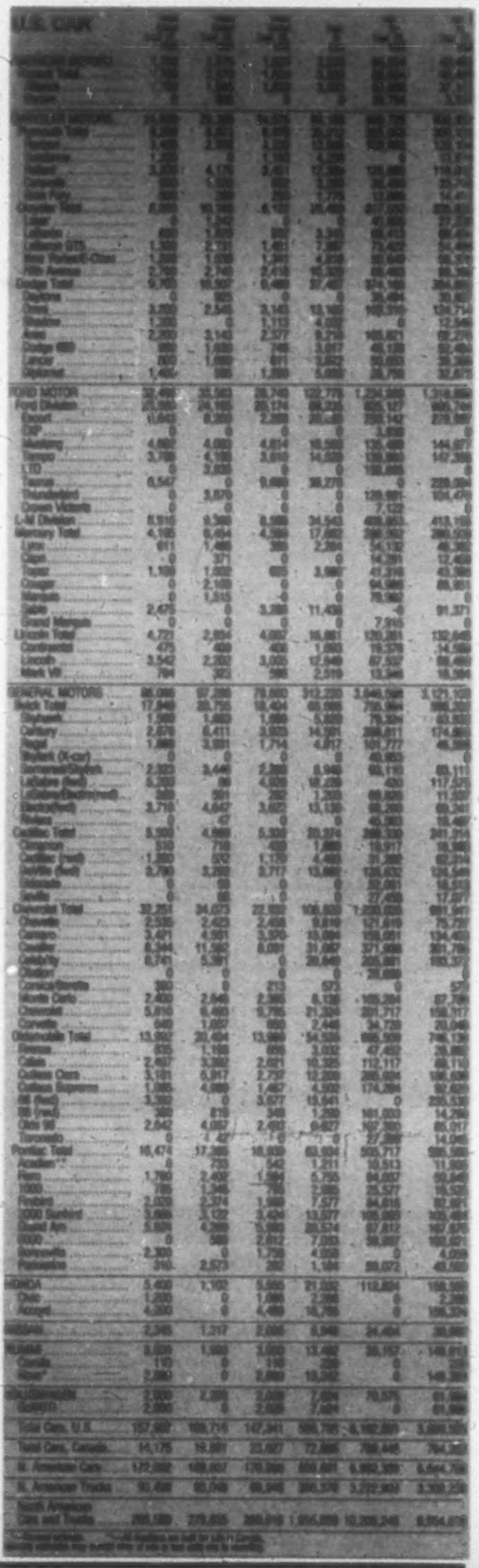
General Motors' Ste. Therese, Quebec, plant was idle last week (Sept. 22) for inventory adjustment. The plant is expected to resume output today (Sept. 29).

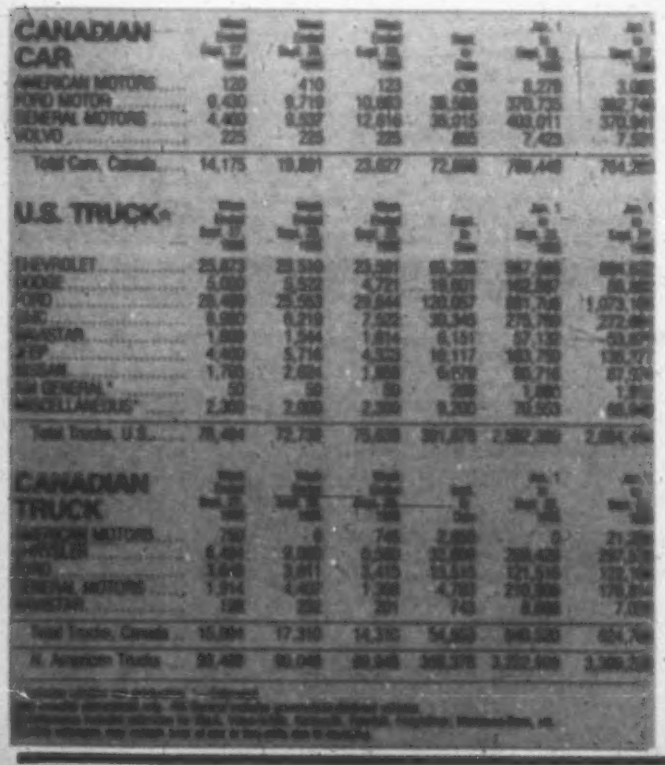
GM's car Oshawa, Ontario, (No. 2) plant was down last week because of a shortage of engine parts. The shortage also reduced production at the Oshawa (No. 1) plant also due to the shortage.

Truck makers' estimated output of 15,004 units last week, 4.85 percent more than the previous week's 14,310 but 13.02 percent below the year-ago week's 17,310.

The GM truck plant in Scarborough, Ontario, will close for one week on Oct. 6 for inventory adjustment.

On Oct. 27, output at that plant will be cut in half because of slow sales.





Honda starts Ohio build of car engines

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

ANNA, Ohio — Honda of America Manufacturing last week took a major step toward its goal of becoming a full-fledged U.S. auto manufacturing operation as it completed the first car engine at an expanded plant here.

It was also a necessary step if parent Honda Motor Co. is to reach its goal of one million U.S. car sales a year by 1990, said Shoichiro Irimajiri, Honda of America Manufacturing president.

Half of the cars would be imported and half would be built or partially built in this country.

Honda achieved two of Irimajiri's personal goals in September, he told 150 engine plant employees gathered for a ceremonial test start of the first Civic engine. One was clinching the 1986 Formula One constructor's championship with Honda's ninth victory in 14 races.

The other was the start of engine production in the United States.

"Building a car engine in the U.S. was always a dream to me," he said. "You have made that dream a reality today. You are part of the team that makes Honda the only manufacturer of both car and motorcycle engines in the U.S."

Honda expects to be running at an annualized rate of 60,000 engines at Anna by the end of this year, split between 1.2-liter models for Honda Gold Wing motorcycles and the new 1.5-liter four-cylinder overhead-cam Civic powerplant.

Production will speed up when a second shift is added Nov. 10 and will accelerate to 350 engines a day or 90,000 a year in 1987. Employment at the plant will grow from 150 to 200 by December.

Both engines are produced on the same line so the mix can easily be adjusted.

The Anna plant currently does aluminum die casting, painting, machining and assembly, which adds up to engines with about 25 percent U.S. content, including labor, Irimajiri said. Honda's eventual goal is 50 percent local content, although finding local suppliers for Honda's low volume and unconventional engine-part processes will be a challenge, he said.

Finished Civic and Gold Wing engines are shipped by truck approximately 40 miles to Honda's Marysville, Ohio, assembly plant.

That plant, enlarged this summer to an annual capacity of 300,000 cars, assembles three-door and four-door Accords and, since July, four-door Civics on a single line.

A separate line is Honda's sole world source for the top-of-the-line Gold Wing.

Also new is a $42 million plastics plant adjacent to the assembly plant. It is in pilot production of bumpers and other plastics parts for Marysville and Honda's new auto assembly plant near Alliston, Ontario, which will start regular production in October and eventually hit 60,000 units a year.

Honda already has announced it will expand Marysville again to reach 360,000 annual capacity by 1988. A feasibility study on a second Midwest assembly plant is continuing, Irimajiri said.

The Anna engine plant probably would likely be expanded if a second car assembly plant were added, Irimajiri said.

10/15/83 C2700-1

Automotive News®

October 6, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

From Mustang to Vignale Gilda GAMMA-LIAISON

Jack J. Telnack, Ford Motor Co.'s chief North American Automotive Operations designer, stands beside a Vignale Gilda at the Paris auto show last week. The car — with striking resemblance to Cadillac's new Allante — is officially only a design exercise; unofficially, it is expected to become a 1989 model. It is based on the Ford Mustang chassis and drivetrain, but will probably be sold by one of the higher-line divisions. More on the Paris show on pages 56 and 57.

French improving, Europe strong as auto industry gathers in Paris

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — The clouds which hung over Regie Renault and Peugeot S.A. at the 1984 Paris Auto Show have parted somewhat, and the stirrings of a French comeback dominated the 73rd Salon de L'Auto here last week.

The Paris show was held during an upbeat period for the European industry and there was a parade of new models, including several hot prospects for the U.S. market. But the French giants and their chief executives were at center stage.

Two years ago, Renault was bottoming out with a loss of $1.8 billion and Peugeot was in its fifth consecutive year of red ink.

PSA now is showing a profit, and Renault Chairman Georges Besse — installed by the French government a few months after the 1984 Paris show — last week forecast profitable operations by the fourth quarter of 1987.

Besse said Renault's losses for 1986 will be $750 million to $900 million, down from $1.6 billion last year. The company is operating at a profit, he said, but still registers an loss because of interest on about $9.4 billion in debt. He said the debt has been stabilized.

Renault, which showed facelifted R9 and R11 models and the R21 Nevada station wagon at the show, slipped to sixth and last place in sales among Europe's leading auto firms in the first six months of 1986 with 9.9 percent of the car market. But sales have rebounded with help from the new R21 launch last spring; Renault expects to conclude the year with 11 percent of the European car market.

Still, the company is not the force it was just four years ago, when it led European makers with a share of 14.6 percent.

The usually reticent Besse maintained a relatively high profile last week in Paris. But the 1986 Salon was also a showcase for Peugeot Chairman Jacques Calvet, the ex-

see SHOW, page 57

Renault chief vows no more AMC aid, will sell some assets

Georges Besse: "certainly not"

By Andrew McGill and Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTERS

PARIS — Renault Chairman Georges Besse said the company will sell assets to get out of the red and did not rule out the possibility of selling Renault's 46 percent stake in American Motors.

Although he would not say which assets would be sold, Besse said the sale should be complete by the end of 1987. The plan is to make Renault profitable by the fourth quarter of next year by reducing its debt servicing costs.

Besse would not respond to direct questions about the potential sale of all or part of AMC, but said Renault would "certainly not" consider further investments or loans to its U.S. affiliate.

Responding to an oft-publicized rumor that Chrysler Corp. is negotiating with Renault to buy all or

see BESSE, page 56

Domestic sales hit record for Sept.; model year off 3.5%

By Dave Zola
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers shattered the new-car sales record for September as incentives helped the industry move 953,025 units during the month.

The effort topped the old September record of 8?9,382 set in 1985.

Production up. Page 59

There was one more selling day this year, but even so, September 1986 sales of 38,121 for each of the 25 selling days easily outpaced the September 1985 daily average of 34,974.

The strong showing helped domestic carmakers finish the model year (Oct. 1, 1985, to Sept. 30, 1986) on a positive note. However, the final industry tally of 8,087,186 was down 3.5 percent from the 1985 model year count of 8,383,-195.

Cut-rate financing helped General Motors sell 519,077 domestic cars in September, a record for the month and third highest monthly sales total in GM history. It gave GM a commanding 54.5 percent of domestic-car sales for the month.

Ford Motor Co. reported a 4.1 percent drop from year-ago levels, with 219,609 units sold during the month.

Chrysler Motors car sales reached 140,451 in September, a 29 percent climb from last year's 108,-906.

American Motors sold 11,115 cars in September, down 8.8 percent from 12,188 last year. Volks-

see SALES, page 58

Chevrolet redraws its sales districts in move to streamline management

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet will close 17 of its 39 zone offices, set up a national marketing center and restructure field sales positions by Jan. 1 in what one executive calls the division's most significant change ever.

related story, page 58

Chevrolet's program will be explained to dealers today as a three-part effort to better align its sales offices with automotive markets and improve dealer relations, in part by removing a layer of management between General Manager Robert Burger and dealers.

Details will be given at Chevy's national dealer meeting later this month in Orlando, Fla.

This is Chevrolet's second major change in field operations in a year and will result in fewer field sales personnel, although the division has not said how many jobs will be lost. Chevrolet's move is more comprehensive than a Buick restructuring which began in June and trimmed two zones and two regions. Oldsmobile is considering a Buick-type reorganization. "This is how we get into the 21st century," said Robert W. Starr, general sales and service manager.

"This is really a phase-in of the 1984 General Motors reorganization, but it's the most significant change since we started in business 75 years ago."

It is tied to GM's three-year-old drive to move from a postwar, manufacturing-oriented operation to one that is more attuned to customer demands.

"In the '20s, we tried to put sales offices near our assembly plants," said Michael H. Erdman, assistant general sales manager. But the boundaries of the 22 new "branches," as zone offices will be called as of Dec. 1, are drawn to reflect marketing realities, he said.

Chevrolet planners considered five factors in drawing up the boundaries of the new branches — continuity with current zone locations, alignment with state boundaries, alignment with market areas, zone size and cost effectiveness and the relation between travel time and dealer contact time for field personnel.

NEW CHEVY SALES BRANCHES

AUTOMOTIVE NEWS/CHARLOTTE WINTER

Resulting boundaries revamp traditional zones and split states into as many as three branches, but cleave closely to individual markets. The new alignment does not split any of the 215 Areas of Dominant Influence (ADIs) defined by Aribitron and used by marketers as the primary guide to buying local advertising, Erdman said.

That is an effort to make zones

see CHEVY, page 22

IN NEWSPAPER

Fiat, Ford both bid for Alfa Romeo — Page 2

EPA relaxes fuel standards — Page 3

Ford wants drug clause in contracts with UAW — Page 53

MD 20814
BETHESDA
4520 EAST-WEST HWY SITE8
CONGRESSIONAL INFO SERV
ACM EDITOR SR1
ACM EDITOR
03032290B 0300 6640 CRMP M12
**********5-DIGIT 20814

POPULAR MECHANICS/JIM DUNNE

'C' is for luxury
Chrysler's new full-size luxury C-body — tentatively named New Yorker — debuts late next year as a 1988 model. With a 107-inch wheelbase, it will be the largest front-drive sedan in Chrysler's lineup. It will initially be powered by a 3-liter V-6 from Mitsubishi, but later in 1988 Chrysler will add a U.S.-built V-6. A Dodge version of the C-body also is planned.

Flxible, Greyhound believed eyeing GM's bus operations

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

A lot of companies would like to buy General Motors' bus operations, if the price were right.

Strong interest reportedly has been expressed by Flxible Corp. and Greyhound Corp.

The sale of GM's bus business is being handled by Salomon Brothers, in New York. It will be a big topic of conversation among those attending the American Public Transit Association's annual convention in Detroit this week.

GM reportedly plans to sell all the tooling, rights and everything else "except the land and the four walls" of its bus-making operation, sources said.

GM employs 550 people in its bus operations in the Pontiac Central plant in Michigan, where it currently builds six coaches a day, according to a spokesman.

It has more than 600 bus orders "that will take us into early 1987" and is "still actively seeking additional orders," he added.

He said GM was talking to several interested prospects, but would not elaborate.

Mark J. Obert, president and chief operating officer of Flxible Corp., of Delaware, Ohio, would not comment on his interest in GM's operations or their worth. But, he added, "they're not the plum of GM's fleet."

Flxible is GM's chief competitor in the transit bus field. If GM's sales to New York — the only transit authority that doesn't put out bids — were excluded, Flxible would outsell GM, Obert said.

Flxible sold more than 800 new buses last year and expects an increase in fiscal 1986, Obert said.

The company has also been successful in refurbishing and reselling 814 Grumman buses it bought from New York.

A Greyhound spokesman denied any company interest in GM's operation, though industry sources reported conversations between its transportation manufacturing group and GM.

The group includes bus manufacturing operations of Motor Coach Industries, of Winnipeg, Manitoba, and Pembina, N.D., and the Transportation Manufacturing Corp., of Roswell, N.M. The group and its companies are headed by John Nasi, a former GM executive.

The two operations build large intercity buses for Greyhound and outside companies. Outside sales are handled by Hausman Bus Sales & Parts Co., of Des Plaines, Ill.

Greyhound's purchase of GM's bus business would put it into an entirely new market which, in many ways, is more competitive than the one in which it now competes.

But it would also open new opportunities for Greyhound, which has little prospect for growth in its own market.

The transit bus market in which GM competes is overcrowded with competitors and has excess production capacity.

GM has capacity to build 3,350 units yearly — more than enough for the entire market.

Competition in the market is so intense that 35-foot and 40-foot units, like GM's, are being sold for as little as $130,000 — or 15 to 18 percent below 1983 prices, according to Bob Lee, president of Neoplane U.S.A. Corp., of Lamar, Colo., another major competitor.

Volvo, which earlier this year dropped out of the market, sold articulated buses for $190,000. They used to be $250,000.

Lee characterized current pricing as "impossible for everyone."

However, the drop in the value of the dollar has made manufacturing operations like GM's more attractive.

Lee said that Neoplane's strategy next year was to build domestically the large over-the-road buses it had been importing from its parent company in Stuttgart, West Germany.

Neoplane competes in both transit and intercity markets, and has already been building transit buses in Lamar, Colo.

Lee said added that his firm had a full product line, and wasn't interested in the GM operation.

For calendar 1986 through Sept. 20, GM retailed 249 RTS coaches in the United States, down 32.5 percent from last year. It has averaged a 42 percent market share during the last five years.

GM of Canada produces buses in St. Eustache, Ontario. It builds another model called the Classic.

It built 325 Classics in the 1986 model year, up from 204 the year before, according to a spokesman.

GM reportedly is negotiating a separate sale of its Canadian bus operations.

Vapors controlled best in car, EPA report says

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A confidential EPA staff working paper concludes that it is far more desirable to control gasoline vapors in vehicles than to require gasoline stations to install special nozzles on their pumps to do the same job.

In addition, the paper — dated August 1986 — concludes that the major safety problems associated with vehicular controls could be fixed for less than $5 per car.

Automakers have opposed bigger canisters for vehicles to reduce the fumes. They say the EPA has grossly underestimated the cost and leadtime needed and that controlling gasoline nozzles is faster and cheaper.

The Insurance Institute for Highway Safety recently raised safety questions with the EPA about increased fire risk for vehicles equipped with the proposed canisters.

Gasoline vapors damage the ozone layer, and protecting it is the most pressing air pollution concern.

The staff paper concludes that controlling fumes on vehicles could cost as little as $19, less $5 for vapors that would be recycled into fuel by the canisters.

On the other hand, the average gas station would have to install $11,500 worth of equipment and incur annual upkeep costs of $4,100 less $890 for vapors recycled into gasoline.

The paper also concludes that putting the controls on cars would be 93 percent efficient in capturing the fumes, as opposed to 62 to 83 percent effectiveness for the gas-pump nozzles.

The EPA says it has not yet decided whether it will require controls on vehicles, pumps or on both. It says it has not sent recommendations for a proposed rule to the White House Office of Management and Budget but that the two staffs have discussed the issue. EPA said it is always amending staff papers and it hopes to issue a formal proposal on the issue by the end of the year.

The EPA staff paper assessed the safety problems of both gas-pump and vehicular controls. One potential problem is with vehicles involved in rollovers. The paper concludes that fuel spillage potential is greater with the controls because the vapor line port from the fuel tank must be larger. It suggests a mechanical valve near the fillcap that would open when the gas-pump nozzle is inserted and close when it is removed.

A solenoid operating basically the same way could be used, and so could a standpipe with a mechanical rollover valve, the paper concludes — even though automakers say there are problems in getting a positive seal with a large rollover valve.

Tampering would not pose a significant problem, the staff concludes.

NHTSA has preliminarily decided that onboard systems can meet the fuel-spillage requirements of Standard 301, although some hardware and crash testing may be required. The insurance group has disputed that safety conclusion.

The insurers say gas pump nozzles would be simpler to enforce, and they cite a study made in California that found that gas nozzles could be 80 percent effective within four years and 92 percent effective within six years.

Sixty-one areas of the country do not meet the ozone ambient air quality standard. In addition, California and the District of Columbia have enacted what are known as

see VAPORS, page 54

CAFE eased for '87, '88

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The corporate average fuel economy standard for 1987 and 1988 cars is 26 mpg. The government's decision was in response to petitions from General Motors and Ford Motor Co. to reduce the standard from 27.5 mpg, and it drew mixed responses.

The 26-mpg standard also was in effect for the 1986 model year.

NHTSA did not lower the 1985 and 1984 CAFE standards retroactively as requested by both GM and Ford. GM still owes about $386 million in civil penalties for the 1985 model year, but while Ford initially also owed millions, it has enough credits to wipe out its obligation for that year.

Because some lawmakers feel that strong CAFE standards are still needed to conserve oil and keep domestic companies competitive worldwide, there was some possibility of congressional action in the final days of the session.

At presstime, there was talk that Sen. Daniel Evans, R. Wash., might try to hang an amendment on some "must" legislation not slated to go before the House Energy and Commerce Committee chaired by Rep. John Dingell, D-Mich., who would be expected to kill the provision in conference.

Once before, Evans sponsored a bill prohibiting auto companies from using carryforward and carryback credits if they came from a CAFE standard that had been lowered. The bill was passed by the Senate but died in conference with the House.

GM had warned NHTSA that it needed a CAFE standard of 26 mpg for 1987-88 to prevent massive job losses. GM initiated a campaign to stimulate letters from affected workers, from shareholders and from congressmen and other officials in states where GM jobs might be lost.

GM said last week's decision was indeed a "jobs issue" and was "good news for American consumers and autoworkers" and in tune with the law and the "real world."

Donald R. Buist, director of Ford's automotive emissions and fuel economy office, called the decision proper. He said its effect on oil savings would be tiny and that failure to change the standards could have had an unfortunate effect on consumers' choice and jobs.

see CAFE, page 54

INDEX

Auction reports	42-43
Classifieds	44-51
Coming events	36
Dealing with dealers	16
News briefs	8
Obituaries	14
Opinion	10
Production	59
Truck industry	12

61st year—No. 5148

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

GM opposed to public ownership for dealers

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — "Mega-dealers" who are considering turning their businesses into public corporations have drawn the attention of General Motors. A high-level GM executive said last week that the giant automaker would not go along with the idea.

William E. Hoglund, GM vice president in charge of the Buick-Oldsmobile-Cadillac Group, stopped short of saying GM would take action to stop a dealer contemplating a public stock offering.

Hoglund

But, he said, "we wouldn't support this at all."

GM's long-standing policy has been that any change in dealership owners must be approved by GM, and a request for a dealership to become a publicly held company will not be approved. GM said it has had no such requests.

Hoglund said public ownership would shift the focus of a dealership toward selling the corporation's stock. That, he said, would run counter to GM objective "to get franchisees loyal to what we make."

Hoglund said he prefers to deal with relatively small entrepreneurs who are personally involved in their operations.

He said he viewed the franchise as an extension of the corporate name and that GM wants "the franchise to represent our name."

He also said he believed that smaller dealers do a better job of satisfying customers.

Hoglund, speaking at an informal dinner with the press in New York, avoided saying whether GM would move to stop dealers from making public stock offerings. When asked whether GM would buy a dealer's stock to gain control, he said he didn't know whether the company would want to do that.

A Chrysler executive, at the company's preview of its 1987 cars, said he expected one of its "mega-dealers" to go public, perhaps by the end of the year.

Free world trade best for U.S., GM executive insists

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

American business needs cooperation, not protectionism, to compete effectively in the world marketplace, according to a top-ranking General Motors executive.

"Trade is like a mirror that reflects our performance," said Marina v.N. Whitman, GM vice president in charge of the Public Affairs Staffs Group.

Whitman

"Where we're not world competitive, trade barriers won't solve the problem any more than you can improve your looks by breaking your mirror and buying a new one," she said.

In an address to the Women's Economic Club of Detroit, Whitman said the United States is at a critical point in its foreign trade policy. The nation could reduce its spiraling trade deficit or cause an international economic crisis, she said.

On the positive side, she said, the United States has a good economic climate with lower interest rates, lower oil prices and lower inflation. The dollar, she said, has also come down "to reasonable levels" compared to other foreign currencies.

Whitman said the United States has discussed trade and currency imbalances with other countries. She praised efforts such as the Tokyo summit, held in May, and a September 1985 conference to adjust currencies for the United States, Japan, West Germany, Great Britain and France.

According to Whitman, those actions have improved trade relations between the United States and its large trading partners.

But cyclical and structural problems in the U.S. economy persist, she said. The federal budget deficit is intertwined with the trade deficit, producing a reliance on foreign investment that extends U.S. debt.

Germany and Japan, which export more domestic goods to the United States than they import from the United States, are reluctant to buy more U.S. goods, she said.

Slower growth and spending cuts also have limited the purchase of U.S. exports by developing and newly industrialized countries, Whitman said.

"We're pulling in additional imports faster than they are," she said.

The United States also faces an overvalued dollar, a slow growth in productivity and possible global overcapacity in many industries, Whitman said.

Such factors could intensify competition, she said.

Whitman said that if the United States wants to reduce its trade imbalance with other countries, the nation must insist that its trading partners open their markets to American goods. It also must insist that foreign governments curtail their subsidies.

Whitman said protectionism threatens global economic growth because a reduction in trade decreases the ability of developing countries to repay debts.

"The more trade restraints they must confront, the more difficult it will be for them to repay their debts — and the greater likelihood of serious breakdown somewhere in the global financial system," Whitman said.

Such an escalation in trade barriers could have a ripple effect on every country's growth and eventually cause an economic downturn, she said.

Whitman said the economic events in the 1930s are an example of how that could occur.

In order for the United States to avoid a protectionist climate, Whitman said, the nation must avoid recession, improve its trade deficit with other countries and open markets that are virtually closed to U.S.-made goods.

"That is a lot of ifs," she said.

AUCTION DATES

American Motors

Oct. 7 — Apico Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Oct. 8 — Minneapolis Auto Auction, Plymouth, Minn.

Oct. 9 — Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

Oct. 14 — High Point Auto Auction, High Point, N.C.

Chrysler Corp.

Oct. 7 — Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Oct. 9 — Fredericksburg Auto Auction, Fredericksburg, Va.

Oct. 10 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Oct. 8 — Concord Auto Auction, Acton, Mass., and Golden Gate Auto Auction, Fremont, Calif.

Oct. 9 — Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas

Oct. 15 — Lakeland Auto Auction, Lakeland, Fla.

Used Car Sales
Auction Averages

September, 1986	$5,206
Month ago	$5,234
Year ago	$4,268

Model Breakdown
Auction Averages

	SEP 1986	AUG 1986	JUL 1986
1986	$11,846	$12,136	$12,574
1985	$8,472	$8,520	$8,522
1984	$6,221	$6,242	$6,259
1983	$5,459	$5,502	$5,501
1982	$4,261	$4,337	$4,358
1981	$3,333	$3,388	$3,395
1980	$2,463	$2,505	$2,528
1979	$2,109	$2,145	$2,164
Overall Average	$5,206	$5,237	$5,196

General Motors

Oct. 8 — Hatfield Auto Auction, Hatfield, Pa.

Oct. 9 — Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

GM Canada aides act to save jobs and Scarborough and Ste. Therese

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Workers at two General Motors of Canada assembly plants have taken steps to save their jobs in the face of an announcement of heavy layoffs and a threatened closing.

The assembly plants in question are in Scarborough, Ontario, and Ste. Therese, Quebec.

Representatives of the Canadian Auto Workers met with GM last week to propose a plan to keep both shifts working at the Scarborough van plant.

GM had announced it would eliminate one shift and lay off half of the workforce of 2,500 because of declining sales.

Basil Hargrove, assistant to CAW President Bob White, said the union proposed that both shifts continue working but on a reduced schedule.

He said that was done at Ford of Canada's St. Thomas, Ontario, plant for almost three years during the 1981-83 recession.

At that time, both shifts worked one to three weeks during the month, he said, and the plant was shut down during the other weeks.

He said that during the downtime, St. Thomas workers received unemployment compensation as well as supplemental unemployment benefits equal to 95 percent of wages.

"That way, a shift was not reduced. It's a form of job sharing," Hargrove said.

He said, however, that he expected talks on the proposal for the Scarborough plant to go on for some time.

A GM spokesman said the company was studying the union's proposal.

Hargrove also said that GM officials were meeting with the federal and provincial governments to ask for financial assistance in retooling the Ste. Therese facility.

Ste. Therese workers voted Sept. 22 to revise their local contract to try to save the facility, which has no product allocation beyond 1987.

The vote was 58.9 percent in favor of concessions — mainly reductions in classifications — to make the plant more competitive, he said.

The government money would be used for plant modernization to build another car at the facility, he said.

Initially, Ste. Therese is "looking at the A-body, which will come out of the Oshawa, Ontario, plant when it goes to the GM10 cars," he said.

The Ste. Therese facility now builds the rear-wheel-drive Pontiac Grand Prix and Oldsmobile Cutlass Supreme.

GM of Canada President George A. Peapples said that the new agreement at Ste. Therese "represents an important step in an ongoing effort to position the plant for a new product program."

GM said Peapples met with Quebec Premier Robert Bourassa and Michel Cote, federal minister of regional industrial expansion, "to explore opportunities which the new agreement may make possible."

GM said that with the cooperation of all involved, it hoped for a long-term future for St. Therese.

AUCTION DIRECTORY

FLORIDA

FACTORY SALE

Ford MERCURY LINCOLN

WEDNESDAY
OCTOBER 15
— 1986 —
10:00 A.M.

FRANCHISED DEALERS ONLY

250 LINCOLN TOWN CARS

400+

GOOD SELECTION OF OTHER MODELS

FREE COUNTRY BREAKFAST
FOR ALL DEALERS 8:00-9:30 A.M.

"PROFIT THE LAKELAND WAY"

LAKELAND AUTO AUCTION
STATE ROAD 33 & I-4, EXIT 20
P.O. BOX 3806, LAKELAND, FLORIDA 33802
PHONE: (813) 984-1551 FOR HOTEL & LIMO RATES

Mexican railway helping Chrysler hit export goal

MEXICO CITY — Mexico's National Railways System is helping Chrysler de Mexico reach its goal of $1 billion annually in exports, according to Vicente Ariztegui, chairman of Chrysler de Mexico's board of directors.

The Chrysler Toluca plant accounts for 65 percent of the firm's exports, including cars, trucks, engines, condensers and engine mounts. Ariztegui said Chrysler is shipping products to the United States, Canada, the Caribbean, Latin America and Asia.

More than $3 million has been invested in developing equipment for export at the Toluca assembly plant, Ariztegui said. The plant can ship 700 vehicles daily.

National Railways of Mexico now runs exclusive trains for Chrysler automotive exports. In the last nine months, the railway has transported nearly 32,000 Chrysler vehicles, using more than 2,900 freight cars.

1987 Ford Escorts roll
Ron Wallace, right, manager of Ford Motor Co.'s assembly plant in Edison, N.J., and Earl Nail, president of UAW Local 980, congratulate each other as the first 1987 Ford Escort is completed. The Edison facility, which employs 1,400 people, also produces the Mercury Lynx.

Chevy realignment boosts trucks

The first of a series of personnel changes in Chevrolet Motor Division's field sales reorganization will give added importance to trucks.

Four new sales managers were appointed by Robert W. Starr, general sales and service manager, with two in charge of trucks and two in charge of cars. The reorganization takes effect Dec. 1, consolidating Chevrolet's 39 zone offices into 22 branches.

"Truck leadership is important to Chevrolet, so we have formed a sales organization that will increase dealer efforts in this growing area of the business," Starr said.

"This new organization will ensure that trucks get as much attention as passenger cars."

Through all but the final 10 days of the 1986 model year, Chevy sold 1,701,057 cars and 1,254,698 trucks, a 58-42 split.

Named to the new posts were Charles B. Chauvin, passenger-car sales manager — East; Larry K. Mayfield, truck sales manager — East; John R. Kutina, passenger-car sales manager — West; and Emmett P. Feely Jr., truck sales manager — West. Chauvin and Mayfield will have 11 Eastern branch managers reporting to them on car and truck sales. Kutina and Feely will have the 11 Western branches.

That replaces a setup of zone managers responsible for both car and truck sales and reporting to one of four area sales managers.

Chauvin previously was sales manager — South. Mayfield formerly was Houston zone manager. Kutina has been sales manager — Central. Feely was sales manager — East.

Joseph W. Rooney, who has been sales manager — West, has not yet been reassigned. Executive assignments under the reorganization, which includes establishing a 400-person national marketing center in Detroit, are expected to reach about 90 before the first of the year.

Henry Ford: Better ideas aren't enough to survive

Henry Ford II, left, and Edsel Ford give presentation SANTA FABIO

DETROIT — In one of his rare public appearances since his retirement as Ford Motor Co. chairman, Henry Ford II said here last week that "auto companies worldwide are in a race for survival, and only the fittest will endure."

During a presentation with his son, Edsel B. Ford II, before the Detroit Section of the Society of Automotive Engineers, he said that Japanese competitors "seem to have been more adept than we in applying quickly and effectively some of our technical and managerial advances."

He told the technical gathering of 1,600 people at Cobo Hall: "My message to you is that it is not enough just to have better, more innovative ideas. We must also beat the competition in putting them to work."

In recounting the past, Ford, now a board member of Ford Motor Co. and chairman of the finance committee, said, "We all produced those big, powerful, chrome-laden, fin-swept cars. . . . But our excesses in size and shape left the bottom of the market to foreign cars . . . which began to penetrate our market in the late 1950s."

Recalling a statement he made in the mid-1970s about turning back import competition, Ford said, "We didn't exactly drive them from our shores, despite my prediction of some years ago."

He said government-imposed safety and emission-control legislation "caused us to take our eye off the ball in the late '60s and through much of the 1970s — but we can't blame government for all our problems."

"We really had lost our way through much of that period. We got careless and conceited. We were so successful for a long time following World War II that we took our dominance of our home market for granted," Ford said. We began to believe our own propaganda — that we had all the answers, our critics were misinformed and misguided, and that all we had to do to win was show up for the game.

"Eventually we put our act back together and produced high-quality products at almost-competitive prices. But in the meantime, we paid a big price for losing our way. . . . Foreign competition had come to stay and today it has become a part of domestic competition."

In sharing the podium with his father at the program commemorating the 75th anniversary of SAE's Detroit Section, Edsel Ford discussed what might be expected in the auto industry 75 years from now.

Edsel Ford, Lincoln-Mercury's general marketing manager, predicted that decision-making and control will be pushed farther down the organization.

"With more decisions made at lower levels, we'll also have to continue the emphasis on training and retraining," he said. ". . . People will change jobs more often. The ability to adapt to change will be the single most important attribute for people who work in the auto industry."

As for products of the year 2000, Ford forecast:

Cars without protruding door handles, rear-view mirrors or antennas; but with flush glass, variable ride-height control, skirts and spoilers, air inlet-outlet ducts and a full-length belly pan to reduce under-car turbulence.

He predicted light-emitting surfaces integrated into the glass; multiple cameras that portray the environment all around the car with no blind spots; an infrared system that provides good vision at night and in bad weather; a display on the windshield for forward-looking driver vision during heavy fog, rain or snow.

Also, a control system that tailors suspension rates and brake proportioning and orchestrates a complex four-wheel steering system; along with backup systems, "limp home" features and self-diagnostics to ensure that the car will almost never break down on the road.

Ford described those and other technologies and developments as "technically possible" and said some are available now.

"Time will tell whether they are all economically feasible," he added.

He said Ford Motor Co. will have a running model of Probe V — its "car of the year 2000" — as soon as next year.

SALES

FROM PAGE 1

wagen of America reported only a slight drop for the month, with 6,138 Golfs sold versus 6,492 in September 1985. Domestic Honda sales reached 51,537 vs. 33,315, and Nissan sales totaled 5,098, down from 6,641.

GM's sales totaled 4,552,762 for the 1986 model year, down 3.0 percent from 4,694,979 a year earlier.

Ford's 1986 model-year sales of 1,966,029 units were off 9.4 percent from 1985's 2,170,410.

Chrysler gained less than a percentage point in volume from 1985 levels, but its 1986 sales of 1,148,627 represented the company's best model year since 1977. Chrysler's 1985-model-year total was 1,144,682.

AMC suffered the biggest drop among the domestics, as 1986 model year sales dipped 40.1 percent to 82,298 from 137,493.

Nissan's 134.8 percent gain in model-year car sales was the domestic industry's largets. Its total was 49,325. Honda also posted a big year-to-year gain with a 41.5 percent rise in sales of domestic cars for a total of 211,735. VWoA sales of 76,410 were up 7.1 percent.

The winners in the battle for market share during the 1986 model year were Chrysler, Honda, Nissan and GM. VWoA remained stable and Ford and AMC lost ground.

Chrysler's market share for the period increased to 14.2 percent, up from 13.7 percent in 1985. Honda's share of domestic car sales climbed to 2.6 percent from 1.8 percent. Nissan captured 0.6 percent of the market, compared to its 0.2 percent share one year earlier.

GM held a tight grip on its share of the market, finishing the 1986 model year with a 56.3 percent penetration versus 56.0 percent in 1985.

Ford's market share dropped to 24.3 percent from 25.8 percent in 1985, the largest decline. AMC wound up with 1 percent of the market, compared with 1.6 percent in 1985. VWoa had 1.0 percent of the market vs. 0.9 percent a year ago.

PRODUCTION

U.S. CAR MODEL YEAR OUTPUT '86 VS. '85

	Total Output 1986	Pct. of Total Output	Total Output 1985	Pct. of Total Output	Pct. pt. Change '86 vs. '85
AMERICAN MOTORS	64,873	0.81	150,189	1.88	−1.06
Renault Total	64,873	0.81	150,189	1.88	−1.06
Alliance	55,821	0.69	91,664	1.15	−0.46
Encore	9,052	0.11	58,525	0.73	−0.62
CHRYSLER MOTORS	1,275,433	15.86	1,315,326	16.49	−0.63
Plymouth Total	393,024	4.89	393,711	4.94	−0.05
Horizon	161,353	2.01	156,073	1.96	+0.05
Sundance	14,263	0.18	0	0.00	+0.18
Reliant	154,879	1.93	166,966	2.09	−0.17
Caravelle*	45,951	0.57	51,504	0.65	−0.07
Gran Fury	16,578	0.21	19,168	0.24	−0.03
Chrysler Total	394,478	4.91	420,780	5.28	−0.37
Laser	38,202	0.48	58,337	0.73	−0.26
LeBaron	96,243	1.20	101,028	1.27	−0.07
LeBaron GTS	72,737	0.90	70,957	0.89	+0.01
N.Y./E-Class	69,857	0.87	70,143	0.88	−0.01
Fifth Avenue	117,439	1.46	120,315	1.51	−0.05
Dodge Total	487,931	6.07	500,835	6.28	−0.21
Daytona	41,624	0.52	50,107	0.63	−0.11
Omni	154,244	1.92	146,731	1.84	+0.08
Shadow	12,841	0.16	0	0.00	+0.16
Aries	121,027	1.51	141,841	1.78	−0.27
Dodge 600	68,766	0.86	69,352	0.87	−0.01
Lancer	53,272	0.66	50,942	0.64	+0.02
Diplomat	36,157	0.45	41,862	0.52	−0.08
FORD MOTOR	1,719,135	21.38	1,735,782	21.76	−0.39
Ford Division	1,178,016	14.65	1,149,427	14.41	+0.24
Escort	376,223	4.68	364,345	4.57	+0.11
EXP	0	0.00	26,462	0.33	−0.33
Mustang	194,079	2.41	156,514	1.96	+0.45
Tempo	195,429	2.43	201,535	2.53	−0.10
LTD	24,959	0.31	205,535	2.58	−2.27
Taurus	243,202	3.02	0	0.00	+3.02
Thunderbird	144,124	1.79	151,852	1.90	−0.11
Crown Victoria	0	0.00	43,184	0.54	−0.54
L-M Division	541,119	6.73	586,355	7.35	−0.62
Mercury Total	366,308	4.56	419,869	5.26	−0.71
Lynx	68,006	0.85	80,551	1.01	−0.16
Capri	18,105	0.23	18,654	0.23	−0.01
Topaz	54,433	0.68	62,091	0.78	−0.10
Cougar	121,284	1.51	117,274	1.47	+0.04
Marquis	6,506	0.08	104,198	1.31	−1.23
Sable	97,974	1.22	0	0.00	+1.22
Grand Marquis	0	0.00	37,101	0.47	−0.47
Lincoln Total	174,811	2.17	166,486	2.09	+0.09
Continental	20,380	0.25	28,253	0.35	−0.10
Lincoln	131,246	1.63	119,878	1.50	+0.13
Mark VII	23,185	0.29	18,355	0.23	+0.06
GENERAL MOTORS	4,464,734	55.52	4,490,883	56.31	−0.79
Buick Total	830,528	10.33	1,062,906	12.58	−2.25
Skyhawk	89,975	1.12	82,516	1.03	+0.08
Century	263,958	3.28	257,192	3.22	+0.06
Regal	80,934	1.01	124,546	1.56	−0.56
Skylark (X-Car)	0	0.00	93,157	1.17	−1.17
Somerset/Skylark	114,726	1.43	86,071	1.08	+0.35
LeSabre (fwd)	127,761	1.59	0	0.00	+1.59
LeSabre/Electra	18,201	0.23	157,256	1.97	−1.75
Electra	112,116	1.39	136,863	1.72	−0.32
Riviera	22,657	0.28	65,305	0.82	−0.53
Cadillac Total	309,988	3.85	384,840	4.83	−0.97
Cimarron	26,235	0.33	19,890	0.25	+0.08
Cadillac (rwd)	71,196	0.89	51,701	0.65	+0.24
DeVille (fwd)	172,674	2.15	197,093	2.47	−0.32
Eldorado	21,042	0.26	76,401	0.96	−0.70
Seville	18,841	0.23	39,755	0.50	−0.26
Chevrolet Total	1,387,647	17.26	1,418,098	17.78	−0.52
Chevette	108,537	1.35	123,499	1.55	−0.20
Camaro	193,179	2.40	180,018	2.26	+0.15
Cavalier	424,403	5.28	383,785	4.81	+0.47
Celebrity	240,225	2.99	270,418	3.39	−0.40
Citation	0	0.00	62,722	0.79	−0.79
Monte Carlo	121,427	1.51	122,057	1.53	−0.02
Chevrolet	230,050	2.86	235,870	2.96	−0.10
Corvette	69,826	0.87	39,729	0.50	+0.37
Oldsmobile Total	1,108,251	13.78	1,165,649	14.62	−0.83
Firenza	144,427	1.80	49,040	0.61	+1.18
Calais	131,194	1.63	106,257	1.33	+0.30
Cutlass Ciera	249,074	3.10	316,753	3.97	−0.87
Cutlass Supreme	135,503	1.69	240,216	3.01	−1.33
88 (fwd)	270,647	3.37	0	0.00	+3.37
88 (rwd)	39,182	0.49	241,765	3.03	−2.54
Olds 98	109,806	1.37	169,433	2.12	−0.76
Toronado	28,418	0.35	42,185	0.53	−0.18
Pontiac Total	828,320	10.30	519,390	6.51	+3.79
Acadian*	13,893	0.23	8,992	0.11	+0.12
Fiero	81,169	1.01	76,371	0.96	+0.05
1000	19,872	0.25	25,855	0.32	−0.08
Firebird	113,261	1.41	95,880	1.20	+0.21
2000 Sunbird	200,442	2.49	111,899	1.40	+1.09
Grand Am	203,821	2.53	82,560	1.04	+1.50
6000	111,963	1.39	35,726	0.45	+0.94
Parisienne	78,899	0.98	82,107	1.03	−0.05
HONDA	189,114	2.35	155,102	1.94	+0.41
NISSAN	47,236	0.59	17,368	0.22	+0.37
NUMMI (Nova)	182,820	2.27	27,943	0.35	+1.92
VOLKSWAGEN	98,078	1.22	82,797	1.04	+0.18
Total Cars U.S.	8,041,423	100.00	7,975,390	100.00	0.00

—Built for sale in Canada only

Year's auto output tops 6 million

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers assembled their 6-millionth car of the year last Friday, 13 days behind 1985.

So far this year, 6,021,846 cars have been produced, 5.44 percent below the 6,368,350 completed last year at this point.

Last week's targeted production of 146,080 was 4.63 percent below the previous week's 153,170 and 16.42 percent below the year-ago week's 174,781.

Companies shared last week's scheduled output as follows: General Motors, 52.77 percent; Ford Motor Co., 21.20 percent; Chrysler Motors, 15.13 percent; Honda of America Manufacturing Inc., 4.50 percent; New United Motor Manufacturing Inc., 2.05 percent; Nissan Motor Manufacturing Co., U.S.A., 1.82 percent; Volkswagen of America, 1.37 percent; and American Motors, 1.16 percent.

GM's Pontiac G-line, in Pontiac, Mich., is idle beginning today for inventory adjustment. The line produces the Buick Regal and Oldsmobile Cutlass Supreme and will be down for two weeks, affecting 1,600 workers.

The GM Framingham, Mass.; Tarrytown, N.Y.; and Oklahoma City plants were to resume production today. All three plants had been down because of a material shortage.

Ford's Dearborn, Mich., plant is scheduled to be idle today and Tuesday for model changeover, affecting 1,800 workers. The plant is slated to resume output Wednesday. The plant was slated for overtime last Saturday.

GM's Lansing (No. 1) plant also was slated for overtime Saturday, and so were Chrysler's Belvidere, Ill., and Newark, Del., plants.

Chrysler's Belvidere, Newark and and St. Louis (No. 2) plant are slated for daily overtime this week.

Auto output rises 1% for model year

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Even though the Big Three show slight declines, auto production for the 1986 model year appears to have surpassed the 1985 total.

According to Automotive News estimates, the domestic makers assembled 8,041,423 cars during the 1986 model year, 0.82 percent more than the 7,975,390 built in the 1985 model year.

Contributing to the increase were a joint-venture company and three foreign-based firms that manufacture cars in the United States.

New United Motor Manufacturing Inc., the General Motors-Toyota joint-venture, produced 182,820 Novas compared with 27,943 in the 1985 model year when production was in the start-up phase.

Honda of America Manufacturing Inc.'s production of 189,114 was up 21.92 percent from 1985's 155,102, due to the high demand for the Accord and the addition of a second line for Accord and Civic late in the 1986 model year.

Nissan Motor Manufacturing Co. boosted car output 171.97 percent to 47,236 from 17,368. Nissan began assembling cars in the United States midway in the 1985 model year.

Volkswagen of America's output of 98,078, was up 18.45 percent from 1985's total of 82,797.

General Motors' production of 4,464,734 units during the 1986 model year was down slightly (0.58 percent) from 1985's 4,490,883.

However, Pontiac Motor Division posted the largest increase of any domestic make. It built 828,320 cars in the 1986 model year, up 59.48 percent from last year's 519,390. The increase was due to increased production of the Grand Am, Sunbird and 6000.

Ford Motor Co.'s output of 1,719,135 cars was down a bit (0.96 percent) from 1,735,782 in the 1985 model year despite the addition of Ford Taurus and Mercury Sable.

Chrysler Motors' production dipped 3.03 percent during the 1986 model year — to 1,275,433 cars, down from 1985's total of 1,315,326.

American Motors assembled 64,873 cars during the 1986 model year, down 56.81 percent from 150,189 in the 1985 model year. The Kenosha, Wis., plant was closed several times during the year for inventory adjustment.

GM returns; Canada rises

Car production in Canada rose last week as two General Motors plants resumed output.

The automakers' targeted output of 24,476 cars last week was 62.33 percent more than the previous week's 15,078 and 1.71 percent more than the year-ago week's 24,065.

GM's plant in Ste. Therese, Quebec, resumed production Sept. 29 after being idle for inventory adjustment.

GM's Oshawa, Ontario, car plant No. 2 also resumed output last week. The plant had been down because of a shortage of engine parts. The shortage had also affected production at the Oshawa No. 1 car plant, which is now back to full line speeds.

So far this year, 789,662 units have been assembled, 2.97 percent below the 813,845 completed last year at this point.

Last week's truck output was targeted at 15,252 units, 2.87 percent more than the previous week's 14,826 but 18.75 percent below the year-ago week's 18,772.

GM's Oshawa truck plant remains idle for model changeover. The plant is scheduled to resume production Dec. 8.

The GM truck plant in Scarborough, Ontario, was scheduled to shut down today for one week for inventory adjustment.

Honda of Canada Manufacturing Inc. will begin producing the Accord four-door sedan later this month at its new plant in Alliston, Ontario. Pilot production has begun.

Truck production is steady

Domestic truckmakers scheduled production of 73,943 units last week, 1.10 percent more than the prior week's 73,140 but 1.08 percent below the year-ago week's 74,750.

Year-to-date, 2,753,033 trucks have been assembled, 3.59 percent more than the 2,657,616 completed last year at this point.

Ford Motor Co.'s truck plant in Kansas City, Mo., will be idle for two weeks beginning today for model changeover; 800 workers will be laid off during that time.

General Motors scheduled Saturday (Oct. 4) overtime at its plants in Janesville, Wis., and Baltimore.

Ford's Twin Cities, Minn., and Norfolk, Va., plants are were slated for Saturday overtime. Daily overtime is scheduled this week at all Ford truck plants except Michigan Truck (Wayne).

Chrysler Motors' Warren, Mich., plant was slated to work overtime Saturday (Oct. 4) and is scheduled for daily overtime this week.

CANADIAN CAR	Week Ended Oct. 4, 1986	Week Ended Oct. 5, 1985	Week Ended Sept. 27, 1986	Sept. Est.	Jan. 1 to Oct. 5, 1985	Jan. 1 to Oct. 4, 1986
AMERICAN MOTORS	120	0	121	487	8,279	3,186
FORD MOTOR	10,451	9,876	10,617	41,955	380,574	394,384
GENERAL MOTORS	13,680	13,964	4,115	40,202	417,344	384,336
VOLVO	225	225	225	945	7,648	7,756
Total Cars, Canada	24,476	24,065	15,078	83,589	813,845	789,662

U.S. TRUCK☆	Week Ended Oct. 4, 1986	Week Ended Oct. 5, 1985	Week Ended Sept. 27, 1986	Sept. Est.	Jan. 1 to Oct. 5, 1985	Jan. 1 to Oct. 4, 1986
CHEVROLET	23,261	24,046	24,937	101,596	911,760	906,947
DODGE	4,000	4,647	5,387	21,588	168,309	91,279
FORD	28,979	27,242	24,917	128,077	908,756	1,098,572
GMC	7,677	6,659	7,555	31,991	282,686	278,936
NAVISTAR	1,620	1,538	1,615	6,805	58,676	55,504
JEEP	4,400	5,689	4,637	18,114	169,266	141,014
NISSAN	1,656	2,879	1,742	7,590	83,680	89,579
AM GENERAL*	50	50	50	220	1,930	1,962
MISCELLANEOUS*	2,300	2,000	2,300	10,120	72,553	89,240
Total Trucks, U.S.	73,943	74,750	73,140	326,101	2,657,616	2,753,033

CANADIAN TRUCK	Week Ended Oct. 4, 1986	Week Ended Oct. 5, 1985	Week Ended Sept. 27, 1986	Sept. Est.	Jan. 1 to Oct. 5, 1985	Jan. 1 to Oct. 4, 1986
AMERICAN MOTORS	750	0	730	3,130	0	21,936
CHRYSLER	8,494	9,156	8,616	36,129	308,489	306,194
FORD	3,648	3,648	3,537	14,863	125,127	125,705
GENERAL MOTORS	2,160	5,734	1,746	5,479	216,737	178,806
NAVISTAR	200	234	197	822	8,906	7,219
Total Trucks, Canada	15,252	18,772	14,826	60,423	659,259	639,860
N. American Trucks	89,195	93,522	87,966	386,524	3,316,875	3,392,893

—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended Oct. 4, 1986	Week Ended Oct. 5, 1985	Week Ended Sept. 27, 1986	Sept. Est.	Jan. 1 to Oct. 5, 1985	Jan. 1 to Oct. 4, 1986
AMERICAN MOTORS	1,700	2,863	1,695	4,208	89,524	42,183
Renault Total	1,700	2,863	1,695	4,208	89,524	42,183
Alliance	1,700	1,922	1,695	4,208	57,825	38,836
Encore	0	941	0	0	31,699	3,347
CHRYSLER MOTORS	22,100	30,796	26,264	109,392	1,011,097	1,023,386
Plymouth Total	8,600	8,033	9,927	39,379	293,432	318,451
Horizon	3,000	2,792	3,845	15,153	112,901	132,549
Sundance	1,100	0	1,218	4,747	0	14,936
Reliant	3,400	3,776	3,591	14,131	129,856	121,833
Caravelle	700	1,043	549	3,489	37,670	34,397
Gran Fury	400	422	424	1,859	13,205	14,736
Chrysler Total	5,300	11,366	6,304	29,003	328,740	311,629
Laser	0	1,520	0	0	42,247	27,239
LeBaron	900	2,635	874	3,779	71,742	70,428
LeBaron GTS	1,100	2,654	1,370	8,507	76,153	55,668
New Yorker/E-Class	1,200	1,431	1,256	5,354	52,087	57,632
Fifth Avenue	2,100	3,126	2,804	11,363	89,511	100,662
Dodge Total	8,200	11,397	9,943	41,010	384,925	393,306
Daytona	0	1,300	0	0	37,519	30,807
Omni	2,900	2,696	3,602	14,671	108,961	128,016
Shadow	900	0	1,094	4,286	0	13,340
Aries	2,200	3,146	2,320	10,218	108,664	94,590
Dodge 600	600	1,862	744	3,101	50,958	52,908
Lancer	700	1,686	751	3,303	52,322	40,040
Diplomat	900	707	1,432	5,431	27,501	33,605
FORD MOTOR	30,974	34,375	27,431	130,103	1,289,127	1,344,808
Ford Division	21,825	24,209	20,132	93,517	849,423	924,121
Escort	7,734	7,721	5,053	22,382	257,589	286,141
EXP	0	0	0	0	3,838	0
Mustang	1,406	4,221	4,630	17,150	139,625	146,411
Tempo	4,149	3,094	3,057	15,458	143,348	150,724
LTD	0	4,417	0	0	163,197	0
Taurus	8,536	0	7,382	36,527	0	236,375
Thunderbird	0	4,756	0	0	134,704	104,470
Crown Victoria	0	0	0	0	7,122	0
L-M Division	9,149	10,166	7,299	36,586	419,704	420,687
Mercury Total	5,089	6,499	3,431	18,954	295,783	284,834
Lynx	747	1,412	458	2,410	55,529	46,976
Capri	0	368	0	0	14,641	12,409
Topaz	1,288	758	857	4,243	42,908	44,432
Cougar	0	2,389	0	0	97,362	86,951
Marquis	0	1,552	0	0	78,948	0
Sable	3,054	0	2,116	12,301	0	94,066
Grand Marquis	0	0	0	0	6,395	0
Lincoln Total	4,060	3,867	3,868	17,632	123,921	135,853
Continental	404	502	391	1,771	19,885	14,909
Lincoln	3,046	2,758	2,905	13,230	90,285	101,902
Mark VII	610	407	572	2,631	13,751	19,042
GENERAL MOTORS	77,074	99,262	84,596	341,580	3,746,973	3,196,707
Buick Total	16,431	21,831	17,629	73,018	778,174	602,413
Skyhawk	1,745	2,086	1,573	6,520	51,513	65,570
Century	1,884	8,090	2,875	15,252	216,491	176,744
Regal	1,912	3,964	2,021	5,713	105,604	48,599
Skylark (X-car)	0	0	0	0	40,953	0
Somerset/Skylark	2,297	2,914	2,548	10,092	96,511	85,633
LeSabre (fwd)	5,300	178	4,641	19,790	623	122,316
LeSabre/Electra(rwd)	305	767	271	1,336	90,603	11,853
Electra(fwd)	2,952	3,734	3,700	14,302	100,195	72,175
Riviera	36	98	0	14	45,681	19,523
Cadillac Total	5,431	4,675	5,422	22,368	263,308	246,667
Cimarron	435	552	525	2,078	20,501	19,316
Cadillac (rwd)	1,200	390	1,249	5,022	31,783	63,563
DeVille (fwd)	3,796	3,568	3,648	15,268	131,260	128,198
Eldorado	0	106	0	0	52,194	18,513
Seville	0	61	0	0	27,570	17,077
Chevrolet Total	24,366	32,494	31,946	116,261	1,263,236	986,002
Chevette	2,508	2,976	2,459	10,546	124,606	78,169
Camaro	3,365	4,631	3,256	14,185	162,710	137,603
Cavalier	9,018	9,161	8,280	34,610	382,664	310,739
Celebrity	0	4,535	8,629	20,537	209,744	183,260
Citation	0	0	0	0	26,899	0
Corsica/Beretta	432	0	318	704	0	963
Monte Carlo	2,754	3,419	2,759	9,599	108,327	90,821
Chevrolet	5,649	6,769	5,597	23,371	208,622	163,752
Corvette	640	1,003	648	2,710	35,735	20,694
Oldsmobile Total	14,865	23,549	14,032	60,512	916,537	761,043
Firenza	908	1,232	794	3,354	48,737	29,729
Calais	2,615	2,962	2,367	11,241	115,554	91,595
Cutlass Ciera	3,236	8,606	3,148	13,470	273,976	189,841
Cutlass Supreme	1,624	5,717	1,218	5,285	179,686	94,386
88 (fwd)	3,070	938	3,529	15,606	800	238,745
88 (rwd)	360	635	341	1,415	161,475	14,640
Olds 98	3,026	3,396	2,635	10,730	110,815	88,036
Toronado	26	61	0	10	27,494	14,071
Pontiac Total	15,981	16,713	15,567	69,419	523,716	600,582
Acadian**	0	619	697	1,908	11,246	12,602
Fiero	1,760	1,935	1,690	6,389	86,439	52,539
1000	812	1,292	908	3,413	26,868	17,460
Firebird	2,055	2,188	1,955	8,335	87,038	84,912
2000 Sunbird	2,834	3,400	3,636	14,681	108,027	108,208
Grand Am	5,200	3,468	4,213	21,243	102,081	171,464
6000	0	1,119	0	7,033	40,129	102,621
Bonneville	2,998	0	2,148	5,105	0	6,904
Parisienne	322	2,692	310	1,313	61,888	43,872
HONDA	6,580	1,786	6,013	24,277	114,316	165,783
Civic	1,530	0	1,197	2,875	0	3,793
Accord	5,050	0	4,816	21,402	0	161,990
NISSAN	2,652	1,462	2,153	7,817	25,891	33,362
NUMMI	3,000	1,900	3,000	14,662	38,057	151,613
Corolla	110	0	110	264	0	330
Nova*	2,890	0	2,890	14,398	0	151,283
VOLKSWAGEN	2,000	2,337	2,018	8,442	72,865	64,004
Golf/GTI	2,000	0	2,018	8,442	0	64,004
Total Cars, U.S.	146,080	174,781	153,170	640,480	6,368,350	6,021,846
Total Cars, Canada	24,476	24,065	15,078	83,589	813,845	789,662
N. American Cars	170,556	198,846	168,248	724,069	7,182,195	6,811,508
N. American Trucks	89,195	93,522	87,966	386,524	3,316,875	3,392,893
North American Cars and Trucks	259,751	292,368	256,214	1,110,593	10,499,070	10,204,401

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

10/15/86 C2700-1

Automotive News

October 13, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Audi chief to leave post; VW denies big shake-up

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

Peter Fischer, the vice president in charge of troubled Audi of America, soon will be assigned to another position in the Volkswagen organization. VW officials deny the change is part of a broader shake-up.

No replacement has been named for Fischer, who has been in charge of Audi for 4½ years.

Fischer

Thomas McDonald, spokesman for Volkswagen of America, the parent company, said the reassignment is part of a mutual agreement between Fischer and VWoA President Noel Phillips and does not reflect on Fischer's work or on Audi's problems, including the controversy earlier this year over sudden "unintended" acceleration.

However, one major Audi dealer, Norman Braman of Florida, said Fischer was being made the scapegoat for the problems.

McDonald had nothing but praise for Fischer and said it was under Fischer that Audi reached its highest sales of over 74,000 in 1985.

No successor has been named for Fischer and the search could take from two weeks to three months, according to McDonald. Until then, Fischer will continue in his position.

Fischer confirmed the reassignment and that it was mutually agreed upon. He had no further comment on the change.

Early in the week, rumors were rampant about the shift, which Audi announced only to its dealers.

One scenario proposed by various sources was that James Fuller, vice president in charge of Volkswagen United States, would move up to a vice presidential position in charge of both VW and Audi.

The same theory suggested Richard Marcy, now in charge of marketing for VW U.S., would move to head Audi, while Bruno Robess, head of VW Canada, would be placed in charge of VW U.S. Fischer would head up the Canadian operation.

McDonald said that Phillips is not considering any such moves. He also said Fischer's reassignment was not related to Audi's problems.

The Fischer reassignment is part of a troubled year for Audi. The company is facing a decline in sales

see AUDI, page 42

AUTOMOTIVE NEWS/JOE WILSSENS

Carmen Rodriguez is one of about 140 employees of Mexican Industries in Michigan Inc., which supplies cloth parts to Ford, VW and GM.

Ford widens program for minority suppliers

By Dave Zola
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. says it is getting serious about attracting minority-owned suppliers — a good news/bad news development for such firms.

For those that qualify, Ford will offer financial, technical and administrative assistance. But firms that refuse to grow with the program no longer will have Ford in their futures.

Ford isn't alone in broadening its program. General Motors and Chrysler also are increasing purchases from minority-owned businesses.

"Our goal is to establish a minority firm's viability," said Gary White, manager of Ford's minority supplier development program. "We don't just want to source parts with them; we want to make them profitable as well.

"We're finding that it doesn't cost any more to do that," White said. "If we help them become competent and efficient through technical assistance and we make sure quality is there, then it doesn't cost any more to do business with them than any other supplier."

But that doesn't mean every minority supplier will be able to cut it.

"There is a down side," White said. "As a result of this new approach, some guys that have been hanging on won't be able to any longer.

see MINORITIES, page 40

Stockpiles decline; most incentives end but return expected

By Edward Lapham, Michelle Krebs and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

The lowest-ever round of annual-percentage-rate finance incentives has proved to be an unqualified success in clearing out stocks of 1986 models and reducing domestic new-car inventories to an industry-wide 35-days' supply.

But even as the automakers were declaring victory and swearing off the incentives — General Motors' Chairman Roger Smith hinted that the giant would cut production instead — there was speculation that sales stimuli would return by mid-November, triggered in part by price increases for 1987 models.

In fact, some analysts believe the long string of incentives — stretching back nearly two years — may have changed the nature of automobile retailing to resemble the home entertainment and appliance industries, where sales and price selling are the rule.

"A good headline might be: 'Is GM going to Crazy Eddie's?' " said Thomas F. O'Grady, Integrated Automotive Resources auto analyst. O'Grady said he expects the automaker "to wait as long as possible" before going back to incentives, "like mid-November, when sales plummet."

He also said that GM could have taken a lesson from "other businesses that do sales" and used a 5.9 APR on a limited number of models, including slow sellers that needed to be cleared and hot sellers that build showroom traffic.

"The incentives were a success, but they were caused by a mistake," O'Grady said. "Five-nines should have been good enough."

Arthur G. Davis, of Prescott, Ball & Turben, agreed that the incentives "were too good, in retrospect."

Davis said "60 to 65 percent of the buying was done at 4.9" APR. He said that means the automakers, led by GM, went too low.

Ford Motor Co. and GM ended their programs at midweek. GM had no figure on the percent of car and truck buyers that preferred the low finance rates to rebates in its program, which ran from Aug. 28 to Oct. 8. Ford said about 65 percent of buyers in its program, which ran from Aug. 29 to Oct. 8, preferred the low rates. Chrysler estimated that about 70 percent of its buyers preferred the lower rates; its program started Aug. 29 and was scheduled to end over the weekend.

AMC said that only 30 percent of its buyers had opted for its zero percent 24-month loans.

Davis said the latest round of incentives proved that there is real interest in a "deal."

"It was a big, big plus for the industry," Davis said. However, he

see INCENTIVES, page 41

GM wants Japan to cut shipments

Roger Smith: "The Japanese haven't done anything to open up their borders."

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has reversed its stand and is calling on the Japanese to reduce the number of vehicles they ship to the United States when the voluntary restraints expire March 31, 1987.

The current limit is 2.3 million cars a year. GM Chairman Roger B. Smith would not say what he felt the level should be.

Smith said that if the Japanese are really sincere in wanting to help the United States reduce its trade deficit with Japan, they must reduce their auto exports to this country.

Smith noted that with the yen appreciating against the U.S. dollar and Japanese automakers increasing prices to keep pace with the currency shift, the U.S. trade deficit with Japan is worsening. The Japanese are drawing more dollars out of the United States on the same number of automobiles, he said.

Smith acknowledged that his remarks represent a change in position. In the past, GM has favored lifting restraints, in part because it wanted to increase its imports from Suzuki and Isuzu, its Japanese partners.

Smith said GM has changed its position because the Japanese have not lived up to their end of the bargain. Ideally, he said, GM favors free trade and fair trade.

"But what have we got?" he asked. "Free trade. We haven't got the fair trade. The Japanese haven't done anything to open up their borders."

Smith said GM favors voluntary restraints over protectionist legislation that might be passed by Congress.

"What would I rather have — voluntary

see SMITH, page 41

AUTOMOTIVE NEWS/JOE WILSSENS

Brown bag and briefcase
John DeLorean walks into the federal courthouse in downtown Detroit last week as jury selection began for his trial on racketeering charges. Story on page 44.

NEWSPAPER

CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE8
ACQ EDITOR SRI
ACQ EDITOR
03D522908 0300 8641 COMP 102
**********5-DIGIT 20814

...stic, import ...decline Page 3
Jordan to head GM design staff Page 6
Three makers introduce new models Pages 28-29

Buick heads upscale to end Olds overlap

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — Edward H. Mertz, the new general manager of Buick Motor Division, said Buick will move further upscale and overlap less with Oldsmobile.

"Buick is an upscale division already," Mertz told Automotive News. "We feel that there definitely is room to move even more upscale."

Mertz

Mertz was director of the Buick-Oldsmobile-Cadillac Group's Lansing product team before becoming Buick general manager and a GM vice president Aug. 1. His appointment to Buick's top job was seen as a move to halt sliding sales and improve Buick's identity.

Mertz said Buick will move upwards in product design, features and content — not in every model, but in its top-of-the-line Riviera and Park Avenue, for example.

"Upscale doesn't necessarily mean super expensive," Mertz said. "Good-quality products come in a variety of prices, but upscale is even more than good quality. There's an intangible about something that's upscale — you know it when you see it. It's distinguished, it's refined, it's very professionally put together and presented."

The Buick repositioning reinforces GM's traditional price ladder: Cadillac at the top, followed by Buick and then Oldsmobile. In recent years, GM has been criticized for having look-alike cars in the Cadillac, Buick and Oldsmobile lines.

Mertz said that until recently, Buick and Olsmobile had worked separately to sort out their identities. Now they are working together to identify each division's strengths and which future markets are best served by one division or the other or both.

"That's a high priority of ours — to start to move apart instead of staying right on top of one another," Mertz said. "We'll never be completely separate, but we can both benefit from more separation than we have right now."

Mertz said the divisions' directions should be sorted out in the next six months.

He said moving upscale doesn't necessarily mean moving away from performance, a characteristic Buick has stressed in recent years with T-type models and the Buick Regal Grand National.

"Performance has been a strong point in Buick's heritage," Mertz said, "and people who want upscale cars want performance of all kinds including good acceleration. We'll never be out to have the fastest cars on the road in every class."

Mertz said that, contrary to popular belief, Buick is not moving away from installing the newest technology in its vehicles. It will continue to be interested in innovations that reinforce Buick's strong points, including comfort, he said.

"New technology in ride aspects in cars would be very appropriate for Buick," he said. "Our use of new technology would be focused on our key image characteristics."

Mertz said he hesitates to say Buick is returning to its "traditional luxury" image.

" 'Traditional' is widely misunderstood," he said. "We're going to build off the heritage we have, what has made Buick strong — for instance, the ride aspects of cars."

At the lower end of the product spectrum, Buick is evaluating its entry-level offering.

"What is an entry-level car? We're talking about that right now," Mertz said. "Certainly, we're not going to offer a Sprint-type vehicle. Neither is Park Avenue going to be our lowest-level car. We're asking ourselves at what level should Buick's entry level be."

Mertz said Buick's present entry-level line, the Skyhawk, will be around "for the foreseeable future." Dropping the Skyhawk has been considered since there is little brand loyalty at the low end and there is no guarantee that a Skyhawk buyer will trade up through Buick's line.

Mertz also said an all-wheel-drive model is a possibility for Buick. Lloyd Reuss, GM executive vice president in charge of North American car operations, said recently that GM will have a domestic four-wheel-drive car in about two years, but he didn't say which division or divisions will get it.

"I don't know if or where that fits yet." Mertz said. "That's one of the questions on the docket for the whole market-segmentation issue. I certainly wouldn't rule it out for Buick. It's a possibility."

Buick's re-evaluation of its product and marketing strategy is part of a corporate effort to define the role of each division and what products each should offer. The plan is to reduce the number of models GM offers and reduce the overlap of divisional products and markets.

"We're 20 percent along in getting that done," Mertz said. "The publicity has exceeded where we are actually in the process."

Stocks plunge to 35 days, lowest in 14 years

Arthur Flax and Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTERS

Incentives offered in September chopped stocks of new domestic cars to the lowest days-supply count in 14 years.

On Oct. 1, the supply was 35 days, a figure unmatched since Sept. 1, 1972, and unbeaten since Oct. 1, 1967, when the days' supply was 26.

As October opened, there were 1,291,280 new domestic cars in inventory at assembly plants and dealerships and in transit to dealerships. It was the lowest total since Oct. 1, 1985, when the count was 1,242,071.

Historically, stocks have dropped in autumn as manufacturers clear out inventories of the previous model year's autos.

Last year, domestic manufacturers offered 7.5 or 7.7 percent annual-percentage-rate financing to clear stocks. This year, the APR incentives were zero percent at American Motors, 2.4 percent at Chrysler Motors and 2.9 percent at Ford Motor Co. and General Motors.

The ideal days' suppiy is generally considered to be 50 days.

The industry's 35-day supply on Oct. 1 was 25 days lower than on Sept. 1. On Oct. 1, 1985, it was 36 days.

AMC recorded the greatest reduction in inventory with a 53-day supply on Oct. 1, compared with 142 days on Sept. 1.

Ford had the lowest supply of the Big Three with a 34-day inventory on Oct. 1, compared with 57 days at the start of the previous month; Chrysler Motors had a 35-day supply, down from 62; and General Motors had a 36-day supply, down from 63.

Volkswagen's supply rose from 59 days on Sept. 1 to 64 days on Oct. 1. Nissan, which had virtually no cars in stock on Sept. 1, filled its pipeline with a 28-day supply on Oct. 1. Honda increased its stock to 11 days on Oct. 1, up from eight days on Sept. 1.

Companies shared the Oct. 1 inventory as follows: General Motors, 57.28 percent; Ford Motor Co., 23.19 percent; Chrysler Motors, 15.31 percent; American Motors, 1.80 percent; Volkswagen, 1.22 percent; Honda, 0.76 percent; and Nissan, 0.44 percent.

A month earlier, shares had been: GM, 58.34 percent; Ford, 22.86 percent; Chrysler, 15.30 percent; AMC, 1.95 percent; Volkswagen, 0.95 percent; Honda, 0.42 percent; and Nissan, 0.18 percent.

Shares by market class on Oct. 1 were: Intermediate, 32.87 percent; compact, 21.65 percent; subcompact, 18.14 percent; standard, 15.27 percent; and luxury, 12.07 percent.

Shares on Sept. 1 were: Intermediate, 34.78 percent; compact, 20.38 percent; subcompact, 18.80 percent; standard, 14.29 percent; and luxury, 11.75 percent.

Inventories show declines for imported cars, trucks

Inventories of imported cars, which had climbed to a 3½-year high of 41 days' supply at the beginning of September, dipped to a 36-day supply on Oct. 1.

The stockpile of imported light trucks also fell significantly.

October opened with 391,724 imported cars in stock — at U.S. docks, in transit to dealerships and in dealerships. The figure was well below the Sept. 1 inventory of 437,297 and was the lowest since May 1, when the count was 346,487.

On Oct. 1, 1985, imported-car stocks totaled 280,248.

Before quotas, the ideal import days' supply level was considered to be 65 days.

During September, financing incentives helped reduce the supply of Mercury Merkur and Chevrolet's captive imports, Isuzu Spectrum and Suzuki Sprint.

The 36-day supply on Oct. 1 compares to a Sept. 1 stock of 41 days. On Oct. 1, 1985, the figure was 29 days.

By country of origin, the stockpile was split this way on Oct. 1: Japan, 70.00 percent; Germany, 17.93 percent; and other countries, 12.07 percent.

The Japanese makes averaged a 34-day supply on Oct. 1. Breakdown by make and days: Isuzu, 96; Mitsubishi, 76; Chrysler captives, 56; Subaru, 47; Chevrolet captives, 41; Nissan, 40; Mazda, 32, Acura, 24; Toyota, 21; and Honda, 9.

The average for German makes was 52 days: Audi, 86; Merkur, 58; BMW, 57; Volkswagen, 57; Porsche, 32; Mercedes-Benz, 27.

The average for cars from other countries was 32 days: Peugeot, 79; Yugo, 32; Alfa Romeo, 31; Volvo, 29; Saab, 27; Jaguar, 23; and Renault 21. The Hyundai figure was not available.

The Oct. 1 light-truck stockpile of 177,415 units was significantly below the 209,059 units on hand at the beginning of September. The latest figure is equivalent to a 46-day supply, down from 75 days a month earlier. On Oct. 1, a year ago, there was a 26-day supply of trucks, or 84,957 units.

Combining imported cars and trucks, there were 569,139 imports in the United States on Oct. 1, a 39-day supply. The stockpile was well below the Sept. 1 count of 646,356 units (48 days), but considerably above the Oct. 1, 1985 count of 365,205 (29 days).

IMPORT DAYS' SUPPLIES

	Oct. 1, 1986	Sept. 1, 1986	Oct. 1, 1985
Spectrum	36	104	69
Sprint	58	54	240
Chevrolet	41	65	129
Chrysler Corp.	56	99	48
Acura	24	29	0
Honda	9	7	13
Isuzu	96	83	59
Mazda	32	47	15
Mitsubishi	76	60	20
Nissan	40	48	19
Subaru	47	52	19
Toyota	21	17	13
JAPAN	34	40	23
Audi	86	120	67
BMW	57	50	53
Mercedes-Benz**	27	32	28
Merkur	58	96	45
Porsche	32	37	54
VW	57	55	43
GERMANY	52	57	49
Alfa Romeo	31	28	28
Hyundai	N/A	23	0
Jaguar	23	29	56
Peugeot	79	90	68
Renault	21	121	272
Saab	27	31	26
Volvo	29	39	59
Yugo	32	37	0
Other Countries	32	32	61
Total Import Cars	36	41	29
Isuzu	72	101	43
Mazda	26	50	9
Mitsubishi	98	46	43
Nissan*	55	144	25
Suzuki	21	33	0
Toyota	35	52	24
Chrysler	73	136	38
Total Import Trucks	46	75	26
Total Imp. Vehicles	39	48	29

*Includes domestic trucks
**Estimated

DOMESTIC DAYS' SUPPLIES

	Oct. 1, 1986	Sept. 1, 1986	Oct. 1, 1985
Alliance	56	159	77
Encore	48	106	95
Total Renault	54	141	83
Eagle	38	149	66
Total AMC	38	149	66
AMERICAN MOTORS	53	142	81
Horizon	30	27	38
Sundance	56	66	0
Turismo	30	68	42
Reliant	43	66	49
Caravelle	30	88	70
Plymouth	40	63	58
Total Plymouth	37	53	47
Laser	53	122	36
LeBaron K	21	55	47
LeBaron GTS	37	79	65
Fifth Avenue	35	61	30
New Yorker	32	64	75
Total Chrysler	33	66	45
Omni	32	30	40
Shadow	60	56	0
Charger	27	67	33
Daytona	32	77	32
Aries	41	69	53
Lancer	42	92	62
Diplomat	40	83	67
Dodge 600	30	61	64
Total Dodge	36	62	50
CHRYSLER MOTORS	35	62	47
EXP	0	0	25
Escort	24	47	21
Mustang	28	39	50
Tempo	34	83	14
Taurus	62	75	0
Thunderbird	21	70	32
LTD	0	40	34
Crown Victoria	59	59	27
Total Ford Division	34	57	26
Lynx	27	61	24
Topaz	45	61	16
Sable	49	64	0
Cougar XR-7	12	52	27
Capri	28	83	47
Marquis	0	90	47
Grand Marquis	42	44	20
Total Mercury	31	55	27
Continental	49	72	37
Lincoln	39	62	23
Mark VII	59	80	32
Total Lincoln	42	65	26
Total L-M Division	34	57	27
FORD MOTOR CO.	34	57	26
Skyhawk	44	90	61
Skylark	0	0	35
Somerset Regal	47	77	93
Century	35	67	29
Regal	51	101	34
LeSabre	72	77	35
Electra	54	67	43
Riviera	39	78	65
Total Buick	48	76	42
Cimarron	29	64	20
Seville	38	119	76
Cadillac	33	66	34
Eldorado	27	83	92
Total Cadillac	33	72	42
Chevette	63	95	27
Nova	15	47	91
Cavalier	40	64	34
Citation	0	0	20
Camaro	50	69	35
Celebrity	27	42	28
Monte Carlo	38	85	76
Chevrolet	50	76	40
Corvette	62	93	113
Total Chevrolet	35	60	36
Firenza	40	84	92
Calais	34	41	47
Cutlass Ciera	23	47	22
Cutlass Supreme	32	59	27
Olds 88	25	64	37
Olds 98	47	73	44
Toronado	34	129	59
Total Oldsmobile	28	58	34
Fiero	50	76	48
1000	51	106	40
Sunbird	57	79	32
Firebird	44	62	36
Grand Am	36	33	31
6000	21	50	26
Bonneville	0	0	32
Grand Prix	44	136	30
Parisienne	47	57	41
Total Pontiac	36	56	33
GENERAL MOTORS	36	63	37
VOLKSWAGEN	64	59	55
HONDA	11	8	5
NISSAN	28	0	15
DOMESTIC TOTAL	35	60	38
Subcompact	29	51	33
Compact	39	64	35
Intermediate	32	59	36
Standard	42	65	34
Luxury	39	71	42

INDEX

Auction reports	30-31
Classifieds	32-40
Coming events	22
Marketing and media	12
News briefs	8
Obituaries	45
Opinion	10
Personnel	18
Production	46
Recreation on wheels	14, 16
Sales, car	26-27
Sales, truck	14

61st year—No. 5149

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Luxury 4wd van from Contempo
Contempo Vans of Sun Valley, Calif., and Pathfinder Equipment, of City of Industry, Calif., developed this four-wheel-drive van, designed to transport up to 14 people. The 4wd conversions, available through new-car dealers on full-sized Ford, Chevrolet and GMC vans, feature luxury interiors, heavy sound insulation, air conditioning and other amenities.

3 RV firms eye growth in van conversion field

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

SOUTH BEND, Ind. — Winnebago Industries and Coachmen Industries are eyeing expansion of their van conversion business, while Pathfinder Equipment has expanded its availability of four-wheel-drive van conversions and packages.

Winnebago, of Forest City, Iowa, is considering a licensing agreement or opening another plant, according to Fred Emmert, marketing vice president.

"By nature of where we're located, in the middle of an agricultural community, we've gone about as far as we can go in the Midwest," Emmert said.

He said the customized van business is regional because of transportation costs and the number of good, high-quality converters.

"Many are small and regional," he said. "They don't have the marketing organization that we do. We've looked at the possibility of providing a converter with the materials. They do the conversion, and we market it under the Winnebago name."

Coachmen Industries, of Middlebury, Ind., bought its manufacturing complex in Longview, Texas, with the idea of eventually expanding its van camper and van conversion operations, said Robert M. Wasieko, executive vice president of Coachmen Industries and president of Coachmen RV Co.

Coachman Vans, along with its other van customizing company, Consolidated Leisure Industries, sold about 2,000 conversions in the 1986 model year, the same as in 1985.

Meanwhile, Pathfinder Equipment Co., of City of Industry, Calif., has expanded operations to include what Vice President and General Manager Dick Long describes as "the most complete van conversion package in the industry."

Pathfinder is a long-time maker of 4wd conversions for vans. Its latest conversion package includes luxurious interiors — everything from full reclining seats to hand-rubbed solid oak accents — and custom exterior options such as luggage racks and panoramic windows.

Dealers can order conversion packages with or without the 4wd feature. And they can order the 4wd conversion without the interior-exterior package.

In addition to conversions for standard-sized vans, Pathfinder has begun offering 4wd conversions and custom interior-exterior packages for various minivan models.

All conversions are engineered and produced at its plant in Warren, Ohio.

Sony offering RV video products

SOUTH BEND, Ind. — Sony Corp. of America is offering various video products designed for the RV market. The products were displayed at the recent South Bend RV Show.

Doug Wilsterman, national OEM sales manager for Sony Special Markets, said that Sony has doubled its business each year since it entered the RV market in January 1984.

Sony recently established a national network of 10 distributors to handle RV sales and service.

William Hutton was hired as national sales manager for AES special markets. He handles sales and marketing for the RV market and Sony's original-equipment business. Hutton formerly was field sales manager for Midland International Corp.

The company also hired Mark Weir, a systems application engineer, to work with RV manufacturers in designing sound and video systems.

Video equipment makes recreational vehicles more saleable, Wilsterman said, but vans, motor homes and other RVs have trouble with TV reception while on the road.

Sony's AND-500 Mobile TV Diversity reception unit solves the problem by installing up to three antennas in the vehicle, he said.

As the vehicle moves, a microprocessor automatically switches to the antenna with the best signal. The switching is rapid enough to avoid interfering with sound or picture.

Sony, a first-time exhibitor at the South Bend show, also displayed a mobile 8-mm video playback deck and a Trinitron video monitor.

New records set for truck sales

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Truck manufacturers sold over a half-million units in September and nearly 4.6 million light-duty models in the 1986 model year, setting new records for both periods.

Domestic truck sales of 516,190 set a new September high, topping previous record by 30.6 percent.

The total included 494,348 Class 1-3 light duty sales, up from 371,494 a year earlier.

Medium-duty Class 4-6 sales of 4,357 were off from 5,634 a year earlier, according to the Motor Vehicle Manufacturers Association.

They included 589 Class 5 sales, off from 990 a year ago, and 3,768 Class 6 sales, off from 4,644. There were no reported Class 4 sales.

The September tally also saw 17,485 heavy-duty Class 7-8 sales, off from 18,012 in 1985. They included 8,204 Class 7 sales, down from 8,273 a year ago, and 9,281 Class 8 sales, down from 9,739.

For nine months of calendar 1986, the industry retailed a record 3,725,651 trucks, up from 3,557,537 in the same period of 1985.

The tally included 3,528,101 light duty sales, up from 3,345,424 in 1985. Also included were 37,869 medium-duty sales, down from 39,927 last year. In the medium segment, Class 5 sales of 4,048 were down from 4,356. Class 6 sales of 33,821 were down from 35,571 a year ago. There were no reported Class 4 sales.

Year-to-date, heavy-duty sales were 159,681, down from 172,186.

Within the heavy segment, Class 7 sales of 76,084 were up from 71,667. Class 8 sales of 83,597 were down from 100,519.

A number of manufacturers, including GMC, Jeep, Toyota, Mazda, Isuzu, Mitsubishi and Suzuki set model year records. Ford topped Chevrolet for industry leadership in light-duty and overall truck sales.

Both Ford and Chevrolet set a new model year record for light-duty truck sales, while both missed the overall truck sales records they established in the 1978 model year.

Ford's light-duty sales of 1,324,680 were a record, topping the previous high of 1,313,210 for 1978.

Ford retailed 1,381,243 trucks in the 1986 model year, second-highest behind 1,408,663 in 1978.

Chevrolet retailed a record 1,273,859 light-duty trucks in the 1986 model year, topping the previous high of 1,272,985 light-duties sold in 1978.

Its overall 1986 model truck sales of 1,294,345 was second-highest behind 1,317,467 in the 1978 model year.

GMC's sales, including light, medium and heavy trucks, set a model year record of 353,286, topping 1985's previous high of 347,153.

Its light-duty sales of 312,724 were also a record high over 306,679 last year.

MODEL YEAR SALES: LIGHT-DUTY TRUCKS

	1986	1985
Vans	175,103	186,333
Aerostar	133,628	7,457
Club Wagon	26,548	33,349
Ranger	284,316	232,298
Bronco	51,649	51,523
Bronco II	109,245	96,906
Pickups	544,191	581,767
Ford	**1,324,680**	**1,199,638**
Vans	140,116	150,190
Sportsvan	17,051	20,521
Astro	139,041	79,179
S-10	215,201	203,234
S-10 Blazer	186,891	166,370
El Camino	23,767	20,233
Blazer	46,362	44,480
Suburban	62,848	56,479
Pickups	442,590	498,525
Chevrolet	**1,273,859**	**1,239,211**
Vans	71,975	64,145
Ram Wagon	41,026	40,051
Voyager	108,284	102,109
Caravan	114,332	108,417
Mini Ram Van	15,731	25,756
Ram 50	72,629	66,745
Raider	1,066	0
RamCharger	21,744	33,644
Dakota	4,535	0
Pickups	110,094	165,458
Chrysler*	**561,418**	**668,364**
Vans	39,099	41,653
Safari	29,743	18,563
S-15	49,139	45,578
S-15 Jimmy	43,710	38,883
Jimmy	9,686	8,349
Caballero	2,795	2,503
Suburban	19,287	17,324
Pickups	114,115	125,560
P Model	4,158	9,266
W-4	992	0
GMC	**312,724**	**306,679**
CJ	36,429	38,830
Wagoneer	12,941	14,706
Cherokee	109,149	88,149
Grand Wagoneer	17,060	17,436
Comanche	32,475	1,123
J10-J20	1,788	2,201
Jeep	**209,842**	**162,447**
Toyota	377,431	313,490
Nissan	220,273	261,628
Mazda	148,570	113,388
Isuzu	85,061	72,090
Mitsubishi	31,334	25,069
Suzuki	34,892	0
Imports**	**897,861**	**785,674**
Industry Total	**4,580,384**	**4,282,013**

*Chrysler total for 1985 includes 2,039 Sales not shown for Rampage, which was discontinued.

**Import model year sales based on 12-month period Oct. 1-Sept. 30, corresponding to the time frame used by domestic manufacturers.

MAJOR MANUFACTURERS BY SEGMENT

	September		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	147,815	96,878	1,026,741	912,803
Medium-Duty	3,389	4,147	32,341	34,544
Heavy-Duty	815	1,246	9,457	11,758
Ford Total	**152,019**	**102,271**	**1,068,539**	**959,105**
Light-Duty	144,063	112,236	975,240	979,764
Medium-Duty	1,355	2,286	13,955	15,216
Chevrolet Total	**145,438**	**114,522**	**989,195**	**994,980**
Light-Duty	34,568	26,567	239,988	239,536
Medium-Duty	2,584	3,078	26,062	22,886
Heavy-Duty	615	618	5,823	8,293
GMC Total	**37,767**	**30,263**	**271,873**	**270,717**

Light-Duty September, Year-to-Date Sales

	September		Year-to-Date	
	1986	1985	1986	1985
Vans	15,984	15,446	134,838	141,814
Aerostar	11,835	4,457	110,761	7,457
Club Wagon	1,555	2,275	19,695	24,722
Ranger	25,874	13,919	216,953	179,679
Bronco	5,097	4,276	37,277	37,909
Bronco II	14,418	6,878	78,232	73,921
Pickups	73,052	49,633	426,985	447,301
Ford	**147,815**	**96,878**	**1,026,741**	**912,803**
Vans	16,626	13,103	107,493	118,243
Sportsvan	1,057	1,116	12,666	16,620
Astro	9,521	13,121	110,295	77,411
S-10	23,813	15,894	165,168	160,018
S-10 Blazer	20,691	13,222	129,043	129,366
El Camino	2,765	1,731	17,478	15,527
Blazer	5,715	3,498	33,592	33,526
Suburban	8,385	4,298	48,271	44,329
Pickups	55,508	46,253	351,234	384,702
Chevrolet	**144,063**	**112,236**	**975,240**	**979,764**
Vans	6,624	5,831	57,829	49,104
Ram Wagon	3,480	3,078	32,096	31,163
Voyager	7,885	7,591	82,068	80,276
Caravan	9,147	8,115	86,527	85,745
Mini Ram Van	1,083	1,689	11,376	18,430
Ram 50	7,286	7,635	55,322	53,010
Raider	978	0	1,066	0
Ramcharger	2,616	1,978	18,371	25,952
Dakota	2,788	0	4,533	0
Pickups	13,941	15,770	80,953	131,433
Chrysler	**55,828**	**51,388**	**430,141**	**475,113**
Vans	4,694	3,604	30,326	31,834
Safari	1,897	3,518	23,197	18,346
S-15	4,934	3,320	38,024	35,838
S-15 Jimmy	4,966	3,132	31,188	29,717
Jimmy	1,359	642	7,035	6,443
Caballero	274	201	2,100	1,909
Suburban	2,429	1,258	14,960	13,561
Pickups	13,634	10,321	88,963	96,283
P-Model	267	571	3,263	5,607
W-4	114	0	912	0
GMC	**34,568**	**26,567**	**239,988**	**239,536**
Wrangler/CJ	2,934	2,338	25,960	26,618
Wagoneer	1,663	969	8,206	9,369
Cherokee	12,856	8,877	75,965	66,690
Grand Wagoneer	1,626	1,544	10,993	11,742
Comanche	4,176	1,123	24,041	1,123
J-10/J-20	142	114	1,275	1,467
Jeep	**23,417**	**13,965**	**147,462**	**119,909**
Toyota	32,286	21,288	292,509	245,006
Nissan	22,902	28,270	175,107	211,435
Mazda	18,430	11,292	118,438	85,332
Isuzu	8,623	7,767	65,350	58,438
Mitsubishi	2,687	2,363	23,882	18,987
Suzuki	3,709	0	32,246	0
Imports	**88,537**	**76,980**	**709,529**	**619,197**
Industry Total	**494,348**	**371,494**	**3,528,101**	**3,345,424**

*Figures include domestically built cars in Canada.

SALES

DOMESTIC MODEL YEAR SALES

	1986	1985
Alliance	56,030	75,208
Encore	17,821	46,923
Total Renault	73,851	122,131
Eagle	9,096	15,362
Total AMC	9,096	15,362
AMC	82,947	137,493
Horizon	100,968	88,513
Sundance	5,698	0
Turismo	47,464	54,251
Reliant	131,372	137,042
Caravelle	39,331	34,528
Plymouth	15,944	18,734
Total Plymouth	340,777	333,100
Laser	31,458	54,758
LeBaron K	97,450	90,830
LeBaron GTS	71,542	55,740
Fifth Avenue	110,639	112,137
E-Class	0	16,594
New Yorker	59,455	43,029
Total Chrysler	370,544	373,088
Omni	88,087	75,107
Shadow	5,101	0
Charger	51,933	59,969
Daytona	40,504	51,299
Aries	104,572	117,742
Lancer	50,511	39,984
Dodge 400-600	0	1,215
Diplomat	33,310	37,350
Dodge 600	63,288	56,828
Total Dodge	437,306	438,494
CHRYSLER	1,148,627	1,144,682
EXP	626	26,450
Escort	415,521	410,978
Mustang	175,598	159,741
Tempo	251,618	297,656
Taurus	165,160	0
Thunderbird	144,577	169,770
LTD	50,717	205,889
Crown Victoria	128,280	173,509
Total Ford Division	1,332,097	1,443,993
Lynx	71,753	84,870
Topaz	62,089	79,899
Sable	70,563	0
Cougar XR-7	121,972	130,012
Capri	13,358	16,829
Marquis	22,652	99,386
Grand Marquis	112,225	144,292
Total Mercury	474,612	555,288
Continental	19,812	28,799
Lincoln	119,180	116,015
Mark VII	20,328	20,198
Total Lincoln	159,320	165,012
Total L-M Division	633,932	720,300
FORD MOTOR CO.	1,966,029	2,164,293
Skyhawk	77,966	90,700
Skylark	1,341	78,359
Somerset Regal	113,862	88,103
Century	239,278	239,570
Regal	82,904	127,386
LeSabre	104,570	144,684
Electra	111,245	90,922
Riviera	25,835	55,546
Total Buick	757,001	915,270
Cimarron	24,209	22,492
Seville	20,539	32,986
Cadillac	225,894	188,601
Eldorado	29,411	66,863
Total Cadillac	300,053	310,942
Chevette	75,761	135,261
Nova	170,661	16,323
Cavalier	386,231	422,927
Citation	2,491	59,605
Camaro	173,674	206,082
Celebrity	395,860	360,167
Monte Carlo	117,671	105,568
Chevrolet	228,706	251,693
Corvette	35,969	37,878
Total Chevrolet	1,587,024	1,595,504
Firenza	39,212	52,760
Omega	0	1,708
Calais	119,740	113,280
Cutlass Ciera	330,572	315,569
Cutlass Supreme	202,158	234,242
Olds 88	241,417	213,537
Olds 98	116,615	118,673
Toronado	18,105	37,581
Total Oldsmobile	1,067,819	1,087,650
Fiero	71,283	90,691
1000	20,066	24,180
Sunbird	109,807	120,207
Phoenix	0	2,353
Firebird	96,208	101,797
Grand Am	190,994	98,567
6000	196,209	156,994
Bonneville	41,636	55,795
Grand Prix	40,842	61,924
Parisienne	72,909	73,109
Total Pontiac	839,954	785,617
GENERAL MOTORS	4,551,851	4,694,983
VOLKSWAGEN	76,410	71,513
HONDA	183,629	149,674
NISSAN	49,325	21,077
DOMESTIC TOTAL	8,058,818	8,383,715
IMPORT TOTAL	3,138,559	2,715,733
INDUSTRY TOTAL	11,197,377	11,099,448

IMPORTED CAR SALES

	1986	1985
Acura	29,291	—
Alfa Romeo	6,756	4,485
Audi	65,321	72,186
BMW	68,178	74,493
Chevy Spectrum	93,617	39,624
Chevrolet Sprint	67,519	18,726
Chrysler Conquest	363	—
Dodge Colt	53,256	36,120
Conquest/Vista	16,062	10,692
Honda	414,325	379,421
Hyundai	112,967	—
Isuzu	30,938	24,913
Jaguar	24,651	18,640
Maserati Biturbo	1,236	1,311
Mazda	227,515	184,038
Mercedes-Benz	88,894	89,651
Merkur	14,509	6,384
Mitsubishi	48,537	46,422
Nissan	511,682	526,002
Peugeot	13,287	17,952
Plymouth Colt	48,159	32,566
Plym. Conquest	14,965	10,403
Plymouth Vista	17,951	12,019
Porsche	30,075	22,968
Renault	4,971	8,239
Saab	46,011	37,115
Subaru	188,182	166,882
Toyota	612,010	641,337
Volkswagen	145,359	130,381
Volvo	114,913	102,763
Yugo	27,059	—
TOTAL	3,138,559	2,715,733

Where the market was Sept. 1986

	Total Sales	Pct. of Total
SUBCOMPACT	200,764	16.50%
COMPACT	178,765	14.69%
INTERMEDIATE	329,851	27.11%
STANDARD	116,263	9.55%
LUXURY	99,186	8.15%
IMPORT	291,952	24.00%
TOTAL	1,216,781	100.00%

TRUCK SALES

Statistical reports for model-year and monthly truck sales are on page 14.

U.S. CAR SALES BY MARKETING UNITS

	Sept., 1986	Sept., 1985	9 Mos., 1986	9 Mos., 1985
Chevrolet	196,825	165,612	1,382,568	1,319,468
Ford	149,617	151,889	1,056,141	1,110,239
Oldsmobile	128,505	104,718	884,453	862,756
Toyota	45,380	40,578	448,524	497,139
Pontiac	88,188	83,451	669,984	625,914
Buick	87,439	85,109	600,420	688,998
American Honda	58,066	33,315	475,528	400,672
Nissan	52,442	56,388	414,651	428,810
Dodge	62,950	47,073	402,082	380,201
Mercury	54,413	60,688	394,247	433,159
Plymouth	45,825	34,323	321,961	293,584
Chrysler	47,724	39,865	286,844	291,817
VWSA	22,075	24,475	217,493	222,505
Hyundai	20,192	—	112,967	—
Cadillac	41,207	30,909	234,153	232,862
Mazda	21,818	19,734	158,811	142,569
Subaru	17,329	19,675	140,298	130,291
Lincoln	17,180	18,410	119,587	125,405
Volvo	9,289	6,744	94,339	83,693
BMW	8,311	8,180	70,982	66,294
Mercedes	8,734	6,787	66,997	65,006
AMC-Renault	11,849	12,646	60,426	103,901
Saab	3,445	2,023	36,124	28,468
Mitsubishi	4,035	5,882	35,972	36,008
Yugo	4,513	—	23,507	—
Porsche	1,981	1,904	22,642	17,873
Jaguar	2,063	767	17,388	13,265
Isuzu	3,000	3,115	24,664	20,679
Peugeot	1,335	1,484	10,066	12,417
Alfa Romeo	989	433	5,890	3,636
Maserati	60	99	999	981
TOTAL	1,216,781	1,088,666	8,770,710	8,645,993

Chevrolet includes Sprint and Spectrum. Honda combines Accord and Civic/CRX and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	Sept., 1986	Sept., 1985	9 Mos., 1986	9 Mos., 1985
Acura	6,531	—	29,291	—
Alfa Romeo	989	433	5,890	3,638
Audi	5,264	4,698	46,614	55,352
BMW	8,311	8,180	70,982	66,294
Chevrolet Spectrum	18,018	4,499	77,571	37,547
Chevrolet Sprint	5,089	2,421	51,363	15,111
Chrysler Conquest	329	—	363	—
Dodge Colt	6,094	5,119	37,930	24,456
Dodge Conquest/Vista	2,001	1,571	15,353	9,985
Honda	28,106	20,442	293,335	285,423
Hyundai	20,192	—	112,967	—
Isuzu	3,000	3,115	24,664	20,679
Jaguar	2,063	767	17,388	13,265
Maserati Biturbo	60	99	999	981
Mazda	21,818	19,734	158,811	142,569
Mercedes-Benz	8,734	6,787	66,997	65,006
Merkur	1,601	1,594	11,919	5,384
Mitsubishi	4,035	5,882	35,972	36,008
Nissan	47,344	51,747	384,043	407,733
Peugeot	1,335	1,484	10,066	12,417
Plymouth Colt	5,525	4,217	35,379	22,611
Plymouth Conquest/Vista	1,699	1,448	14,296	9,733
Porsche	1,981	1,904	22,642	17,873
Renault	324	458	3,440	5,674
Saab	3,445	2,023	36,124	28,468
Subaru	17,329	19,675	140,298	130,291
Toyota	45,380	40,578	448,524	497,139
Volkswagen	10,673	13,285	112,795	107,944
Volvo	9,289	6,744	94,339	83,693
Yugo	4,513	380	23,507	381
TOTAL	291,952	229,284	2,383,924	2,106,655

DOMESTIC CAR SALES

	Sept. 21, to Sept. 30, 1986	Same Period, 1985	Sept. 1986	Same Month, 1985	Jan. 1 to Sept. 30, 1986	Same Period, 1985
Alliance	0	0	7,776	7,052	39,544	55,525
Encore	0	0	2,281	3,388	11,725	33,233
Total Renault	0	0	10,057	10,440	51,269	88,758
Eagle	0	0	968	1,748	5,717	9,469
Total AMC	0	0	968	1,748	5,717	9,469
AMERICAN MOTORS	4,549	5,263	11,025	12,188	56,986	98,227
Horizon	3,585	3,222	9,800	8,611	85,332	68,864
Sundance	1,357	0	2,904	0	5,698	0
Turismo	2,149	1,722	7,500	4,735	38,723	44,076
Reliant	4,057	4,535	11,515	11,425	99,088	106,549
Caravelle	1,516	1,169	4,418	2,768	29,843	26,466
Plymouth	796	473	2,064	1,119	13,602	15,285
Total Plymouth	13,460	11,121	38,201	28,658	272,286	261,240
Laser	994	2,045	3,766	5,606	24,029	43,231
LeBaron K	2,719	3,496	10,618	8,017	78,923	68,955
LeBaron GTS	3,204	2,272	9,808	6,259	53,770	53,246
Cordoba	0	0	0	0	0	0
Fifth Avenue	4,868	5,059	15,224	14,327	85,114	83,485
E-Class	0	2,605	0	2,605	2,688	20,923
New Yorker	2,380	0	7,979	3,051	41,957	21,680
Total Chrysler	14,165	15,477	47,395	39,865	286,481	291,520
Omni	3,233	2,687	9,499	7,043	74,801	58,187
Shadow	1,020	0	2,408	0	5,101	0
Charger	2,531	2,104	8,528	5,426	42,540	47,778
Daytona	1,089	1,802	4,515	5,086	32,190	41,219
Aries	3,883	3,998	10,449	10,285	77,583	89,295
Lancer	2,140	1,999	6,867	5,137	38,900	38,004
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	1,916	1,101	5,283	2,597	27,155	28,764
Mirada	0	0	0	0	0	0
Dodge 600	2,252	2,121	7,306	4,809	50,469	39,499
Total Dodge	18,064	15,812	54,855	40,383	348,739	345,758
CHRYSLER MOTORS	45,689	42,410	140,451	108,906	907,506	898,518
EXP	0	221	0	664	0	17,301
Escort	12,377	16,964	47,488	48,538	312,822	317,991
Mustang	5,168	4,686	17,412	12,190	139,939	122,162
Tempo	7,817	12,291	30,584	33,795	202,163	231,689
Taurus	8,561	0	23,529	0	161,104	0
Thunderbird	4,643	5,311	18,929	16,365	116,575	129,207
LTD	893	5,824	1,301	19,922	23,587	157,884
Crown Victoria	3,530	8,464	10,374	20,425	99,951	134,005
Total Ford Division	42,989	53,761	149,617	151,899	1,056,141	1,110,239
Lynx	2,353	3,679	8,595	10,028	52,734	66,852
Topaz	1,782	3,657	6,432	8,920	50,196	61,205
Sable	3,352	0	8,672	0	68,133	0
Cougar XR-7	3,969	3,500	16,405	11,588	101,354	92,787
Capri	434	602	1,726	1,774	10,689	12,720
Marquis	370	3,279	619	9,151	10,180	75,372
Grand Marquis	3,532	6,869	10,363	17,633	89,042	112,019
Total Mercury	15,792	21,586	52,812	59,094	382,328	426,775
Continental	729	1,123	1,781	2,588	14,229	22,096
Lincoln	5,401	5,034	13,002	13,943	89,447	87,873
Mark VII	975	774	2,397	1,879	15,911	15,436
Total Lincoln	7,105	6,931	17,180	18,410	119,587	125,405
Total L-M Division	22,897	28,517	69,992	77,504	501,915	552,180
FORD MOTOR COMPANY	65,886	82,278	219,609	229,403	1,558,056	1,662,419
Skyhawk	2,181	2,535	10,356	6,241	57,881	68,076
Skylark	0	295	0	909	2,522	53,172
Somerset Regal	2,411	2,563	11,067	6,914	93,122	74,358
Century	6,347	9,480	28,452	27,497	188,781	184,011
Regal	2,137	6,094	8,883	17,067	63,804	93,490
LeSabre	3,612	2,436	15,051	7,159	91,946	102,588
Electra	2,647	6,063	9,595	15,252	85,065	73,005
Riviera	1,053	1,432	4,035	4,070	17,299	40,298
Total Buick	20,388	30,898	87,439	85,109	600,420	688,998
Cimarron	1,041	1,271	3,846	3,245	19,287	18,832
Seville	1,374	790	3,862	2,103	14,708	23,203
Cadillac	9,038	8,928	29,160	21,283	181,221	142,991
Eldorado	1,300	1,625	4,339	4,278	18,937	47,836
Total Cadillac	12,753	12,614	41,207	30,909	234,153	232,862
Chevette	1,866	7,100	6,192	17,594	51,940	106,106
Nova	6,548	2,642	34,594	5,149	151,390	16,323
Cavalier	8,656	14,204	35,788	40,273	297,430	342,211
Citation	0	1,368	0	3,214	1,033	42,238
Camaro	4,079	7,011	16,036	18,020	138,865	165,176
Celebrity	8,487	14,987	39,137	38,121	318,128	285,887
Malibu	0	0	0	0	0	0
Monte Carlo	3,830	3,933	16,970	8,721	91,215	86,129
Chevrolet	6,577	10,618	22,046	25,058	177,409	194,529
Corvette	932	1,162	2,975	2,542	26,224	28,211
Total Chevrolet	40,975	63,025	173,738	158,692	1,253,634	1,266,810
Firenza	996	1,153	4,066	2,974	28,995	39,363
Omega	0	0	0	0	0	0
Calais	2,532	3,936	10,820	10,897	95,358	98,428
Cutlass Ciera	8,598	11,090	37,568	35,282	263,694	266,707
Cutlass Supreme	4,525	8,617	18,241	24,917	163,038	178,384
Olds 88	10,474	5,421	44,994	15,645	213,625	160,337
Olds 98	2,535	4,771	9,755	12,049	87,052	92,847
Toronado	921	1,106	3,061	2,954	12,691	26,679
Total Oldsmobile	30,581	36,094	128,505	104,718	864,453	862,745
Fiero	1,986	2,928	8,015	8,180	57,315	76,335
1000	537	921	2,236	2,434	15,362	17,720
Sunbird	2,881	3,766	9,905	11,903	87,175	94,205
Phoenix	0	0	0	0	0	896
Firebird	2,515	2,578	9,064	7,048	77,717	81,669
Grand Am	6,205	4,621	15,544	11,640	151,563	81,842
6000	6,800	6,989	28,878	18,600	158,040	127,559
Bonneville	0	2,604	3,202	7,088	31,336	43,395
Grand Prix	1,918	3,068	5,256	8,263	32,414	48,002
Parisienne	1,752	3,040	6,088	8,295	59,062	54,291
Total Pontiac	24,594	30,515	88,188	83,451	669,984	625,914
GENERAL MOTORS	129,291	173,146	519,077	462,879	3,622,644	3,677,329
VOLKSWAGEN	2,817	2,868	6,138	6,492	58,084	59,390
HONDA	11,172	5,573	23,431	12,873	152,902	115,249
NISSAN	2,199	2,582	5,098	6,641	30,608	20,851
DOMESTIC TOTAL	261,603	314,120	924,829	839,382	6,386,786	6,539,338
IMPORT TOTAL			291,952	229,284	2,383,924	2,106,655
INDUSTRY TOTAL			1,216,781	1,068,666	8,770,710	8,645,993

SALES

September domestic-import sales top 1.2 million; best month ever

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Combined import and domestic sales of 1,216,781 units in September were the highest for any month in history.

The month's combined sales topped the previous record of 1,158,864 set in May 1978.

As reported earlier, domestic makers broke the new-car sales record for September.

The domestic record was set despite lackluster final-period sales of 261,603 units.

Sales during the last 10 days of September were down 16.7 percent from the year-ago period's 314,120 and also were down from mid-September's 294,636.

The revised total of 924,829 for the month topped the previous record of 839,382 set in September 1985.

September's domestic total was revised downward by 23,000 units to adjust for an American Honda report that included imports.

September import sales of 291,952 units were the second-best in history, trailing only the total of 305,209 in July 1986.

The month's import total was up 27.3 percent from the year-ago month's 229,284.

The record was set despite lackluster final-period sales of 261,603 units.

Import penetration rose to 24 percent in September from 21.45 percent in September 1985.

The daily selling rate in September was 48,671 cars, versus 44,528 in the year-ago month.

Import companies setting records last month included Yugo, which posted sales of 4,513 for its fourth consecutive monthly record.

Jaguar sales of 2,063 were a September record, up from 767 in the year-ago month and topping the previous September record of 1,276 set in 1983.

Saab sales of 3,445 units in September were also a record for the month. Hyundai recorded its 100,000th sale in the United States in September and its second month of 20,000-plus sales.

Domestic segmentation during the month shifted slightly from the year-ago period. Subcompacts accounted for 16.50 percent, vs. 15.38 last year. Compacts were down to 14.69 percent from 16.53; intermediates captured 27.11 percent vs. 27.95; standard-size cars had 9.55 percent, vs. 9.10; and luxury cars had 8.15 percent, down from 9.04.

U.S. automakers sold 8,058,818 cars during the 1986 model year, down 3.9 percent from 1985's 8,383,715.

Import sales totaled 3,138,559 cars for the 1986 model year, up 15.6 percent from 1985's 2,715,733.

Combined domestic and import sales for the 1986 model year were 11,197,377, up 0.88 percent from 11,099,448 in the 1985 model year.

Import penetration during the model year was 28 percent, up from 24.5 percent in 1985.

Import sales increase in Japan for August

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Sales of imported cars in Japan rose to 4,782 units in August, a record for the month and an increase of 27.69 percent over the 3,745 of a year ago.

According to the Japan Automobile Importers Association, import sales for the first eight months of 1986 were 43,061 units, up 31.64 percent over 32,711 last year.

West German cars took the largest share of the August market with 3,571 units, up 24.42 percent over last year. West Germany accounted for 74.68 percent of the August import market.

BMW accounted for 1,022 of the West German total, followed by Volkswagen, 1,007; Mercedes-Benz, 971; Audi, 491; Porsche, 67; and other makes, 13.

Manufacturers from Britain sold 342 units, up 67.64 percent over last year and good for a share of 7.15 percent.

Swedish makers sold 286 cars for an increase of 60.67 percent over last year and 5.98 percent of the market. Italy totaled 247 units sold, up 21.67 percent from a year ago for a share of 5.17 percent.

Volvo sold 208 units and Saab sold 78. The Italian sales breakdown was Fiat, 109; Autobianchi I, 94; Lancia, 10; Alfa Romeo, 7; and others, 27.

Sales of cars from the United States totaled 188 units, an increase of 2.2 percent over last year and good for 3.93 percent of the market. Sales by makes were Chevrolet, 46; Cadillac, 42; Pontiac, 36; Buick, 28; Ford, 22; Chrysler, 6; American Motors, 5; and Oldsmobile, 3.

France accounted for 2.93 percent of the market in August with 140 sales, an increase of 52.17 percent over a year ago. Citroen was tops among French cars with 69 units, followed by Renault, 37; Peugeot, 33; and others, 1.

Of the 43,061 units sold during the January-August period, West German cars accounted for 79.56 percent of the market; Britain, 5.66 percent; Sweden, 4.50 percent; Italy, 4.37 percent; United States, 3.33 percent; France, 2.38 percent; and others, 0.20 percent.

9 millionth vehicle sold by VW in U.S.

TROY, Mich. — Volkswagen sold its 9 millionth vehicle in the United States on Oct. 2 when Jan and Bruce Baker of Los Angeles bought a 1986 Jetta GL from Rusnak Volkswagen, in Culver City, Calif.

As a prize, Volkswagen United States gave the Bakers a one-week vacation trip to its parent company's headquarters in Wolfsburg, West Germany. Volkswagen has been selling cars in the United States since 1949.

Toyota subsidiary to make parts in Taiwan

TOYOTA CITY, Japan — Toyota Motor Corp. has broken ground for an auto parts plant for its Taiwanese subsidiary, Fung Yong Co.

The Toyota-Taiwanese joint venture is capitalized at $35.06 million — 80 percent from Toyota, the rest from Taiwan's Ho Tai Group.

The plant will employ 500 people and will supply stamped parts for car bodies to Kuo Zui Motors Ltd., Toyota's Taiwanese partner in a joint production venture in that country.

See Me...

on the Automotive Satellite Television Network in October. My two part series will show your salespeople how to overcome typical customer objections and excuses not to buy. I'll also give them my "Fabulous 5" tips for closing the sale without talking price.

Join me on ASTN.

LARRY MILLER

Automotive Satellite Television Network
13601 Preston Road, LB 186
Dallas, Texas 75240
Subscription information: 1-800-223-ASTN US
1-800-334-ASTN TX

ASTN

Successful Dealers— Take a look at this

Patent Number 4,574,614

DUZ-MOR

the collision repair system that lives up to its name because it does more than any other system in the industry

We were in the collision repair business for a long time—straightening cars and trucks, just like you, when we decided to build a rack of our own because we couldn't find one on the market that met all of our needs.

We needed:
• a machine that would straighten everything from uni-bodies to full-size pickups or vans
• to load a damaged vehicle on the rack at floor level and raise it to working height in seconds
• an overhead hoist
• more access under and around the rack
• a place to keep hydraulic and electrical lines off the floor and out of the way

After designing the most convenient and versatile machine possible, we added the best laser measuring system available.

Is it affordable?

You bet it is! In fact, the cost of a Duz-Mor Collision Repair System is far less than any comparable system on the market.

Better find out for yourself what we have to offer before you buy, rent or lease any other system.

Send for your free Duz-Mor Collision Repair Systems Comparison Pack today. Then you'll understand why we say "Duz-Mor lives up to its name."

Call toll-free 1-800-874-8329
In Iowa, call 1-515-265-3533

Duz-Mor, Inc. P.O. Box 3304
Des Moines, Iowa 50316

DUZMOR AUTO AND TRUCK COLLISION REPAIR SYSTEMS

AUCTIONS

Used Car Sales
Auction Averages

October to date	$5,200
Month ago	$5,235
Year ago	$4,812

Model Breakdown
Auction Averages

	OCT 1986	SEP 1986	AUG 1986
1986	$11,790	$11,846	$12,136
1985	$8,464	$8,472	$8,520
1984	$6,219	$6,221	$6,242
1983	$5,454	$5,459	$5,502
1982	$4,245	$4,261	$4,337
1981	$3,321	$3,333	$3,388
1980	$2,446	$2,463	$2,505
1979	$2,098	$2,109	$2,145
Overall Average	$5,200	$5,206	$5,237

CLASSIFIED

CARS WANTED

WANTED
1987 BMW'S
All Models
Will Transport
KING BMW
Freehold, NJ
Ask for Bob Genevese or Ed King, Jr.
Outside NJ 1-800-262-BMWS
In NJ 201-462-0042

WANTED
ALL USED
POLICE CARS
WILL TRAVEL ANYWHERE
TOP PRICES PAID
Call: MARVIN 212-681-0400
We Help You With Bids
We're #1 in the industry
WE WILL NOT BE OUT-BID
on 1985's or 1986's

VOLVOS WANTED
'86 or '87
All Models Over Invoice Paid
RDR cards not necessary
H. B. LANTZSCH VOLVO
Pete Banholzer 703-591-1820

WANTED
NEW SAABS
With or without SSDR's
Call: Gary Barone
SAAB OF WESTPORT
203-227-7287

WHOLESALE
CLARK & EMICH
WHOLESALE AUTOS
6102 Skyline Suite A
Houston TX 77057
713-789-6966
Dealers Only!
Buyers & Sellers of Exotics
Mercedes, Porsche, BMW, Etc.
and Grey Market

For two businesses, help could bring growth

By Dave Zola
AUTOMOTIVE NEWS STAFF REPORTER

For minority entrepreneurs Ernie Young and Hank Aguirre, Ford Motor Co.'s rejuvenated program for minority-owned suppliers may be the ticket to expansion.

Young wants the auto industry's help to develop an industrial complex on an American Indian reservation in Mount Pleasant, Mich.

The complex would include a second manufacturing site for Young's growing injection-molding business, Special Plastic Products Inc., of Fair Haven, Mich. The company makes bumper supports, fascias and other plastic parts for the auto industry. It employs 120 people.

Young said that all he needs to proceed on the new site is approval from the Chippewa Indians and a business commitment from General Motors and Ford. Financial assistance from either of the two automakers also would help, he said.

Young said the second facility — a joint venture with the Chippewa tribe, with Special Plastic Products holding a 51 percent stake — would create 100 jobs in the Indian community within three years and eventually provide the $8 million firm with an additional $5 million in annual revenues.

About half of Special Plastic Products' business is Ford-related. The company nearly went bankrupt before landing its first automotive order from Ford in 1980.

Aguirre, a former major league baseball player and founder of Detroit-based Mexican Industries in Michigan, is counting on new business from Ford as a basis for his firm's second manufacturing facility.

Aguirre plans to locate the plant in the Detroit area. It will make leather-wrapped steering wheels, a new enterprise for the firm. Within five years, the plant could employ 300 to 500 workers and double the company's $17 million in annual revenues, Aguirre said.

Mexican Industries was formed in 1979 with four employees. The company now has 144 workers, 90 percent of them Hispanics. The firm makes soft interior trim items for Ford, Volkswagen of America and GM.

Ford accounts for 65 percent of Mexican Industries' business and recently awarded the firm its first contract to leather-wrap steering wheels.

Special Plastic Products and Mexican Industries are two of what Ford would term fast-trackers in the minority supplier arena. Both companies have succeeded in meeting Ford cost, quality and delivery requirements for a number of years. Both say that before long they'll achieve Ford's highest quality rating.

MINORITIES

FROM PAGE 1

"If they haven't been able to grow even with support, then they're going to have to deal with that."

But White said that most firms will like the revitalized program, which Ford also expects to benefit marketing.

"Long term, we view it as a marketing opportunity," he said. "This program helps create an image for Ford with minorities that we hope will lead to future sales."

General Motors — by far the industry's dollar-volume leader in parts and services bought from minority suppliers — expects to more than double the size of its program during the next several years.

In 1985, GM paid minority-owned firms $811 million for goods and services, according to John Haines, manager of minority supplier development.

GM began its program in 1968. By 1976, it was placing about $50 million worth of business annually with minority firms, according to Haines.

"Our goal for 1986 is to reach $1 billion — and we're well on our way to doing that," Haines said. "Over the next few years, we hope to reach $2.5 billion."

Like Ford, GM also offers financial and technical help.

Chrysler's minority program got off to a slow start, chiefly due to the company's struggle for survival beginning in the late 1970s. But Chrysler has made some headway in recent years.

"We've made a strong commitment to the minority community," said Gerald Greenwald, Chrysler Motors chairman, at a recent press conference. "Once we got out of the hole we were in financially, our purchases from minority suppliers increased dramatically."

Chrysler said dollar volume of purchases from minority suppliers increased fivefold in the last two years. About 1.2 percent of the automaker's outside purchases are from some 400 firms owned by minorities, including women and the handicapped.

Chrysler's immediate goal is to buy 2 percent of its goods and services from minority firms. Ultimately it would like minority-supplier sourcing to top 5 percent.

Chrysler has won the Corporation of the Year award from the Michigan Minority Business Development Council in each of the last two years. James A. Danforth, Chrysler's manager of special supplier programs, was named Coordinator of the Year for 1986.

Ford began reorganizing its 18-year-old program about two years ago.

Ford said it would do about $250 million worth of business with minority suppliers in 1986, an increase of about 40 percent over 1985. Ford's North American Automotive Operations and Diversified Products Operations spend more than $17 billion annually on outside purchases.

"We had annual goals set," White said. "But I've stopped talking about them, because we are already exceeding expectations."

The main difference in Ford's new approach is in the time the company spends with minority firms.

Ford established six "commodity councils," covering stamping, plastic injection molding, machined parts, transportation systems, construction and industrial supplies. The councils act as liaison with minority companies.

Ford employs nine people full-time on the councils; another 40 assist part-time.

"Our program is intensifying because to be a success, a supplier has to get to a certain size," White said. "He has to be big enough to have a cost-control person on his staff, and he has to have a certain volume to be able to afford a first-class quality guy.

"That takes money. And the only way to get money is through volume of business."

Help can range from financial backing to help in setting up a quality-control program or a five-year company plan.

In one case, Ford paid the expenses for the owner of a promising minority trucking firm to attend a recent Dartmouth College seminar for minority business executives.

In some instances, Ford has found minority buyers for companies on the auction block.

"The new era is that we're no longer diddling with it; we're doing serious development work," White said of the minority program. "I might say we're on the leading edge of companies making developmental efforts versus those just buying from minority suppliers.

"That's what's a plus about our program."

AUTOMOTIVE NEWS/JOE WILSDENS

Special Plastic Products Inc., in Fair Haven, Mich., supplies molded plastic parts to Buick and Ford. President Ernie Young, left, is looking for help to expand production to an American Indian reservation. Standing with him are sales manager Bill Bowman, center, and plant manager Robert Wheeler.

PRODUCTION

September auto production rises

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Auto production in the United States during September totaled 639,199 units, 33.57 percent more than August's 478,561 when model changeover idled several plants.

September's build was 0.61 percent more than the 635,329 cars assembled in September 1985.

Third-quarter output of 1,629,878 cars was the lowest for any quarter since the third quarter of 1984 when 1,623,724 units were built.

The quarter's production was 9.67 percent below the 1,804,335 assembled during the same period last year.

Last week's scheduled output of 159,339 cars was 7.09 percent more than the previous week's 148,790 but was 8.31 percent below the year-ago week's 173,786.

So far this year, 6,078,279 cars have been built, 4.99 percent below the 6,397,262 completed last year at this point.

Companies split last week's targeted output as follows: General Motors, 56.50 percent; Ford Motor Co., 20.30 percent; Chrysler Motors, 14.37 percent; Honda of America Manufacturing Inc., 3.99 percent; New United Motor Manufacturing Inc., 1.88 percent; Nissan Motor Manufacturing Co., U.S.A., 1.70 percent; and Volkswagen of America, 1.26 percent.

American Motors' Kenosha, Wis., plant was closed last week for inventory adjustment. The plant is expected to resume today (Oct. 13).

GM closed its Arlington, Texas, plant today for inventory adjustment, idling 2,000 workers. The plant is scheduled to resume output Oct. 20.

GM's Wentzville, Mo., plant is also idle this one week for inventory adjustment. It affects 5,000 employees.

GM's Janesville, Wis., plant will be down this week because of a materials shortage, idling 3,500 workers. That plant is also slated to resume production Oct. 20.

GM's Lansing (No. 1) plant was scheduled for overtime Saturday (Oct. 11).

Ford slated overtime Saturday at its Wixom, Mich. plant.

Chrysler's plants in Belvidere, Ill.; Sterling Heights, Mich.; and St. Louis (No. 2) are scheduled for daily overtime this week.

Trucks set record for 3rd quarter

Domestic truckmakers assembled a record 901,206 units in the third quarter, surpassing the previous third-quarter peak of 856,513 in 1978.

This year's total was 9.52 percent above the 822,867 trucks produced during the third quarter of 1985.

Truck production for September also set a record. September's build of 323,381 topped the prior record of 300,728 units in September 1977.

The month's production was also the highest for any month since April when 326,282 trucks were built. It was 19.70 percent more than August's 270,164 and 10.72 percent more than the 292,066 built in September 1985.

Last week's scheduled output of 71,273 was 5.99 percent below the previous week's 75,812 and 7.23 percent below the year-ago week's 76,826.

Year-to-date, 2,787,164 trucks have been assembled, 3.67 percent more than the 2,688,547 completed last year at this time.

General Motors' Pontiac, Mich. plant closed today (Oct. 13) for inventory adjustment. The plant is expected to resume output Oct. 20.

Ford's Michigan Truck plant in Wayne, Mich., resumed production last week (Oct. 6). The plant had been down for model-changeover since Sept. 12.

GM slated Saturday (Oct. 11) overtime at its St. Louis and Flint, Mich. plants.

Chrysler Motors' truck plant in Warren, Mich. is scheduled for daily overtime this week.

Quarterly output drops in Canada

Canada's third-quarter production of 197,153 cars was the lowest total for that period since 1982 when 184,233 units were counted.

The quarter's output was 21.34 percent below last year's third quarter total of 250,645.

September's production of 91,632 cars was 90.38 percent more than August's 48,131, when vacations and model changeover shut down several plants.

The month's output was down slightly (0.90 percent) from the September 1985 total of 92,463.

Last week's targeted production of 24,740 cars was 6.53 percent more than the previous week's 23,223 and 0.53 percent more than the year-ago week's 24,610.

So far this year, 806,421 cars have been assembled, 1.59 percent below the 819,422 completed last year at this point.

Third-quarter truck production of 156,388 was the lowest total for that period since 1983's output of 117,194.

The total was 13.07 percent below the 179,894 assembled during the third quarter of 1985.

September output of 60,037 trucks was 20.33 percent more than August's 49,895 but was 16.52 percent below the year-ago month's 71,920.

Scheduled production of 11,292 trucks last week was 26.69 percent below the prior week's 15,403 and 34.28 percent below the year-ago week's 17,183.

Year-to-date, 642,389 trucks have been built, 2.66 percent below the 659,925 assembled last year at this time.

Diamond-Star seeks subzone status for plant

WASHINGTON — Diamond-Star Motor Corp. is seeking Foreign-Trade Subzone status from the U.S. Commerce Department for the plant it will build in Bloomington-Normal, Ill.

Subzone status will allow the Chryser-Mitsubishi joint venture to avoid paying higher duties on imported components and to avoid duties entirely if parts or vehicles are exported from the plant.

In a petition filed with the Commerce Department's Foreign-Trade Zones Board, Diamond-Star said "certain components such as engines, transmissions, suspension and brake components will be purchased from Mitsubishi in Japan. Most of the steel and remaining components will be sourced domestically. The finished autos will be sold through Chrysler and Mitsubishi dealers."

The Foreign-Trade Zones Board said it will accept public comments on the petition until Oct. 26.

CANADIAN CAR	Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1985	Jan. 1 to Oct. 11, 1986
AMERICAN MOTORS	96	328	121	486	8,607	3,210
FORD MOTOR	10,739	10,533	9,829	50,558	381,565	406,779
GENERAL MOTORS	13,680	13,524	13,048	39,743	421,557	388,722
VOLVO	225	225	225	845	7,693	7,710
Total Cars, Canada	24,740	24,610	23,223	91,632	819,422	806,421

U.S. TRUCK☆	Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1985	Jan. 1 to Oct. 11, 1986
CHEVROLET	22,976	23,252	23,409	103,120	929,406	927,978
DODGE	4,500	5,515	5,452	21,892	169,774	94,041
FORD	25,532	29,367	28,925	123,197	914,689	1,101,339
GMC	8,140	6,645	7,700	32,280	283,538	281,497
NAVISTAR	1,615	1,282	1,525	6,806	58,478	55,877
JEEP	4,430	5,830	4,495	18,487	173,514	145,353
NISSAN	1,730	2,885	1,756	7,259	84,115	89,319
AM GENERAL*	50	50	50	220	1,980	1,974
MISCELLANEOUS*	2,300	2,000	2,300	10,120	72,953	89,792
Total Trucks, U.S.	71,273	76,826	75,712	323,381	2,688,547	2,787,164

CANADIAN TRUCK	Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1985	Jan. 1 to Oct. 11, 1986
AMERICAN MOTORS	576	0	720	3,098	0	21,970
CHRYSLER	6,958	7,613	9,041	35,868	307,896	310,137
FORD	3,558	3,654	3,568	14,873	125,972	125,835
GENERAL MOTORS	0	5,687	1,874	5,357	217,117	177,127
NAVISTAR	200	229	200	841	8,940	7,320
Total Trucks, Canada	11,292	17,183	15,403	60,037	659,925	642,389
N. American Trucks	82,565	94,009	91,115	383,418	3,348,472	3,429,553

—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1985	Jan. 1 to Oct. 11, 1986
AMERICAN MOTORS	0	2,893	1,476	4,129	90,212	40,862
Renault Total	0	2,893	1,476	4,129	90,212	40,862
Alliance	0	1,961	1,476	4,129	58,030	37,515
Encore	0	932	0	0	32,182	3,347
CHRYSLER MOTORS	22,900	29,935	26,839	107,719	1,016,112	1,022,870
Plymouth Total	8,900	8,233	10,274	39,672	294,635	320,813
Horizon	3,300	2,782	3,959	15,244	113,321	133,530
Sundance	1,000	0	1,147	4,790	0	15,310
Reliant	3,400	4,055	3,703	14,265	129,958	122,274
Caravelle	800	1,020	890	3,506	37,944	34,836
Gran Fury	400	376	575	1,867	13,412	14,863
Chrysler Total	5,500	10,726	8,671	26,598	329,426	305,916
Laser	0	1,195	0	0	42,205	26,976
LeBaron	900	2,858	1,017	3,826	71,860	70,146
LeBaron GTS	1,000	2,824	1,228	5,859	76,579	52,603
New Yorker/E-Class	1,100	1,394	1,210	5,411	52,295	57,489
Fifth Avenue	2,500	2,655	3,216	11,502	89,487	101,700
Dodge Total	8,500	10,976	9,894	41,449	398,051	393,141
Daytona	0	1,209	0	0	37,855	30,343
Omni	2,600	2,685	3,957	14,735	109,587	127,519
Shadow	1,100	0	1,203	4,376	0	14,244
Aries	2,600	3,022	2,524	10,384	108,367	94,886
Dodge 600	800	1,728	826	3,157	51,957	52,362
Lancer	900	1,745	876	3,354	52,648	40,213
Diplomat	500	587	958	5,451	27,617	32,974
FORD MOTOR	32,353	33,385	31,243	131,988	1,274,917	1,359,917
Ford Division	21,986	23,389	21,999	95,167	853,220	934,167
Escort	7,685	9,146	8,123	23,989	260,484	291,186
EXP	0	0	0	0	3,836	0
Mustang	374	4,865	1,406	17,465	141,287	145,587
Tempo	4,104	1,631	4,136	15,528	142,465	152,396
LTD	0	4,202	0	0	183,586	0
Taurus	9,275	0	8,319	36,226	0	240,010
Thunderbird	528	3,525	0	0	134,436	104,988
Crown Victoria	0	0	0	0	7,122	0
L-M Division	10,367	10,016	9,254	36,781	421,697	425,750
Mercury Total	5,671	6,336	5,214	19,807	297,004	288,295
Lynx	1,009	1,686	949	3,222	96,114	48,543
Capri	0	446	0	70	14,773	12,344
Topaz	1,394	458	1,294	4,284	43,953	45,040
Cougar	0	2,610	0	0	98,060	86,901
Marquis	0	1,136	0	0	79,371	0
Sable	3,337	0	2,971	12,231	0	95,418
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	4,716	3,678	4,040	16,974	124,693	137,455
Continental	470	511	407	1,707	19,967	15,076
Lincoln	3,538	2,761	3,030	12,732	90,678	103,088
Mark VII	708	406	603	2,535	13,828	19,291
GENERAL MOTORS	90,026	99,847	76,013	342,923	3,702,919	3,237,589
Buick Total	16,578	22,355	15,784	72,982	781,664	604,480
Skyhawk	1,855	2,193	1,728	6,485	81,889	65,677
Century	3,644	8,497	1,878	15,433	217,379	178,277
Regal	0	3,397	1,753	5,572	106,202	46,703
Skylark (X-car)	0	0	0	0	40,953	0
Somerset/Skylark	2,305	2,764	2,442	10,111	97,247	86,135
LeSabre (fwd)	5,485	439	4,831	19,563	792	123,018
LeSabre/Electra(rwd)	338	803	291	1,336	99,911	11,325
Electra(fwd)	2,426	4,114	2,861	14,482	100,692	72,675
Riviera	525	145	0	0	45,599	19,877
Cadillac Total	6,185	5,300	5,020	22,331	262,629	248,530
Cimarron	395	697	375	2,068	20,151	19,327
Allante	0	0	0	0	0	0
Cadillac (rwd)	1,200	601	1,165	4,551	31,474	63,492
DeVille (fwd)	3,800	3,715	3,480	15,892	132,574	129,626
Eldorado	445	160	0	0	51,234	18,905
Seville	355	127	0	0	27,196	17,280
Chevrolet Total	31,956	32,898	23,896	116,541	1,266,984	1,013,604
Chevette	2,490	2,770	2,507	10,696	125,803	79,161
Camaro	3,427	4,734	3,443	14,188	183,313	140,878
Cavalier	9,477	10,239	8,568	34,536	383,610	315,769
Celebrity	8,625	4,476	0	20,558	210,875	191,163
Citation	0	0	0	0	28,698	0
Corsica/Beretta	576	0	532	957	0	1,633
Monte Carlo	1,085	2,759	2,674	9,587	109,160	90,454
Chevrolet	5,636	7,309	5,542	23,303	207,686	172,266
Corvette	640	1,006	630	2,714	35,884	22,238
Oldsmobile Total	16,073	22,032	14,502	60,032	925,492	762,901
Firenza	1,000	1,311	853	3,384	48,958	30,102
Calais	2,719	3,015	2,309	11,112	116,534	91,995
Cutlass Ciera	4,063	7,581	3,228	13,288	275,063	190,378
Cutlass Supreme	1,085	4,885	1,522	5,193	181,901	93,925
88 (fwd)	3,125	1,230	3,207	15,101	1,978	238,562
88 (rwd)	439	689	334	1,401	162,087	14,875
Olds 98	3,291	3,208	2,949	10,553	111,548	88,804
Toronado	351	113	0	0	27,413	14,200
Pontiac Total	19,234	17,264	16,811	71,037	526,160	606,034
Acadian**	0	311	359	1,908	10,543	12,476
Fiero	1,760	2,419	1,756	6,384	91,400	52,830
1000	830	877	810	1,349	23,303	14,166
Firebird	2,123	2,736	1,915	8,303	86,784	84,868
2000 Sunbird	2,154	2,813	2,878	14,951	110,039	108,323
Grand Am	6,032	3,645	6,240	22,337	101,503	175,479
6000	2,808	1,676	0	7,033	40,486	104,750
Bonneville	3,200	0	2,546	5,682	0	8,430
Parisienne	327	2,787	307	3,090	62,122	46,712
HONDA	6,350	2,068	5,971	23,986	114,933	166,234
Civic	1,410	0	1,197	3,635	0	4,712
Accord	4,940	2,068	4,774	20,351	114,933	161,522
NISSAN	2,710	1,389	2,217	7,286	26,098	33,504
NUMMI	3,000	1,900	3,000	12,731	39,139	152,686
Corolla	110	0	110	0	0	110
Nova*	2,890	1,900	2,890	12,731	39,139	152,576
VOLKSWAGEN	2,000	2,369	2,029	8,457	72,932	64,645
Golf/GTI	2,000	2,369	2,029	8,457	72,932	64,645
Jetta	0	0	0	0	0	0
Total Cars, U.S.	159,339	173,786	148,790	639,199	6,397,262	6,078,279
Total Cars, Canada	24,740	24,610	23,223	91,632	819,422	806,421
N. American Cars	184,079	198,396	172,013	730,831	7,216,684	6,884,700
N. American Trucks	82,565	94,009	91,115	383,418	3,348,472	3,429,553
North American Cars and Trucks	266,644	292,405	263,128	1,114,249	10,565,156	10,314,253

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

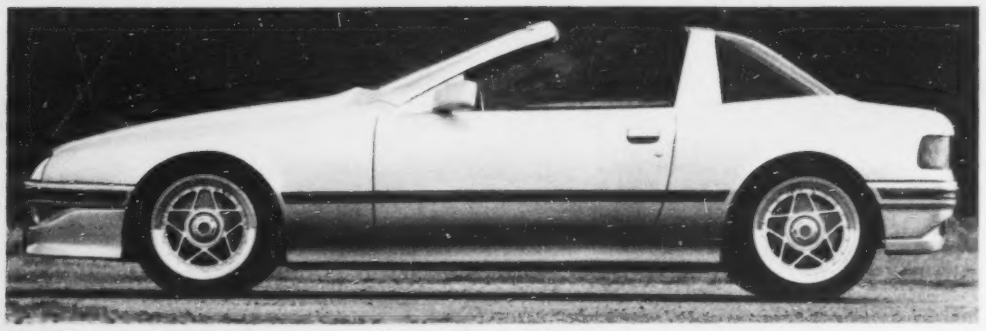
10/23/86 @2700-1

Automotive News®

October 20, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy



The AC Ace: It could be heading for sale in the United States.

The Birmingham show

Ford getting bullish on British operations

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BIRMINGHAM, England — Ford Motor Co. has made a huge commitment to its British operations in the form of a five-year, $2.1 billion capital investment program.

Ford of Britain Chairman Derek Barron announced plans for the massive cash infusion last week at the British international auto show here.

Among the announced projects are investments of $745 million on new vehicles and another $820 million on new engines and transmissions.

The announcement confirms that Britain will be a stronghold in Ford's overall European manufacturing program for the future. It is a monumental show of faith in the local industry.

The investment reflects a favorable currency exchange rate and improving industrial relations in Great Britain, and it also is a sign that Ford, the market leader in the United Kingdom, will concede noth-

see FORD, page 49

Ace may sell in U.S., but it won't be a Ford

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BIRMINGHAM, England — The 140-mph AC Ace sports car, which could be North America-bound, debuted at the British International Motor Show here as a concept car on the Ford stand.

But the Ace, a 2+2 design, four-wheel-drive revival of a British sports-car marque from the 1960s, does not fit into Ford's much-discussed luxury two-seater plans in North America.

The prototype was designed and developed by Autokraft — headed by Brian Angliss — and AC Cars in conjunction with Ford's European Design Staff. It would be manufactured and marketed by Autokraft, which is based in Brooklands, England.

The concept car employs Ford mechanical components and instruments and can be powered by either a fuel-injected Ford 2.8-liter V-6 or the Sierra Cosworth's turbocharged 2.0-liter four-cylinder engine, a 16-valve unit that develops 205 horsepower.

see ACE, page 49

GM auto loss cuts industry earnings

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Costly incentives offered by each of the Big Three and a substantial operating loss at General Motors will reduce combined third-quarter earnings of the three companies by about 30 percent from last year.

Ford Motor Co.'s quarterly profits are expected to be up substantially, and Chrysler Corp. will show less of a loss than GM.

The Big Three are expected to earn about $788 million for the third quarter, based on an average of estimates by 10 leading auto analysts. That compares with earnings of $1.15 billion in the third quarter of 1985.

The median estimate of the analysts queried by Automotive News was a third-quarter profit of $798 million.

For the year, the Big Three combined are expected to earn $6.75 billion, down 17 percent from the $8.1 billion earned in 1985. However, analysts say fourth-quarter and full-year earnings will depend upon whether the automakers use aggressive incentives in the fourth quarter.

General Motors is expected to earn about $85 million in the third quarter, based on the average of auto analysts' forecasts. That compares with profits of $517 million in the year-ago quarter. The median estimate is $80 million.

EARNINGS FORECAST
averages from 10 auto analysts, in millions

	GM	Ford	Chrysler
3rd quarter 1986	$85	$485	$218
3rd quarter 1985	$517	$313	$316
all of 1986	$2,600	$2,900	$1,250
all of 1985	$4,000	$2,500	$1,600

The $85 million would represent GM's lowest quarterly profit since the end of the early-1980s recession. GM lost $468 million in the third quarter of 1981.

Estimates for GM showed the widest range of the forecasts for any of the companies because analysts said they were unsure of what tax credits and financial accounting mechanisms GM would use to offset its substantial operating loss and how much GM's non-automotive businesses would contribute to earnings.

The analysts' third-quarter estimates for GM ranged from no

see EARNINGS, page 52

Navistar plans massive reshuffling of stock, debts

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Navistar International Corp. plans to refinance its debt and issue new classes of stock, seek approval to become a holding company and appoint new top executives.

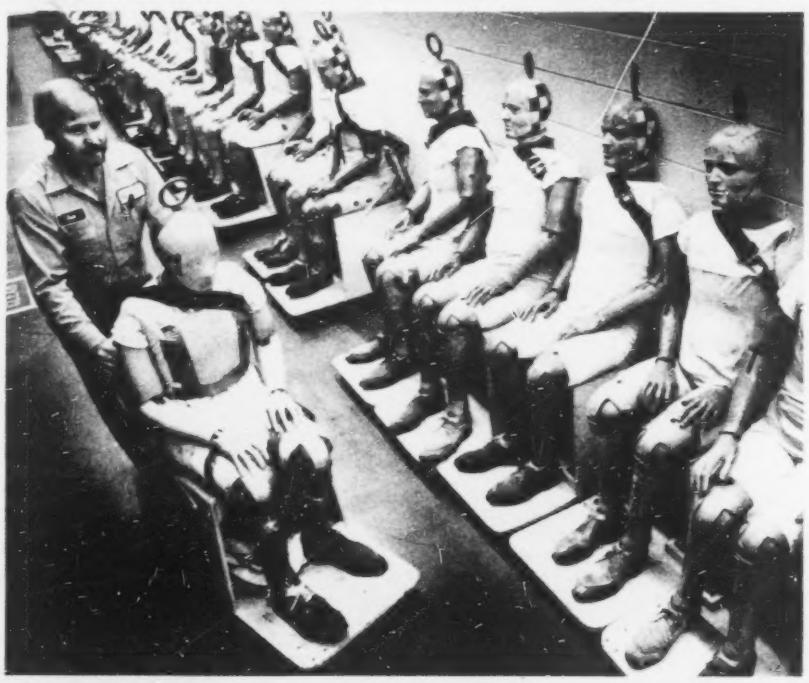
The moves are expected to strengthen its financial position and open up diversification opportunities.

Industry sources say a deal is in the works for Navistar to market a Caterpillar engine under the International name.

Navistar's share of the medium- and heavy-truck markets, in which it competes, has been improving, but Navistar and its competitors expect a 10- to 15-percent drop industrywide in Class 8 demand this year.

And Navistar does not foresee

see NAVISTAR, page 50



New guy on the block AUTOMOTIVE NEWS/JOE WILSSENS

Dale Charlick, a technician in the anthropomorphic laboratory at the General Motors Proving Ground in Milford, Mich., wheels a Hybrid III dummy past Hybrid II models. The newer dummy, recently approved by NHTSA, provides 31 measures of impact severity, compared with eight on earlier models. Fashion note: GM dummies wear Hush Puppy shoes, size 11EE for the males.

DeLorean vs. U.S.: Fraud trial promises to be complicated

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

The fraud and racketeering trial of former automaker John Z. DeLorean will begin in earnest this week in U.S. District Court in Detroit.

Much of the evidence and testimony is likely to involve complicated financial transactions and documents which form the government's audit-trail case.

However, the government may enter into evidence tax returns of John DeLorean and third ex-wife Cristina Ferrare, and there undoubtedly will be courtroom revelations about other prominent individuals, as well as fiery defense denunciations of the U.S. government, the British government and others. There may even be a surprise witness or two.

DeLorean, 61, is charged with 15 counts ranging from violations of the RICO (Racketeering Influenced and Corrupt Organizations) statute to mail fraud, tax fraud, wire fraud and interstate transportation of stolen money.

The charges stem from a series of 1978 and 1979 financial transactions relating to the financing of the defunct DeLorean sports-car project.

The government will try to prove that DeLorean took at least $8.5 million raised for research and development purposes, laundered it through a European banking maze and converted it for his personal use.

DeLorean, who was indicted by a federal grand jury on Sept. 20, 1965, pleaded innocent to all 15 counts.

see DeLOREAN, page 26

IN NEWSPAPER

hops sites; la on list Page 2

Franchise agreement changes at Audi Page 3

Yugo holds price line, readies new model Page 4

★★★★★★★★★★★★★★★S-DIGIT 20814
03032290B 0300 8642 COMP XPZ
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY SIER
BETHESDA MD 20814

Audi dealers win two key points in new franchise

By Dave Zola
AUTOMOTIVE NEWS STAFF REPORTER

The 410 Audi dealers in the United States next month will begin receiving new franchise agreements covering the next five years.

The new pact is not revolutionary, Audi of America officials and dealers agree. But those closely involved with its formation said the contract is among the best in the industry.

For the first time, Audi asked for dealer input in formulating the agreement -- and the importer paid a price in the process.

Audi said it gave in to dealers on two key areas, including the right of first refusal in dealership sales agreements.

Also dropped was a provision that would have allowed the importer to restrict the availability of future models to certain dealers.

The right of first refusal would have given Audi the power to veto unconditionally the sale of a dealership if the importer agreed to make the purchase itself on identical terms.

Other carmakers have that clause in their franchise agreements, and General Motors in some cases has used the provision to help minority applicants buy dealerships.

The clause also can be used to eliminate a sales point, with the manufacturer or importer buying and then closing the dealership.

"We really wanted to have that one in," said C.R. Garity, Audi market representation manager.

But Audi gave up when dealers complained that the provision would make it more difficult to find buyers if the deal could be quashed arbitrarily.

Audi also lost some flexibility by dropping the provision that allowed it to decide which dealerships can sell which models. As the contract now stands, anything branded with the Audi name must be made available to all dealers.

Only through creation of a separate franchise — as with Honda's Acura or Ford's Merkur — could Audi restrict availability of models. Dealers who helped draft the agreement said they are confident that is unlikely to happen because of the expense involved and Audi's present sales volume of under 100,000 vehicles annually.

"If we come out with some new product, like a high-performance replacement for the Coupe, and the car says 'Audi' on it, then every dealer has to be given the opportunity to sell it," Garity said.

"It would have given us the opportunity with any products we bring out in the next five years to say, 'You've got to get the tools and you have to be able to effectively service it (in order to sell the car),' " Garity said. "That also was taken away from us, which hurt us.

"But the dealers insisted on everybody

see AUDI, page 50

Another 400 strike at GM Tech Center; total is 655

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

A second unit of UAW Local 160 walked out last week in protest of subcontracting at General Motors' Tech Center in Warren, Mich. UAW Vice President Donald Ephlin called the local strike a company-wide issue.

About 400 Tech Center maintenance workers in the facilities section are striking because they are excluded from servicing Fisher Guide Division's administration building, a leased facility in the Tech Center area.

The maintenance workers join 255 in the research unit, which also includes skilled trades workers, who walked out Sept. 22 over outsourcing for GM's Trilby project (Automotive News, Oct. 13).

Building trades workers at the site also walked out, but nearly 4,000 members of other units of Local 160 are still on the job.

AUTOMOTIVE NEWS/JOE WILSSENS
UAW Local 160 members protest subcontracting at GM Tech Center

Ephlin, director of the union's GM department, said, "Outsourcing and subcontracting of our jobs continue to be a major problem throughout General Motors. The union will not sit idly by and see the integrity of its bargaining units eroded in a cavalier fashion."

A GM spokesman said that the buildings housing Fisher Guide headquarters and the Trilby project are leased and that landlords provide maintenance service.

He said he could give no specifics on the strike's effects but that "during any strike, some of the work doesn't get done."

Earl Hartman, the local's recording secretary, said that salaried personnel are doing some maintenance work, including manning the garbage trucks.

Hartman said that GM told the union the strike was illegal and that the company would take the issue before the National Labor Relations Board. "We said, 'See you in court,' " he said.

Hartman said the local's 1,300-member unit at Chevrolet-Pontiac-Canada Group headquarters is likely to get permission today (Oct. 20) to issue a five-day notice of its intention to strike on Oct. 27. Talks were continuing at presstime.

GM draws bouquets, brickbats on restraints

By Michelle Krebs and Matt DeLorenzo
AUTOMOTIVE NEWS STAFF REPORTERS

Domestic automakers and the UAW hailed General Motors' support of voluntary restraints on Japanese car exports while the U.S. subsidiaries of Japanese auto companies blasted GM for its changed position.

The reaction followed GM Chairman Roger B. Smith's interview with Automotive News in which he said the Japanese should reduce the number of cars they export to the United States when the voluntary restraints expire March 31, 1987. The current limit is 2.3 million cars a year.

Ford Motor Co. said it was "encouraged" by GM's change in position on restraints. Chrysler Corp. reiterated its contention that restraints be continued. Ford and Chrysler had actively supported voluntary restraints; GM had not.

At the same time, the U.S. subsidiaries of Japanese auto companies blasted GM for suggesting the Japanese reduce the number of cars shipped to the United States.

Robert M. McElwaine, president of the American International Automobile Dealers Association, said that GM's call for an extension of restraints "rings hollow, coming as it does against a backdrop of sustained profits and overblown salary bonuses for domestic auto industry executives."

McElwaine, like the executives of Japanese import companies, said consumers should greet GM's message with "cries of outrage." The domestic companies' profits of more than $24 billion from 1983 to 1985 have "come at the expense of consumers," who have paid an additional $12 billion since 1981 because of quotas, he said.

Bob McCurry, senior vice president of Toyota Motor Sales U.S.A., said he was "astonished" by Smith's remarks. He said that Smith called for fewer Japanese imports but also said the strong yen would reduce the Japanese share of the market and GM would enjoy larger profits in 1987.

"His expectations for reduced Japanese share and expanded GM earnings support our position that the higher prices of Japanese products and the robust health of the American auto industry make yet another year of restraints totally unnecessary," McCurry said.

Cliff Schmillen, American Honda executive vice president, said that if GM wants fewer Japanese imports, then GM must also reduce the number of Japanese imports it brings to the United States. GM imports the Spectrum from Isuzu and Sprint from Suzuki.

Jack Reilly, senior vice president and general manager of American Isuzu, said GM should go even farther: GM should reduce the number of foreign-made engines and transmissions used in domestically assembled GM cars. In response to Smith's call for the Japanese to open their borders to U.S. goods, Reilly said that GM has not built a right-hand-drive car for Japan.

Reilly said GM's changed position will have little impact on Isuzu unless GM decides to "turn off the spigot for Spectrum," in which case American Isuzu would win a bigger chunk of the Isuzu limit under restraints. "We might be in the clover," he said.

UAW President Owen Bieber welcomed GM's support of voluntary restraints.

"GM's belief that Japanese auto shipments to the United States should be cut will add needed unity to the fight of our own industry and its workers to defend themselves from one-sided, unfair trade practices," Bieber said.

However, the UAW issued another statement chastising GM for supporting voluntary restraints only as a means to ward off protectionist legislation.

Following publication of Smith's interview, GM issued a statement to clarify its position on international trade.

GM's clarification said the automaker had not changed its position on trade. It favored lifting all restraints "as the ultimate solution to world trade problems."

GM said it supported voluntary restraints "only because we believed it preferable to the sort of protectionist trade legislation we considered likely, given the Japanese failure to open their doors fully to two-way trade."

GM's statement reiterated what Smith had said in the interview: That because of the shift in the valuation of the yen and subsequent price increases on Japanese products, the U.S. trade deficit has worsened. The dollar flow out of the United States has increased on the same number of automobiles.

The UAW said GM's efforts to clarify its position on Japanese auto trade "sends the wrong message to Japan and points out how contradictory the corporation's basic position continues to be."

The union said that while GM supports restraints as a way to forestall restrictive trade legislation, "GM should understand that the trade position of the United States will continue to decline in the absence of an active overall trade policy."

"We cannot and should not expect swings in exchange rates or the goodwill of other countries to solve the problem," the union said.

Chrysler seeks 10-year pact, 'team' work

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors is seeking a 10-year local union agreement and a team concept of production at its Sterling Heights, Mich., assembly plant, according to a union bargaining committee source.

A local operating agreement covering 3,800 members of UAW Local 1700 at the plant expires Oct. 31.

Union members were scheduled to vote Sunday on Chrysler's demand for a team concept of production. Officials of the local union and representatives of the international UAW were scheduled to attend the meeting to explain the proposal.

The proposal calls for teams of seven to 15 employees to handle jobs in production areas and also provides for a "pay for knowledge" plan in which workers are compensated as they learn new jobs, the union source said.

The union is holding the vote only on the team concept because approval would affect negotiation of wage rates under the "pay for knowledge" plan.

Chrysler has negotiated team concept methods with the UAW at its Jefferson Avenue assembly plant in Detroit in a contract effective in 1988.

The union source said Local 1700 has received Chrysler's initial contract offer of 16 to 17 proposals but had not yet responded to the company.

Chrysler would not comment on negotiations regarding the local agreement.

The Chrysler proposal includes a demand for an unprecedented 10-year local agreement, the union source said. The union is seeking concurrent expiration of local and national labor agreements in 1988, which is traditional.

The trend-setting Jefferson Avenue pact is a seven-year agreement.

Also, the union source said, Chrysler is seeking a total of three production classifications and three skilled-trade classifications at Sterling Heights. The union is seeking an increase. The current agreement has nine production and seven skilled-trade classifications.

In its initial proposal, the union made 256 demands, the source said, covering health and safety issues and internal plant issues. One of the union's chief demands, the source said, would require the company to notify employees by noon each day of any change in shift expiration time.

Chrysler has been pressing local unions in its plants for so-called "progressive" operating agreements, saying they increase efficiency and productivity. In some cases, such as the Jefferson Avenue plant, it has made such an agreement a condition of future product commitment.

The Sterling Heights plant assembles the Plymouth Sundance, Dodge Shadow and Lancer and Chrysler LeBaron GTS.

INDEX

Auction reports	40
Automotive world news	29-32
Classifieds	41-48
Coming events	20
Dealing with dealers	18
Engineering	14
Legal briefs	35
News briefs	8
Opinion	10
Personnel	22
Production	55
Registrations, truck	12
Sales, car	54
Truck industry	12-13

61st year—No. 5150
AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

TRUCK INDUSTRY

Peterbilt introduces four new Class 8 conventional trucks

By Lon Fairfield
SPECIAL CORRESPONDENT

Cab dimensions have been increased 20 percent on the new models by widening the cab, moving the firewall forward and flattening the toeboard.

SCOTTSDALE, Ariz. — Peterbilt will begin delivering a new line of Class 8 conventionals to dealers for sale around Thanksgiving.

The new vehicles, introduced at a press preview here, feature larger cabs and redesigned steering systems. They replace Peterbilt's present conventional lineup.

The company also has a more comprehensive warranty for its new trucks and for all other models delivered after Oct. 1.

Basic coverage is 12 months or 100,000 miles.

Major component coverage is 36 months or 300,000 miles on Rockwell and Eaton axles, Eaton brakes and Fuller transmissions.

A corrosion warranty on the frame, structure and cab covers the vehicles against rust-through for 60 months or 500,000 miles.

Overall cab dimensions have been increased 20 percent on the new models by widening the cab, moving the firewall forward and flattening the toeboard.

Peterbilt's redesigned steering system has given models with a set-forward front axle a 50-degree wheel cut in both right and left turns, increasing their maneuverability in highway or construction applications.

The company has four new models, designated the 379, 377 375 and 357.

The 379 retains the classic appearance of the 359 which it replaces. It is aimed at traditional Peterbilt buyers.

Target markets for the 379 include long-haul freight and non-sleeper applications, such as heavy equipment hauling, logging and gravel hauling.

Peterbilt officials also consider it suitable for weight-sensitive tanker and bulk-hauler fleets.

Its standard bumper-to-back-of-cab, or BBC, measurement is 119 inches.

Standard features include a Rockwell FF961, 12,000-pound, set-forward front axle; a Rockwell SQ100, 40,000-pound rear axle; a Peterbilt four-spring, 34,000-pound rear suspension; a Cummins FNTC315 Big Cam IV engine with 315 horsepower at 1,800 rpm; and Fuller RT11609A nine-speed transmission.

The 379 also has standard power steering, dual 100-gallon fuel tanks and a new heater-air conditioner.

Peterbilt calls the 377 its "high-efficiency" model. It has the same riveted aluminum cab as other models, but styling is more aerodynamic.

The 377 has a fiberglass hood with a seven-degree slope, lightweight Cycolac bumper and fender-mounted composite halogen headlights.

An optional roof fairing, side trim tabs and cab extenders allow further tailoring of aerodynamics.

The 377 is targeted at the long-haul general freight customers in tanker, bulk-hauler and food-processor markets.

The 377 has a standard BBC of 122 inches. It is available with either a set-back or a set-forward axle configuration.

Standard specifications include a Rockwell FF961, 12,000-pound set-forward or set-back front axle; Rockwell SQ100, 40,000-pound rear axle; Peterbilt four-spring, 34,000-pound rear suspension; a Caterpillar 3406B ATAAC engine rated at 310 hp at 1,800 rpm; and Fuller RT11609A nine-speed transmission.

Optional engines provide up to 444 hp. The standard interior trim is the same as on the 379.

Peterbilt engineered the 375 to be a fleet truck. It has a hybrid design combining the aerodynamics of the 377 with the ruggedness of the 357.

With a 114-inch BBC, the 375 has a medium conventional length that is specifically packaged for short-haul general freight and the low-horsepower segment of the tanker and bulk-hauler and food-processor and distributor markets.

It is designed for a combination of lighter weight, aerodynamic efficiency and maneuverability.

Engines with ratings up to 300 hp are available available.

The 375, with standard vinyl interior, is aimed at fleet buyers. For the construction market, it is offered in four configurations.

A 111-inch BBC set-forward front axle model is geared to weight-conscious mixer and dumper customers.

A 119-inch BBC set-forward front axle is designed for straight or transfer dumps and related vocations.

A 119-inch BBC set-back front axle is aimed at the Eastern construction market.

A 6x6 with 119-inch BBC set-back front axle provides extra traction and payload-carrying capability.

The 357 is Peterbilt's new truck for construction applications. It has a 112-inch BBC dimension.

Peterbilt closing Calif. plant but will keep headquarters

PHOENIX, Ariz. — Peterbilt will mothball its manufacturing facility in Newark, Calif., rather than selling it, and will keep its divisional headquarters in Newark.

Peterbilt also is introducing a new refuse and solid-waste collection truck, designated the 320. It replaces the current 310 model. Production of the refuse truck is being moved from Mexico to Peterbilt's facility in Denton, Texas.

Michael A. Tembreull, general manager, said he thought Peterbilt would sell some additional land at its headquarters site in Newark.

But he said the manufacturing facility there would be mothballed, rather than sold, "in case we need it at some future time."

Tembreull added that company engineers, currently housed several miles from the Newark headquarters, would move to Newark in the first quarter of 1987. But there are no plans to move the headquarters operation itself, he said.

The 320 product line has been expanded to include, besides the waste-collection truck, a right-hand-drive option and a dual-drive with right-hand low-entry stand-up option for all solid-waste collection applications.

Peterbilt also added a tandem-steer front-axle option for applications such as concrete pumps and fuel tankers.

The 320 can be ordered with engines up to 350 horsepower and a wide range of manual or automatic transmissions.

The chassis has been refined to share more parts with the other Peterbilt models. Many of the new parts can be retrofitted to the 310.

The welded steel cab has an aluminum skin and a fiberglass roof and front quarter panels for improved corrosion resistance.

Cabs are eight feet wide and have a service module in the rear for easy access to oil fill and check, coolant fill and check and automatic transmission fill and check.

Robert S. Wood, product manager for the 320 Low Cab Forward model, estimated that the North American market for solid-waste-collection trucks is more than 10,000 units this year.

The market is growing because of increases in the population and the closing of local landfills and dump sites. The closings mean that more trucks are needed to haul refuse greater distances to other sites.

Automated side loaders and front loaders are becoming increasingly popular in that market, Wood added. Both applications require a low-cab-forward chassis.

Wood predicted that well over half of all Class 8 refuse trucks sold this year will have a low-cab-forward configuration.

AUGUST TRUCK REGISTRATIONS

		6000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	22,186	13,065							35,251	39,372
	YR	193,274	99,234							292,508	347,415
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	18,289	7,236							25,525	25,517
	YR	164,249	63,604							227,853	235,431
PLYMOUTH VOYAGER	MO	6,908								6,908	7,628
	YR	73,648								73,648	72,361
TOTAL CHRYSLER CORP.	MO	29,094	13,065							42,159	47,000
	YR	266,922	99,234							366,156	419,776
FORD	MO	70,267	39,733				1,222	2,039	814	114,075	97,226
	YR	535,704	313,281				7,135	20,766	7,401	884,287	826,981
*VAN, BRONCO, RANGER & AEROSTAR	MO	51,522	12,243							63,765	43,156
	YR	404,141	99,639							503,780	405,669
FREIGHTLINER	MO								761	761	1,149
	YR								10,561	10,561	11,942
MERCEDES-BENZ	MO						169	113		282	376
	YR						1,328	986		2,314	2,949
TOTAL DAIMLER-BENZ CORP.	MO						169	113	761	1,043	1,525
	YR						1,328	986	10,561	12,875	14,891
CHEVROLET	MO	56,308	38,706	2,580	46	18	971	804	40	99,475	115,460
	YR	479,481	319,289	18,680	254	199	4,609	7,187	331	830,030	826,010
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	42,743	15,218							57,961	59,588
	YR	372,968	117,258							490,226	461,578
GMC	MO	12,885	10,998	227	19	527	809	1,101	727	27,293	32,122
	YR	109,301	88,593	1,864	151	2,759	3,941	13,625	4,953	225,187	226,505
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	9,539	4,066							13,605	13,703
	YR	82,000	29,061							111,061	105,614
TOTAL GM CORP.	MO	69,193	49,704	2,807	67	545	1,780	1,905	767	126,768	147,582
	YR	588,782	407,882	20,544	405	2,958	8,550	20,812	5,284	1,055,217	1,054,515
INTERNATIONAL	MO						3,303	1,858	1,725	6,886	6,663
	YR						12,808	13,899	16,470	43,177	47,131
JEEP TRUCK	MO	13,445	1,040							14,485	12,365
	YR	107,005	10,465							117,470	106,935
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	11,048	937							11,985	12,278
	YR	88,018	9,431							97,449	105,673
MACK	MO						171	188	1,232	1,591	2,100
	YR						1,526	1,549	11,457	14,532	20,662
KENWORTH	MO								1,012	1,012	460
	YR								6,917	6,917	6,874
PETERBILT	MO								1,026	1,026	685
	YR								6,514	6,514	8,057
TOTAL PACCAR CORP.	MO								2,038	2,038	1,145
	YR								13,431	13,431	14,931
AUTOCAR	MO								135	135	193
	YR								1,190	1,190	1,193
VOLVO	MO							32	110	142	193
	YR							607	692	1,299	1,539
WHITE	MO								352	352	513
	YR								4,672	4,672	5,636
TOTAL VOLVO WHITE CORP.	MO							32	597	629	859
	YR							607	6,554	7,161	8,368
WESTERN STAR	MO								49	49	98
	YR								666	666	791
MISCELLANEOUS DOMESTIC	MO		[illegible]					7	161	431	477
	YR		2,212					77	1,440	3,729	3,589
OTHER IMPORTS	MO	84,958	725	437	68	16	57	89	5	86,365	82,914
	YR	602,961	6,852	3,877	513	208	204	491	30	615,196	575,129
GRAND TOTAL	MO	266,957	104,540	3,244	135	561	6,702	6,231	8,149	396,519	400,019
	YR	2,101,394	839,986	24,421	918	3,166	31,551	59,187	73,294	3,133,897	3,093,978
1985 YR. TO DATE		1,996,748	857,695	24,979	607	4,640	36,972	51,306	91,032		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from official State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986. Registrations for Massachusetts and Utah were temporarily delayed.

TVR goes with Bridgestone for four '87 models

Bridgestone Corp.'s high-performance radial will be the on-line tire for four 1987 sports cars made by TVR Engineering Ltd.

The Great Britain-based automaker will have RE71s as original equipment on the TVR 390SE, the TVR 420 SEAC, the TVR 350i and the TVR 280i.

Bridgestone's 50-series V-rated RE71s will appear on TVR's 390SE and 420 SEAC models in a 225/50VR15 size, and the 60-series V-rated RE71s will be shod on the 350i and 280i models in the 205/60VR15 size.

The North American replacement version of the RE71 is the Potenza RE71.

The RE71 has a racy low-profile appearance. Designed by Bridgestone engineers in Japan to fill the needs of the company's racing program, the RE71 features a racing-bred tread design and compound.

In February 1986, the Japanese tire producer, through its British sales subsidiary, Bridgestone Tyre UK Ltd., approached TVR by supplying it with tires to test. Following testing, TVR decided in September to equip its production cars with Bridgestone's RE71s.

Influencing the decision was TVR's success with the RE71 Sport in production sports car racing in Britain. Steve Cole has driven his 420 SEAC, fitted with 225/50VR15 RE71 Sports, to several victories in 1986.

TVR has been manufacturing production sports cars in England since the '50s. The current name of the company, TVR Engineering Ltd., was adopted in 1966. Since then, TVR has offered the elite European car buyer the Tasmin and the current TVR lineup.

The company produces only about 600-700 cars a year. Since establishment of TVR of America Inc. in 1983, TVR has seen 60-80 percent of its cars exported to North America.

Bridgestone is headquartered in Tokyo, and manufactures and sells its tires in over 150 countries. ■

The 420 SEAC (above) is one of four sports cars built by TVR that will receive Bridgestone's high-performance RE71 radials as original equipment for 1987.

OVERSEAS PRODUCTION

SPAIN

Cars

	6 mos. 1986	6 mos. 1985
Ford	142,875	129,568
General Motors	160,188	143,014
Peugeot SA	86,513	85,546
Citroen	37,361	37,001
Peugeot-Talbot	49,152	48,545
Renault	118,195	115,337
Seat	168,606	168,070
Total	676,377	641,535

Vans, trucks, buses

Enasa	5,672	4,319
Ford	6,829	5,777
General Motors	853	0
Land Rover	14,778	10,881
Mercedes-Benz	6,321	5,256
Motor Iberica	19,823	13,645
Peugeot SA	42,723	31,324
Citroen	42,646	31,324
Peugeot-Talbot	77	0
RVI	1,632	1,361
Renault	22,777	12,650
Seat	11,655	9,821
Total	133,063	95,034
Total vehicles	809,440	736,569

FRANCE

Cars

	6 mos. 1986	6 mos. 1985
Peugeot SA	774,641	651,194
Citroen	281,415	242,450
Peugeot-Talbot	493,226	408,744
Renault	653,416	701,529
Total	1,428,057	1,352,723

Vans, trucks and buses

CBM	29	28
Heuliez	80	0
Iveco-Unic	55	52
Peugeot SA	84,093	85,190
Citroen	40,272	38,598
Peugeot-Talbot	43,871	28,340
Renault	143,749	119,891
Sovam	43	50
Total	228,049	205,211
Total vehicles	1,656,106	1,557,934

UNITED KINGDOM

Cars

	6 mos. 1986	6 mos. 1985
Rover Group	217,836	264,194
Austin Rover	210,571	257,156
Range Rover	7,265	5,423
Carbodies	1,148	928
Ford	158,453	168,742
Jaguar	21,910	20,134
Lotus	331	451
Panther	144	66
Reliant	165	472
Rolls-Royce	1,346	1,311
Talbot	33,884	37,078
TVR	215	169
Vauxhall	84,094	81,799
Others	308	315
Total	519,890	575,705

Vans, trucks, buses

Bedford	27,927	30,884
Rover Group	38,376	48,322
Austin Rover	10,647	13,816
Freight Rover	9,367	10,455
Land Rover	11,887	15,832
Leyland	6,475	8,219
ERF	891	1,061
Foden	287	254
Ford	46,207	59,944
Dennis-SV	168	430
Dennis Eagle	159	0
Hestair Duple	2	0
Metro Cammell Weymann	128	243
Reliant	16	41
Renault TI	2,208	2,771
Seddon Atkinson	793	903
Others	94	99
Total	117,356	144,952
Total vehicles	637,246	720,657

OVERSEAS REGISTRATIONS

IRELAND

Cars

	7 mos. 1986	7 mos. 1985
Alfa Romeo	51	111
Austin Rover	2,337	2,665
BMW	339	360
Daihatsu	470	146
Fiat Auto	2,428	2,401
Ford	5,182	8,791
GM-Opel	4,509	5,985
Honda	734	255
Mitsubishi	1,192	316
Nissan	4,920	4,258
Peugeot SA	1,346	1,353
Citroen	322	304
Peugeot-Talbot	1,024	1,049
Renault	2,030	3,362
Subaru	347	38
Suzuki	722	169
Toyota	6,757	7,902
VW-Audi-Mazda-Mercedes-Benz	5,626	4,415
Volvo	648	749
Others	871	1,154
Total	41,135	44,430

UNITED KINGDOM

Cars

	6 mos. 1986	6 mos. 1985
Alfa Romeo	1,776	2,328
Rover Group	228,355	244,157
Austin Rover	225,236	241,867
Range Rover	3,119	2,290
BMW	27,670	25,874
Daihatsu	3,956	3,122
Fiat Auto	47,739	43,021
Ford	374,238	358,938
GM-Vauxhall	217,219	230,747
Honda	14,811	13,188
Hyundai	5,278	3,685
Jaguar	5,320	5,968
Lada	14,882	10,481
Lotus	323	424
Mazda	13,445	11,429
Mercedes-Benz	14,717	13,663
Mitsubishi	8,649	8,497
Nissan	74,006	70,821
Panther	37	48
Peugeot SA	90,735	74,448
Citroen	25,367	20,339
Peugeot-Talbot	65,368	54,109
Reliant	233	463
Renault	52,123	55,942
Rolls-Royce	628	522
Saab	7,566	6,176
Skoda	8,722	7,000
Subaru	2,413	2,173
Suzuki	3,226	2,896
Toyota	27,258	24,994
VW-Audi Group	82,986	80,413
Volvo	49,104	43,632
Yugo	6,083	5,999
Others	3,673	3,371
Total	1,394,680	1,358,936

SWITZERLAND

Cars

	6 mos. 1986	6 mos. 1985
Alfa Romeo	3,811	3,849
AMC	100	78
Austin Rover	1,322	1,275
Bertone	164	120
BMW	5,713	6,363
Daihatsu	561	567
Ferrari	165	106
Fiat Auto	13,766	11,523
Ford	14,536	11,738
GM-Opel	23,455	20,957
Honda	5,008	4,507
Isuzu	425	193
Jaguar	254	244
Maserati	90	108
Mazda	5,834	4,354
Mercedes-Benz	5,050	3,692
Mitsubishi	4,610	4,291
Nissan	5,568	5,686
Peugeot SA	14,728	12,823
Citroen	5,226	4,815
Peugeot-Talbot	9,502	8,008
Pininfarini	21	150
Porsche	1,045	794
Puch	48	62
Renault	9,406	9,658
Rolls-Royce	66	38
Saab	1,134	702
Seat	1,773	789
Skoda	70	54
Subaru	6,713	5,654
Suzuki	1,926	1,991
Toyota	13,678	9,520
VW-Audi Group	25,761	24,118
Audi	7,455	8,156
Volkswagen	18,306	16,286
Volvo	3,285	2,892
Others	333	161
Total	170,419	149,385

WEST GERMANY

Cars

	7 mos. 1986	7 mos. 1985
Alfa Romeo	4,670	5,273
Austin Rover	7,828	4,431
Bertone	264	307
BMW	94,141	91,520
Daihatsu	7,352	4,891
Fiat Auto	76,893	65,830
Ford	181,020	153,062
GM-Opel	266,170	231,945
Honda	29,756	23,409
Isuzu	3,234	1,682
Jaguar	1,196	1,510
Lada	6,259	5,114
Mazda	51,241	41,567
Mercedes	181,051	165,949
Mitsubishi	36,852	27,400
Nissan	48,159	39,393
Peugeot SA	82,157	59,581
Peug-Talbot	52,966	36,300
Citroen	29,191	23,281
Porsche	7,558	7,859
Renault	55,803	50,777
Saab	3,024	1,958
Seat	2,865	2,563
Skoda	2,096	1,375
Subaru	8,852	6,265
Suzuki	13,478	11,025
Toyota	53,706	37,047
VW-Audi Group	475,746	429,364
VW	383,163	343,135
Audi	92,583	86,229
Volvo	10,751	8,615
Others	3,599	1,377
Total	1,715,721	1,482,260

SWEDEN

Cars

	6 mos. 1986	6 mos. 1985
Alfa Romeo	860	812
BMW	3,144	3,079
Daihatsu	920	979
Fiat Auto	4,455	4,956
Ford	19,352	20,609
GM-Opel	16,447	19,573
Honda	2,682	2,585
Jaguar	31	25
Lada	1,130	1,008
Mazda	8,285	7,704
Mercedes-Benz	5,020	6,875
Mitsubishi	1,497	1,693
Nissan	9,071	5,819
Peugeot SA	4,560	4,817
Citroen	1,936	2,120
Peugeot-Talbot	2,614	2,697
Porsche	377	346
Renault	2,105	1,499
Saab	17,079	17,926
Skoda	113	250
Subaru	927	1,038
Suzuki	659	408
Toyota	9,573	7,180
VW-Audi Group	19,927	21,761
Audi	7,230	7,875
Volkswagen	12,697	13,886
Volvo	37,890	45,278
Others	34	32
Total	166,138	176,276

DENMARK

Cars

	6 mos. 1986	6 mos. 1985
Alfa Romeo	316	103
Austin Rover	227	167
BMW	2,080	1,821
Dacia	237	448
Daihatsu	2,089	1,337
Fiat Auto	5,029	4,341
Ford	13,248	13,393
FSO	811	1,134
GM-Opel	17,346	14,697
Honda	1,953	949
Isuzu	1	5
Jaguar	19	12
Lada	2,222	2,014
Mazda	10,347	7,139
Mercedes-Benz	724	573
Mitsubishi	2,566	1,433
Nissan	5,483	3,948
PSA	7,262	4,934
Peugeot-Talbot	2,645	1,706
Citroen	4,617	3,228
Porsche	17	0
Renault	580	662
Saab	994	960
Skoda	2,023	2,291
Subaru	360	52
Suzuki	198	264
Talbot	562	586
Toyota	12,445	9,916
VW-Audi	8,093	6,048
Volkswagen	7,582	5,592
Audi	511	456
Volvo	3,848	3,460
Yugo	851	932
Wartburg	443	689
Others	4	0
Total	102,439	83,897

JAPAN

Cars

	6mos. 1986	6 mos. 1985
Daihatsu	50,099	52,631
Fuji	38,065	39,225
Honda	153,959	139,791
Isuzu	30,335	20,349
Mazda	98,274	95,469
Mitsubishi	76,358	88,282
Nissan	392,963	397,451
Suzuki	32,476	38,187
Toyota	714,345	675,785
Imports	32,245	24,269
Total	1,619,139	1,571,439

AUCTION DIRECTORY

Display Rates: $88.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $28.60; 13 times, $26.00; 26 times, $24.00; 52 times, $20.50. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit, Mich. 48207. Phone (313) 446-6065. Closing: 12 days in advance.

AUCTION SCHOOLS

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N.C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts and bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Wednesday, 11 a.m sharp! 303-761-1410.

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 3806, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

FLORIDA

Sanford Auto Auction. I-4 St. Rd. 46 Exit, 51 E., P.O. Box 997, Sanford, FL. Sale every Thurs. at 6:30. Ph: 305-323-4090. Fastest growing auction in the Southeast.

FLORIDA

Greater Miami Auto Auction, 18200 N.W. 27th Ave., Miami, Fla. Sale every Wednesday at 12:00 noon. Spec. in Fleet & Lease accounts. 305-621-5100.

ILLINOIS

GREATER CHICAGO AUTO AUCTION
Since 1954
Every Thursday — 10:00 AM
Auction Guaranteed Mileage on all Cars
5 Lanes — 1500 Cars & Trucks
Fleet & Lease Specialists
I-294 Toll Way at Cicero Ave.
(312) 597-3600

ILLINOIS

Rockford Auto Auction, 6316 Beltline Rd., Rockford, Illinois 61109. Chicago suburb, 150 mile pickup. Commercial fleet and lease. Wednesdays. 815-968-6262.

INDIANA

FLEET VEHICLE AUCTION
Specializing In
Fleet & Lease Vehicles
- Weekly Fleet & Lease Sales
- Weekly Heavy Duty Truck Sales (Largest Stationary Truck Auction in U.S.)
- Pickup Service with Company owned Transportation in 12 State area Daily & Anywhere in U.S.
- Complete Clean up and de-identifying services
- Accurate detailed condition reports

Cars & Light Duty Trucks Tuesdays
Heavy Duty Trucks & Trailers Wednesdays
Call for current market information
Ft. Wayne 1-800-331-2150
Atlanta 1-800-223-2150

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

KENTUCKY

Mt. Sterling Auto Auction. 48 state pickup for fleet and lease customers. Mt. Sterling, Kentucky. 606-498-1414.

LOUISIANA

Bob French's Shreveport Auto Auction. 1315 Grimmet Drive, Shreveport, La. 318-222-5784. Thurs. 1 P.M. We cater to Lease & Fleet accounts. Since 1953.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
Oct. 22—AMC Factory Sale at noon. Plus Regular Consignment.
Oct. 23—Thurs., 5 PM Sharp — Fleet & Lease Sale. Complimentary buffet, 4 P.M.
Oct. 29— Chrysler Factory Sale, 11 A.M. Plus Big Fall Party Sale
6 Lanes of Selling
Minneapolis Auto Auction
1125 Nathan Lane North, Minneapolis, MN 55441
612/546-2403
The Auction with the Action!

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Monday, 1:00 PM sharp. Serving metropolitan New York area.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 6 P.M.. Serving dealers & fleets. Phone: 717-961-3800.

PENNSYLVANIA

PADE Every Wednesday — SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact: Paul Cleveland or Mort Gallub.
215-822-1935
Sale Every Tuesday, 11 A.M.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TENNESSEE

Memphis Auto Auction, 2650 Mt. Moriah Rd, Memphis, Tenn. 38115. 901-794-7700. Sales every Tuesday 12 Noon & Thursday at 7 PM. Mid-South's newest auto auction.

TEXAS

DEALERS AUTO AUCTION
Dallas County, Texas 214-642-3900
Sale Every Tuesday, 11 A.M.
Full service auction. Fleet & Lease. 400 repossessions selling weekly. 4 Lanes.
Ford Motor Credit, General Electric, Chrysler Credit, Banks & Financing Companies, etc.
Contact: **Denny Gibson or Grady Gibson**
Member of NAAA & WAAA

AUCTION WORKING PARTNER

Southern New Hampshire, new opening Spring "87". Complete facilities: 4 lanes, fenced 500 cars, parking 800 cars, cafeteria, separate body shop, recon shop, car wash. Prefer New England experience. $100K minimum investment. Send complete resume with credit statement: P.O. Box 494, Rye, N. H. 03870.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

on your REALLY BIG SALE be sure and advertise in this section

GEORGIA

Atlanta Auto Auction
4900 Buffington Rd., Red Oak, Ga. 30272 • (404) 762-9211

GENERAL MOTORS

— MAKE PLANS TO ATTEND NOW —
General Motors "Brass Hat" Auction
Wednesday, Oct. 29th, 1986, 11:00 A.M.
General Motors Dealers Only

Approximately 350 "Brass Hat" units will be offered. All fully appearance reconditioned to General Motors Standards of Excellence.

Complimentary Breakfast, 8:30 A.M.
Cash Prizes
For additional information, hotel reservations, free airport limo service - call Atlanta Auto Auction, 404-762-9211

FLORIDA

Greater Miami Auto Auctions Inc.

Every Wednesday at 12:00 Noon Sharp!
Make Plans To Attend Now!!
Approximately "800" Automobiles & Trucks!!!
All fully appearance reconditioned
Call **(305) 621-5100 Now —**
To register your dealership!
To register your car!!
For additional information, hotel reservations,
Free Airport limo service —Call—
Greater Miami Auto Auction Inc.
18200 NW 27th Ave.
Miami, Fla. 33056
(305) 621-5100 1-(800) 325-1337 (Tone) 462

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or 305-463-7024
or New Jersey 201-370-2070
1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

AUCTION DATES

American Motors

Oct. 21 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Oct. 22 — Minneapolis Auto Auction, Plymouth, Minn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Oct. 23 — Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

Oct. 21 — Florida Auto Auction of Orlando, Ocoee, Fla.; Dallas Auto Auction, Grand Prairie, Texas; Arena Auto Auction, Chicago; Golden Gate Auto Auction, Fremont, Calif.

Oct. 22 — Columbus Fair Auto Auction, Obetz, Ohio; South Seattle Auto Auction, Kent, Wash.; and Southern Auto Auction, Warehouse Point, Conn.

Oct. 23 — Fredericksburg Auto Auction, Fredericksburg, Va.

General Motors

Oct. 21 — Southern Auto Auction, East Windsor, Conn., and Harrisonburg Auto Auction, Harrisonburg, Va.

Oct. 22 — Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Brasher's Salt Lake Auto Auction, Salt Lake City

Oct. 23 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; and Southwest Auto Auction, Phoenix, Ariz.

Used Car Sales
Auction Averages

October to date	$5,196
Month ago	$5,227
Year ago	$4,743

Model Breakdown
Auction Averages

	OCT 1986	SEP 1986	AUG 1986
1986	$11,729	$11,846	$12,136
1985	$8,441	$8,472	$8,520
1984	$6,216	$6,221	$6,242
1983	$5,448	$5,459	$5,502
1982	$4,234	$4,261	$4,337
1981	$3,304	$3,333	$3,388
1980	$2,444	$2,463	$2,505
1979	$2,094	$2,109	$2,145
Overall Average	$5,196	$5,206	$5,237

Bankers fight loan subsidy at state level

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Consumer Bankers Association will carry its fight against automaker-subsidized car loans to state legislatures next year.

Association President Thomas E. Honey said the bankers will seek legislation that would force auto companies to offer loan subsidies to banks and other lenders whenever they subsidize loans for their captive finance companies.

In a speech delivered last week to consumer bankers in Pennsylvania, Honey said banking associations in each state are looking at legislative possibilities that would "mandate equal access to finance subsidies."

Honey told members in Pennsylvania that the association will be preparing "materials to help you deal with subvention" and pledged to "fight this battle . . . until all avenues are exhausted."

According to Honey, subvention "is the process whereby a car dealer can advertise a below-market rate — such as 2.9 percent. The car buyer can finance the car at that below-market rate, and the lender will have the difference between a fair market rate and the below-market rate subsidized by another party — usually the car manufacturer."

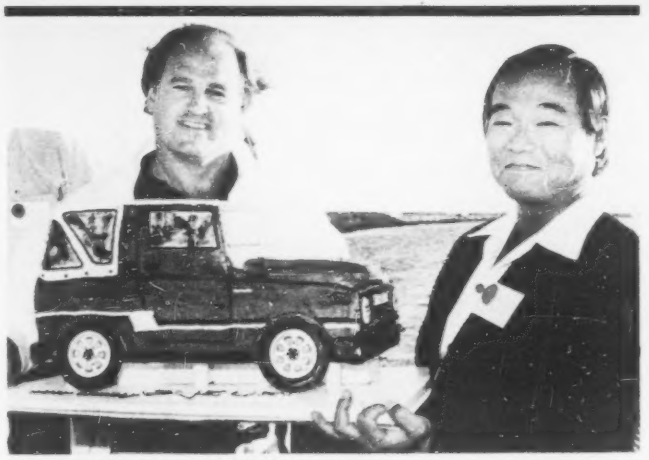
"The automakers' success in this market has only whetted their appetites for more of our traditional business," he said. "It is obvious the American auto makers, squeezed in their primary markets for cars, have decided to join other non-bank commercial interests in entering the consumer banking business."

Honey said that because of "shrinkage" in the bankers' share of the auto loan market, his association's members have lost more than $500 million in operating income during the 18 months ended last June.

"In the first six months of this year, as the Big Three — led by GM — dropped the rates on auto loans lower and lower . . . finance companies took 80.9 percent of all outstanding auto loan balance growth," Honey said. "Commercial banks, savings and loans and credit unions combined took only 19.1 percent. Commercial banks took 2.5 percent."

He contrasted the January-June 1986 numbers with the year-earlier period in which banks, credit unions and savings and loans accounted for 55 percent of the growth of auto loan balances, while finance companies had 45 percent.

The Consumer Bankers Association represents about 700 federally insured banks, savings and loans and credit unions.



Birthday bash for Suzuki of America
Suzuki of America Automotive Corp. celebrated its first year of business in the United States with a birthday party aboard an 85-foot yacht at Marina del Rey, Calif. Displaying a cake replica of the company's Samurai are Doug Mazza, left, vice president of sales and marketing, and T. Arai, president of Suzuki of America Automotive Corp.

Convertibles get exemption from passive-restraint rule

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — NHTSA has temporarily exempted convertibles from the passive-restraint standard.

The waiver is good during the phase-in period that begins in 1987, but NHTSA will rule later about convertibles for the 1990 and later model years.

NHTSA is still working on details of the passive-restraint standard even though the 1987 model year has begun and makers must begin complying with the standard by equipping 10 percent of this model year's production with air bags or automatic seat belts.

One of the major provisions of the standard not yet addressed is whether safety belts in light trucks, vans and buses will have a dynamic test (that is, using dummies in real crashes) or a static test (that is, testing the strength and elasticity of the webbing) as is done now.

NHTSA recently decided that dynamic testing of the active three-point belt system in cars will be required if the automatic-restraint requirement is rescinded. The standard is automatically voided if states with two-thirds of the nation's population adopt mandatory belt use laws meeting certain federal criteria.

Predictably, comments filed on convertibles showed disagreement between manufacturers and consumer advocates.

Automakers noted that through 1989, convertibles will average only slightly more than one percent of annual car production. They said that automatic belts are not a practical alternative for convertibles. General Motors, for example, said the belts would cost $600, mostly for vehicle structural changes, and that automatic lap belts are not as effective as active belts because extra slack is inherent in passive lap belts.

Cost estimates for air bags in convertibles ranged from $1,200 to $3,500, and most makers sought exemption on grounds that such higher costs would hurt sales. Ford Motor Co., Toyota and Volkswagen said that if passive restraints were mandated for convertibles, they would probably stop making them.

All makers providing data on current belts in convertibles said they install lap and shoulder belts although they are required only to install lap belts. Volkswagen of America suggested that the requirement be changed to require shoulder belts.

The Center for Auto Safety, the Insurance Institute for Highway Safety and State Farm all argued that since convertibles are luxury vehicles, sales would not be affected. The Center for Auto Safety noted that in NHTSA high-speed crash testing, convertibles performed much worse than the "parent" vehicle with two exceptions.

The National Transportation Safety Board told NHTSA that it should change its provision permitting only lap belts in convertibles. The NTSB recently released preliminary results of a study which showed that no belts sometimes are better than lap belts alone and that lap-shoulder belts are superior in all cases.

NHTSA agreed with the automakers for at least the phase-in period, partly because of cost and partly because Congress and the courts have allowed exceptions for some types of vehicle.

NHTSA reports status of safety investigations

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — NHTSA has opened two new preliminary defect investigations. They involve engine compartment fires in 1984 Dodge Maxivans and secondary hood-latch failures in 1984 Dodge Daytonas and Chrysler Lasers.

Upgraded investigations, reported by the safety agency for September, include:

- Engineering analysis of possible brake failure and firewall flexing in 1979-81 Chevrolet Chevettes (some 1.2 million vehicles) and Pontiac 1000s (more than 70,000) with one complaint that includes a report from Bendix.
- Engineering analysis of overloading of various micro-mini motor homes: 1984-86 models made by Saddleback RV; 1984-86 models made by Granville Inc.; 1980-83 models made by Rockwood Inc.; and 1986 Aerolite made by Establishment Industries.

During September, NHTSA sent letters to various manufacturers, including several to General Motors, suggesting voluntary recalls. One involves almost 3 million GM cars: A-, C-, G-, F- and N-bodies which comprise most of the company's high-volume models. At issue is potential windshield-wiper failure, about which NHTSA has almost 4,000 complaints and for which GM has sent several service kits to dealers.

The other involves some 448,000 1985-model GM A-, C- and X-vehicles because of possible seatback failures based on 155 reported incidents. The docket also includes more than 1,000 warranty claims against GM as of October 1985 and refers to four accidents and two injuries.

NHTSA sent letters to GM asking for more information:

- 1983-84 J-cars with possible seat track lock failure. There are now 150 complaints, 17 accidents and 26 injuries attributed to the condition. The earlier NHTSA probe of locking failures dealt only with the Cavalier, the Chevrolet J-car.
- Possible rear-brake failure on some 160,000 1982-86 Chevrolet Camaros and Pontiac Firebirds with rear disc brakes, on which NHTSA has reports of 109 complaints, eight accidents and two injuries.

Another NHTSA letter went to Ford Motor Co., expanding the inquiry into fires in 1985 Ford Escorts and EXPs and Mercury Lynxes to include model years 1984 and 1986.

NHTSA also sent letters to both GM and to Western Star Trucks about possible loss of brakes for vehicles using Anchorlok 30/30 spring brake chambers.

Two new recalls have been announced by GM. One involves 241 1986-model GMC Brigadier and General heavy-duty trucks with defective throttle return spring assemblies which could cause loss of accelerator control.

The other involves 106,111 1986 GM cars, light trucks and vans for faulty electrical contacts in push-pull headlight switches which could cause headlamps to flicker or fail. Cars affected by that recall include Pontiac, Cadillac Cimarron and Buick Estate Wagon.

NHTSA closed two investigations because it found no defect trend. One was seat track/belt failure in 1986 Saab 9000s and the other was hood-latch failure in 1981-84 Ford Escorts and EXPs and Mercury Lynxes and LN-7s.

Two other probes were closed because of recalls: brake failure in 1985-86 Lincoln Mark VIIs and Continentals and steering axle hub failure in 1975-81 Kenworth and Peterbilt trucks made by PACCAR.

No change in deductions for business use of vehicle

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The deduction for business use of a vehicle will remain the same, the Internal Revenue Service has announced.

For income tax returns covering 1986, the rate for business-use vehicles not fully depreciated will be 21 cents a mile for the first 15,000 miles and 11 cents a mile for additional mileage, the IRS said. After 60,000 miles, a vehicle is considered fully depreciated.

Cars used for charitable purposes will be allowed the same 12-cent-a-mile deduction allowed in 1985, and the 9-cent rate for medical and moving expenses remains the same, the IRS said.

The IRS allows taxpayers to deduct either the standard mileage rate or their actual expenses when operating vehicles for business reasons, or for charitable, medical or moving purposes.

After an aborted congressional attempt to require better taxpayer record-keeping when claiming business vehicle deductions, the IRS no longer requires the keeping of daily records when operating a business vehicle.

Operators of vehicles for other than personal reasons are allowed to deduct tolls and parking expenses related to non-personal travel, the IRS said.

EARNINGS

FROM PAGE 1

profit at all and even a possible loss to a high of $239 million. Their estimates for GM's operating loss ranged from $100 million to $1 billion.

David Healy of Drexel Burnham Lambert Inc. was the most pessimistic of the analysts. He said he believes GM may show a loss of as much as $50 million or only a slight profit at best. He predicted that GM's quarterly operating loss will be $1 billion.

Analysts said that GM continues to be plagued by high operating costs and excess manufacturing capacity that Ford and Chrysler don't have. Like the other auto companies, GM's earnings were reduced by costly finance incentives at the end of the 1986 model year.

For all of 1986, analysts expect GM to earn about $2.6 billion — average and median — a 35 percent drop from 1985's profit of $4.0 billion.

Ford is the only one of the Big Three expected to show an increase in quarterly and annual earnings.

The average of analysts' estimates put Ford's third-quarter earnings at $485 million. The median is $500 million. That compares with a $313 million profit in the third quarter of 1985.

For the year, Ford is expected to earn more than GM. The analysts' average for Ford is $2.9 billion; the median is $3.0 billion. Ford earned $2.5 billion in 1985 and $2.9 billion in 1984, its record year.

Chrysler is expected to earn $218 million — average and median — in the third quarter. That compares with a record $316 million profit in last year's third quarter.

For the full year, the earnings estimate for Chrysler is $1.25 million —average and median — compared with $1.6 billion in 1985.

Only two of the auto analysts queried follow American Motors. Arvid Jouppi of Arvid Jouppi & Associates expects AMC to show a profit of $19 million in the third quarter and a loss of $50 million for the year.

Ronald Glantz of Montgomery Securities predicted AMC will lose $33 million in the third quarter and $110 million for the year.

The company lost $19 million in the third quarter of 1985 and $125 million for all of 1985.

AMC executives have said the company will show a profit in the fourth quarter, which would be AMC's first quarterly profit since the fourth quarter of 1984. The executives further said that the full-year loss will be less than $100 million in 1986.

Feaheny personality, Ford stock conspiracy at issue in lawsuit

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The trial of Thomas J. Feaheny's lawsuit against a half dozen of his former fellow Ford Motor Co. officers will enter its third week here today with no clear-cut tilt of the scales in sight.

Scheduled to take the stand this week as witnesses for Feaheny are Ford Chairman Donald E. Petersen; William Clay Ford, vice chairman and chairman of the executive committee; and President Harold A. Poling, a defendant.

Further testimony is expected from another defendant, Louis R. Ross, executive vice president, Ford North American automotive operations.

Although the list of defendants includes two high-ranking incumbent Ford officers and four retired officers, the company is not named. It is reported to be paying for the defense, however, and to be ready to pay any of the approximately $150 million in damages Feaheny is seeking.

Testimony from day to day tends to be highly repetitious. The Wayne County Circuit Court jury has been examining letters, memos, tables of organization, management review reports and such internal company documents as minutes of meetings of the compensation and options committee. Some documents are heavily edited to delete references to people not involved in the case.

One member of the 10-member jury panel has been excused because of migraine headaches.

A jury of six is required, and Wayne County Judge Michael J. Talbot put 10 in the box in case any were excused. The civil trial is expected to last at least until mid-November, and the judge has said he is concerned over dropouts.

Feaheny was vice president — vehicle research when he left Ford, and is attempting to establish that the defendants conspired to interfere with his employment relationship with Ford and to shorten his career. He was fired in 1983 shortly after bringing suit.

Defendants are Philip Caldwell, retired Ford chairman; Poling; Ross; John McDougall, retired executive vice president for International Automotive Operations; Harold C. MacDonald, retired vice president for engineering and research; and Peter J. Sherry, retired vice president for personnel and organization.

Caldwell, MacDonald, Ross, McDougall and Sherry have testified. Each painted a picture of Feaheny and his situation at Ford that agreed in major points.

They said he was hot-tempered, and a source of controversy and that he failed to carry out his leadership role. All have agreed as to his brilliance as an engineer.

Other witnesses, including former Ford Chairman Henry Ford II, have said essentially the same.

Robert Alexander, who retired as one of Ford's top engineers, testified by deposition that he knew Feaheny well. "He has a powerful intellect and is very creative," Alexander said in his deposition. "Whether you like his personality or not, he gets the job done."

Testimony of others showed Alexander once successfully defended Feaheny when Lee A. Iacocca, then head of Ford North American Automotive Operations, had decided Feaheny should be fired.

Feaheny's leading attorney, James F. Schouman, is attempting to convince the jury that the defendants conspired for personal gain that would come in the form of stock options not given to Feaheny. Shares included in options not awarded to him would remain in the pool of shares available to the defendants, he contends.

Testimony has indicated that the pool of shares available to option holders was not depleted in any of the years in question. The defense is attempting to show that Feaheny's not getting options would have no appreciable effect on the shares available to the defendants.

AUTOMOTIVE NEWS JOE WILSSEMS
Ross heads to court.

Until late last week, it had been expected that expert witnesses would be called to testify as to the validity of documents. However, those documents were determined by the judge to be irrelevant and those witnesses will not testify.

Feaheny returned some 30,000 pages of documents to Ford during the preliminary discovery phase of the court case.

Feaheny and attorney Schouman have been friends since high school. The attorney is representing Feaheny in this case on a contingency-fee basis. He would be eligible for one-third of damages collected.

Witnesses have included John A. Manoogian, Ford executive in charge of the Alpha project; George Stirrat, retired Ford official who was chairman of the Taurus-Sable project; Chalmers L. Goyert, Ford retiree who served as staff executive director in the office of the vice chairman; and Norman Krandall, Ford retiree who was executive director in the corporate strategy analysis group.

Daf shopping Brazil for truck components

By Rik Turner
STAFF CORRESPONDENT

SAO PAOLO, Brazil — Daf Trucks, the Dutch heavy-truck and bus maker, is studying Brazil as a prime source of components.

It is part of an effort to diversify its component purchasing, 80 percent of which is done in the Netherlands and West Germany.

John Snyder, Daf's purchasing director, was in Brazil for the Salao do Automovel, the biennial auto and components show which was in Sao Paulo in early October. He left behind drawings and requests for prices on deals worth an annual $10 million, according to sources in Brazil.

That would represent 6 percent of Daf's annual component purchases and would achieve Daf's goal of reducing dependence on European sourcing to 90 percent.

Daf is looking for springs, filters, pistons, windows and windshield wipers.

Sources in the parts industry in Brazil said Daf has been studying Brazil's supplier potential since 1985 after a prolonged strike in West Germany in 1984 severely damaged its operations.

This is the first time a company official has actually visited Brazil, however. Daf also is understood to be studying sources in South Korea and Taiwan.

Many of the Dutch company's major competitors in Europe, such as Daimler-Benz, Scania and Volvo, are already manufacturing in Brazil and are building up their export operations in the country.

Imported-car sales in Japan post 2nd-best monthly total

By Doune Porter
SPECIAL CORRESPONDENT

TOKYO — Sales of imported cars in Japan, spurred by the dizzy heights of the Japanese yen, reached a 7½-year high in September. German automakers are benefiting most from the recovery.

The Japanese Automobile Importers' Association said last week that imported-car sales, based on registrations, totaled 7,348 in September, up 41.5 percent over the year-ago month but representing only 2 percent of the market.

The September total was second only to the record of 7,678 in March 1979.

Total sales for the first nine months were 50,409 units, up 33 percent from the year before. It is a reflection of the steady increase in the strength of the yen.

The yen has increased in value by more than 55 percent against the U.S. dollar, and although few benefits from the favorable exchange rates are passed on to consumers in Japan, imported cars have been a better deal.

Economy, however, is not the main appeal for the Japanese who buy foreign cars: They are interested in prestige, and improved marketing techniques have helped increase the small foreign share of the market.

The number of imported cars sold in Japan so far this year already exceeds last year's total of 50,172. The importers' association is predicting sales for 1986 will top the current record of 60,161 reached in 1979.

Volkswagen retained its position as the best-selling foreign maker in Japan. Its sales of 11,812 cars during the first nine months of this year were up 24.7 percent from the year-ago period. BMW was a close second with sales of 11,661, up 31.9 percent.

West German cars account for 80 percent of all imported-car sales in Japan.

After a steep plunge last year, U.S.makers managed to improve sales by 17.2 percent in the first nine months of this year.Sales of U.S. cars in Japan peaked in 1979 at 16,739, but fell to 1,816 last year. In the first three quarters of 1986, 1,737 imported U.S. cars were sold. General Motors has done far better than the average, posting an increase of 32.8 percent.

Iacocca gives aides more clout

By Mary Connelly and Dave Zola
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Chairman Lee Iacocca has begun loosening his iron grip on the company's car and truck business in the year since Chrysler announced its reorganization.

Chrysler Motors President Harold K. Sperlich said a "weaning process" is under way as Iacocca begins laying the groundwork for the next era of management. But Sperlich stressed that "Lee didn't go away. He's still very active on major decisions."

Chrysler announced a corporate restructuring last November. It was approved by shareholders in May and became effective in June.

The revamping created a holding company and four subsidiaries. The move was designed to permit Chrysler to diversify into non-automotive areas and establish the organizational groundwork for the post-Iacocca era.

The company remains predominantly a car and truck business, with Chrysler Motors by far the largest subsidiary. The other subsidiaries are Chrysler Financial, Gulfstream Aerospace and Chrysler Technologies.

"It's not a giant change in the structure, but I think it's a desirable one," Sperlich said recently. "It's achieving its desired effect. We're a little broader-based company than we used to be."

Sperlich also said he and Chrysler Motors Chairman Gerald Greenwald have been given "a little more of a free hand to run the car and truck business."

"We're going through a (learning) process," he said. "Someday, Iacocca may decide to hang it up, so there is a weaning process. And let's say he decides to hang it up at 65 — that would be three years from now. Hopefully, he could look back and tell the board 'These guys have been running the car and truck business the last few years.' Hopefully, we'll grow as he backs off a little bit and lets us try our hand a bit.

"So it's a little bit of a training ground, a little better way to manage, a little more of a diversified company," Sperlich said.

Chrysler has diversified in the financial services area by acquiring E.F. Hutton Credit Corp. and FinanceAmerica Corp. The company also acquired Gulfstream Aerospace.

However, a planned major high-technology acquisition has been stalled and that section of the organizational chart remains vacant.

"We still would like to pick up a high-tech company. But it's hard to buy something with the stock market at record highs, so we're going slowly there," Sperlich said.

In July, Iacocca said Chrysler had failed in its efforts to acquire a "blockbuster" high-technology company and would begin courting smalier firms.

Some analysts have suggested that Chrysler has reduced its break-even point and is less in need of a high-tech acquisition to shield it from downturns in the auto business. Also, they said, Chrysler may be watching General Motors' experience with its Electronic Data Services acquisition before taking the plunge.

Domestic-car sales up 22% in final days of incentives

DOMESTIC SALES

	Oct. 1-10, 1986	Oct. 1-10, 1985
Renault		
Alliance-Encore	2,160†	2,065†
AMC	520†	400†
AMERICAN MOTORS	2,680†	2,465†
Chrysler	12,836	13,500
Plymouth	11,497	11,078
Dodge	15,034	13,816
CHRYSLER CORP.	39,367	38,394
Ford	40,474	34,052
Mercury	13,485	11,430
Lincoln	6,464	3,522
FORD MOTOR CO.	60,423	49,004
Buick	36,311	18,095
Cadillac	10,841	7,799
Chevrolet	37,985	34,463
Oldsmobile	30,302	25,698
Pontiac	21,591	20,494
GENERAL MOTORS	137,030	106,549
VOLKSWAGEN	1,310	1,510
HONDA	5,203	2,060
NISSAN	1,610	2,022
U.S. INDUSTRY TOTAL	247,623	202,004

†—Estimate

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

The sales incentives went out with a bang, not with a whimper.

Early October new-car sales by the seven domestic producers rose 22.6 percent over the year-ago total to provide a fitting finale to the most recent round of annual-percentage-rate finance incentives.

Although the 247,623 retail deliveries in the Oct. 1-10 period were well above last year's 202,004, this year's total was still well below the period record of 298,105 set in 1968.

Honda, which did not use APR finance incentives, posted the largest year-to-year percentage gain with a 152.6 percent increase.

Other increases ranged from 28.6 percent for General Motors down to 2.5 percent for Chrysler Motors. Chrysler also had a finance incentive in early October last year.

Only Volkswagen, down 13.2 percent, and Nissan, down 20.4 percent, reported year-to-year sales declines.

PRODUCTION

U.S. CAR	Week Ended Oct. 18, 1986	Week Ended Oct. 19, 1985	Week Ended Oct. 11, 1986	Oct. to Date	Jan. 1 to Oct. 19, 1985	Jan. 1 to Oct. 18, 1986
AMERICAN MOTORS	1,500	0	0	2,387	93,105	42,362
Renault Total	1,500	0	0	2,387	93,105	42,362
Alliance	1,500	0	0	2,387	59,991	39,015
Encore	0	0	0	0	33,114	3,347
CHRYSLER MOTORS	25,200	10,285	25,214	66,517	1,026,797	1,050,384
Plymouth Total	9,100	2,796	9,309	24,573	297,568	330,322
Horizon	3,300	1,080	3,397	9,072	114,303	126,927
Sundance	1,500	0	1,235	3,423	0	17,045
Reliant	3,000	1,216	3,174	8,306	131,413	125,046
Caravelle	900	370	1,028	2,462	38,314	35,964
Gran Fury	400	128	475	1,220	13,538	15,339
Chrysler Total	6,900	3,745	6,384	17,287	333,452	316,700
Laser	0	356	0	0	42,550	26,978
LeBaron	1,000	869	1,095	2,705	73,118	71,341
LeBaron GTS	1,500	1,138	1,126	2,863	77,602	53,729
New Yorker/E-Class	2,300	477	1,311	4,337	52,739	60,000
Fifth Avenue	2,600	905	2,852	7,382	90,442	104,652
Dodge Total	9,200	3,744	9,521	24,657	391,777	403,362
Daytona	0	352	0	0	38,224	30,343
Omni	2,700	1,041	2,933	7,737	130,672	130,552
Shadow	1,500	0	1,368	3,590	0	16,012
Aries	3,000	925	2,864	7,378	110,089	98,150
Dodge 600	800	600	867	2,163	52,595	53,829
Lancer	700	598	843	2,069	53,393	40,856
Diplomat	500	227	646	1,721	27,804	33,620
FORD MOTOR	34,129	34,421	30,609	83,484	1,309,764	1,392,302
Ford Division	24,419	24,303	20,415	58,027	877,616	957,035
Escort	8,584	7,874	6,681	20,142	268,375	298,745
EXP	0	0	0	0	3,838	0
Mustang	704	4,016	0	1,548	145,269	145,927
Tempo	3,971	3,824	4,120	10,573	146,314	156,383
LTD	0	4,993	0	0	168,640	0
Taurus	9,031	193	9,254	23,276	200	249,020
Thunderbird	2,129	3,403	380	2,499	137,838	106,959
Crown Victoria	0	0	0	0	7,122	0
L-M Division	9,710	10,118	10,194	25,456	432,148	435,267
Mercury Total	5,641	5,758	5,485	14,254	303,770	293,750
Lynx	866	1,472	872	2,307	57,623	49,280
Capri	0	341	0	0	15,145	12,344
Topaz	1,252	1,023	1,310	3,338	44,901	46,268
Cougar	0	2,727	0	0	100,798	86,951
Marquis	0	1,100	0	0	80,487	0
Sable	3,523	95	3,303	8,609	88	98,907
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	4,069	3,360	4,709	11,202	128,378	141,517
Continental	400	399	472	1,116	20,512	15,478
Lincoln	3,052	2,642	3,533	8,403	93,641	106,145
Mark VII	617	319	704	1,683	14,235	19,894
GENERAL MOTORS	76,123	104,506	86,556	266,287	3,868,715	3,310,212
Buick Total	14,358	22,063	16,033	39,861	804,432	618,309
Skyhawk	1,855	2,317	1,846	4,738	84,081	67,723
Century	3,618	8,084	3,711	8,456	226,249	181,962
Regal	0	3,415	0	1,052	109,202	46,703
Skylark (X-car)	0	0	0	0	40,953	0
Somerset/Skylark	2,305	2,751	2,286	6,036	100,011	88,401
LeSabre (fwd)	5,595	605	5,002	13,496	1,633	128,130
LeSabre/Electra(rwd)	338	842	336	849	91,717	12,261
Electra(fwd)	0	3,687	2,624	4,341	104,787	72,876
Riviera	647	162	248	895	45,799	20,247
Cadillac Total	5,405	5,300	5,465	13,882	267,063	253,215
Cimarron	0	697	377	602	20,802	19,319
Cadillac (rwd)	1,200	662	972	2,871	32,214	64,464
DeVille (fwd)	3,200	3,681	3,671	8,959	136,186	132,697
Eldorado	596	177	240	836	50,923	19,196
Seville	409	103	205	614	26,936	17,539
Chevrolet Total	25,995	35,201	31,290	71,623	1,302,382	1,038,933
Chevette	2,495	2,989	2,544	6,543	128,927	81,710
Camaro	3,326	4,897	3,219	8,611	168,003	143,996
Cavalier	5,302	13,846	9,068	19,511	394,526	320,662
Celebrity	7,915	3,365	8,594	16,449	214,875	199,007
Citation	0	0	0	0	28,699	0
Corsica/Beretta	720	0	591	1,630	0	2,368
Monte Carlo	0	3,230	1,094	2,698	112,786	90,463
Chevrolet	5,597	8,271	5,603	14,525	215,545	177,852
Corvette	640	1,003	637	1,655	36,890	22,875
Oldsmobile Total	11,869	22,564	14,619	35,169	948,765	773,316
Firenza	1,000	1,212	947	2,465	50,270	31,049
Calais	2,719	3,478	2,610	6,768	119,554	94,605
Cutlass Ciera	3,991	7,411	4,008	9,936	282,635	194,314
Cutlass Supreme	0	5,357	1,096	2,009	187,532	93,336
88 (fwd)	1,603	1,610	2,162	5,869	3,808	239,402
88 (rwd)	430	306	341	1,021	162,880	15,257
Olds 98	1,410	3,170	3,291	6,470	114,706	90,214
Toronado	466	120	164	630	27,570	14,539
Pontiac Total	18,496	19,278	19,149	47,732	546,073	626,445
Acadian**	0	726	363	578	10,954	12,839
Fiero	1,760	2,423	1,695	4,509	94,019	54,525
1000	825	1,432	827	2,133	24,386	14,983
Firebird	2,124	2,751	2,117	5,390	89,773	83,386
2000 Sunbird	2,223	3,236	2,465	6,415	113,828	110,857
Grand Am	5,072	4,360	4,825	15,641	106,112	161,344
6000	2,880	1,451	2,763	5,643	41,868	107,565
Bonneville	3,287	0	1,761	6,578	0	10,276
Parisienne	325	2,899	336	847	65,240	47,046
HONDA	6,509	2,806	6,097	16,183	117,016	172,461
Civic	1,500	0	1,224	3,442	0	6,026
Accord	5,000	2,806	4,873	12,737	117,016	166,435
NISSAN	1,725	1,523	2,534	5,689	27,467	35,153
SUMMIT	3,000	1,900	3,000	7,800	41,039	155,658
Corolla	110	0	110	286	0	220
Nova*	2,890	1,900	2,890	7,514	41,039	155,438
VOLKSWAGEN	2,000	2,379	1,823	5,040	75,301	66,466
Golf/GTI	2,000	2,379	1,823	5,040	75,301	66,466
Total Cars, U.S.	150,177	157,820	155,933	395,384	6,559,224	6,225,050
Total Cars, Canada	21,963	19,430	23,830	59,727	838,267	827,474
N. American Cars	172,140	177,250	179,763	455,111	7,397,491	7,052,524
N. American Trucks	80,282	80,721	81,907	216,858	3,431,697	3,509,177
North American Cars and Trucks	252,422	257,971	261,670	671,969	10,829,188	10,561,701

*—Revised estimate. **—All Acadians are built for sale in Canada.
Weekly estimates may contain error of one or two units due to rounding.

3 GM plants down; week's output declines to 150,177 cars, off 3%

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

With three General Motors plants idle, last week's targeted domestic auto production dipped 3.69 percent from the prior week's build.

Automakers scheduled output of 150,177 cars last week, down from the previous week's 155,933. The total was 4.84 percent below the year-ago week's 157,820.

So far this year, 6,225,050 cars have been built, 5.09 percent below the 6,559,224 completed last year at this point.

Last week's scheduled production was split as follows: GM, 50.68 percent; Ford Motor Co., 22.73 percent; Chrysler Motors, 16.78 percent; Honda of America Manufacturing Inc., 4.33 percent; New United Motor Manufacturing Inc., 2.00 percent; Volkswagen of America, 1.33 percent; Nissan Motor Manufacturing Co., U.S.A., 1.15 percent; and American Motors, 1.00 percent.

GM's Flint, Mich. (Buick City), plant is idle this week (Oct. 20) for inventory adjustment, affecting 4,700 workers. The plant is expected to resume production Oct. 27.

GM's plants in Arlington, Texas, and Wentzville, Mo., resumed output today (Oct. 20). Both plants had been idle for one week for inventory adjustment.

Downtime at GM's Janesville, Wis., plant was extended for one week because of a materials shortage. The plant is expected to resume Oct. 27.

GM's Linden, N.J., plant was slated for overtime Saturday (Oct. 18).

AMC's Kenosha, Wis., plant resumed output last week (Oct. 13). The plant had been closed for one week to adjust inventories.

All Ford plants are slated for daily overtime this week.

Three Ford plants are scheduled for overtime next Saturday (Oct. 25). They are Wixom, Mich.; Edison, N.J.; and Wayne, Mich.

Chrysler's Belvidere, Ill. and St. Louis (No. 2) plants were slated for overtime last Saturday.

Those plants along with Chrysler's Newark, Del., plant are scheduled for daily overtime this week.

Truck production holds steady for week

Last week's scheduled domestic truck production of 70,065 was down slightly (0.87 percent) from the previous week's 70,680 and was 1.19 percent below the year-ago week's 70,911.

So far this year, 2,856,636 trucks have been assembled, 3.46 percent more than the 2,761,031 completed last year at this point.

General Motors' Pontiac, Mich., plant was idle last week for inventory adjustment. The plant is scheduled to resume production today (Oct. 20).

Ford Motor Co. closed its plants in Norfolk, Va., and Twin Cities, Minn., today for model changeover, affecting 2,571 workers. Both plants are expected to resume output Oct. 27.

GM scheduled Saturday (Oct. 18) overtime at the following plants: Detroit; Baltimore; Flint, Mich. (No. 1); and Janesville, Wis.

Ford slated Saturday overtime at its St. Louis plant.

The following Ford plants are scheduled for daily overtime this week (Oct. 20): Kansas City, Mo.; Louisville, Ky.; Lorain, Ohio; Wayne, Mich.; and St. Louis.

Chrysler Motors' Warren, Mich., plant was slated for overtime last Saturday and also for daily overtime this week.

Holiday cuts Canada total

With all plants closed last Monday (Oct. 13) in observance of the Thanksgiving holiday, last week's scheduled car and truck production in Canada declined from the previous week's output.

Carmakers targeted 21,963 units last week, 7.83 percent below the prior week's 23,830. The total was 13.04 percent more than the year-ago week's 19,430, which was also a holiday week.

So far this year, 827,474 cars have been assembled, 1.29 percent below the 838,267 completed last year at this point.

Truck production dipped 9 percent to 10,217 from the previous week's 11,227, but it was 4.15 percent more than the year-ago week's 9,810.

Year-to-date, 652,541 trucks have been built, 2.70 percent below the 670,666 assembled last year at this time.

The GM truck plant in Scarborough, Ontario, resumed output last Monday (Oct. 13). The plant had been idle for one week to adjust inventories.

CANADIAN CAR	Week Ended Oct. 18, 1986	Week Ended Oct. 19, 1985	Week Ended Oct. 11, 1986	Oct. to Date	Jan. 1 to Oct. 19, 1985	Jan. 1 to Oct. 18, 1986
AMERICAN MOTORS	100	328	102	275	8,935	3,316
FORD MOTOR	10,739	7,111	10,248	26,884	388,703	417,027
GENERAL MOTORS	10,944	11,811	13,255	32,028	432,756	399,241
VOLVO	180	180	225	540	7,873	7,890
Total Cars, Canada	21,963	19,430	23,830	59,727	838,267	827,474

U.S. TRUCK☆	Week Ended Oct. 18, 1986	Week Ended Oct. 19, 1985	Week Ended Oct. 11, 1986	Oct. to Date	Jan. 1 to Oct. 19, 1985	Jan. 1 to Oct. 18, 1986
CHEVROLET	23,290	23,441	22,856	60,191	953,687	951,148
DODGE	4,200	1,706	4,746	12,217	171,789	98,487
FORD	23,934	27,528	25,306	66,595	942,515	1,125,041
GMC	7,519	5,971	7,757	19,896	289,488	288,633
NAVISTAR	1,620	1,555	1,617	4,212	60,025	57,499
JEEP	4,400	5,882	4,416	11,513	179,544	149,739
NISSAN	2,752	2,776	1,632	5,438	87,000	91,973
AM GENERAL*	50	50	50	130	2,030	2,024
MISCELLANEOUS*	2,300	2,000	2,300	5,980	74,953	92,092
Total Trucks, U.S.	70,065	70,911	70,680	186,172	2,761,031	2,856,636

CANADIAN TRUCK	Week Ended Oct. 18, 1986	Week Ended Oct. 19, 1985	Week Ended Oct. 11, 1986	Oct. to Date	Jan. 1 to Oct. 19, 1985	Jan. 1 to Oct. 18, 1986
AMERICAN MOTORS	585	0	576	1,593	0	22,556
CHRYSLER	7,000	2,945	7,153	19,578	311,078	317,332
FORD	912	2,175	3,297	6,350	128,813	126,486
GENERAL MOTORS	1,560	4,539	0	2,684	221,652	178,687
NAVISTAR	160	151	201	481	9,123	7,481
Total Trucks, Canada	10,217	9,810	11,227	30,686	670,666	652,541
N. American Trucks	80,282	80,721	81,907	216,858	3,431,697	3,509,177

—Includes window van production. *—Estimated
☆Includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Weekly estimates may contain error of one or two units due to rounding.

Toyota appoints Kentucky execs

GEORGETOWN, Ky. — Fujio Cho and Yoshiyuki Nakai have been named to high posts with Toyota Motor Manufacturing U.S.A., which is constructing an auto manufacturing plant here.

Cho was appointed executive vice president and chief operating officer, and Nakai was named manufacturing vice president.

Toyota Motor Manufacturing previously announced the appointments of Kaneyoshi Kusunoki as president and chief executive officer and Alex Warren Jr. as vice president — administration.

Cho, 49, joined Toyota in Japan in 1960 and became a general manager in the North American project office earlier this year. He will be the senior executive in Kentucky and will also be responsible for the production control, purchasing and finance departments.

Nakai, 46, joined Toyota in Japan in 1961 and also became a general manager in the North American project office this year. He will be responsible for the plant, quality control and production engineering departments.

Toyota also named general managers to head key departments.

Mike Dodge, 43, previously production manager at Volkswagen of America's Westmoreland, Pa., assembly plant, was named plant general manager.

Sam Heltman, 41, most recently vice president for personnel with New Holland Inc., was named general manager for human resources.

Dewey Crawford, 43, formerly employee relations manager at FMC Corp., was named personnel manager.

Purchasing, quality control and production engineering departments will be headed by Japanese managers to be named later. The rest of the management team will be named soon.

C2700-1 10/27/86

Automotive News

INTRO '87

Copyright 1986, Crain Communications, Inc. All rights reserved. Unauthorized reproduction strictly prohibited.

World Premiere

Starring:
AMC, Ford,
Chrysler & GM

Pictorial Parade

Automotive News

October 27, 1986

©Entire contents copyright, 1986, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

Chrysler's third quarter: A-OK

AUTOMOTIVE NEWS/JOE WILKINS

Chrysler Corp. Chairman Lee A. Iacocca last week reported Chrysler's third-quarter earnings of $235 million. It was Chrysler's third best third quarter for net earnings and second best for operating earnings. Iacocca said he would call it Chrysler's best quarter ever "considering the kind of competitive environment we've been playing in."

Chrysler: More power, luxury

Bigger engines, vehicles on drawing board

By Edward Lapham and Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Motors' product plans for the early 1990s call for more luxury and increased horsepower.

Automotive News has learned that recent proposals within Chrysler call for that power to be supplied by two new V-6 engines designed and built by Chrysler — a 3.3-liter version due in the 1990 model year and a high-tech 3.8-liter overhead cam version in the 1991 model year.

The addition of the two new Chrysler-built V-6 engines to the 3.0-liter V-6 the company currently buys from Mitsubishi would mean that by 1992, as much as half of Chrysler's 1.3 million annual domestic car and minivan production could be powered by V-6 engines.

The move toward bigger engines is part of a broader strategy to move Chrysler Motor products up the scale, both in size and content. The new engines are especially important to the Chrysler brand, which will be the corporation's large- and luxury-car specialist.

Added V-6 capacity is also seen as a strong addition to the minivan line, especially in light of marketing by Ford Motor Co. and General Motors that stresses their minivans' towing capacity and commercial applications.

Automotive News has learned that Chrysler is leaning toward introducing both Dodge and Chrysler versions of the C-body — full-sized, upscale front-wheel-drive cars due in 1988 — as well as both Chrysler and Imperial versions of the Y-body — upscale, stretched versions of the C-car that are due in 1989. Also on the boards is a Chrysler-brand long-wheelbase minivan in addition to Plymouth and Dodge versions.

When asked about the stretched Chrysler minivan, Chrysler brand general marketing manager A.C. "Bud" Liebler said that model was not approved yet, but that when and if it is, it will "undoubtedly be named Town & Country."

That name, like "LeBaron" and "Imperial," are traditional Chrysler names expected to elicit strong marketing, nostalgic responses.

A Chrysler spokesman last week confirmed the 3.3-liter engine program, which was first disclosed during concession talks with UAW workers at the Trenton, Mich., engine plant, where the new engines will be built. However, he declined to comment on the 3.8-liter version.

see CHRYSLER, page 52

Big 3 earnings top year ago

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The Big Three automakers' third-quarter performance was better than predicted: Combined earnings of $1.192 billion exceeded year-ago levels by 4 percent.

Earnings for the three companies had been expected to be down 30 percent, based on an average of estimates by 10 leading auto analysts. The analysts' average drastically underestimated earnings from General Motors and Ford Motor Co.

AUTOMAKERS' SALES, PROFITS (In Millions)

	GM	Ford	Chrysler
Third quarter			
1986 sales	$22,641.0	$14,365.8	$5,168.8
1985 sales	22,491.7	11,630.0	4,484.4
Third quarter			
1986 profit	$263.7	$693.3	$234.9
1985 profit	516.7	313.1	316.2
9 months			
1986 sales	$77,286.4	$46,453.4	$16,547.8
1985 sales	71,731.1	38,877.8	15,872.5
9 months			
1986 profit	$2,305.2	$2,500.0	$1,080.0
1985 profit	2,747.5	1,795.1	1,429.2

The analysts surveyed admitted GM's earnings were the most difficult to predict because they didn't know how large the operating loss would be and what tax credits and financial accounting mechanisms would be used to offset the loss.

Ford's earnings were uncertain because the automaker had sold off two operations during the period ended Sept. 30.

Third-quarter earnings for the Big Three in 1985 were $1.146 billion.

Quarterly sales for the Big Three totaled a record $42.4 billion, up 10 percent from $38.6 billion a year ago.

For the first nine months of this year, the Big Three earned $5.9 billion, compared with $6.0 billion a year ago. Sales so far have totaled $140.4 billion, up from 1985's $126.3 billion.

GENERAL MOTORS: GM reported net income of $264 million, down 49 percent from $517 million earned in the year-ago third quarter. Sales were a record $22.8 billion, up 1 percent from $22.5 billion. On a per-share basis, GM earned 56 cents in the quarter compared with $1.53.

GM reported an operating loss for the quarter of $339 million. That compares to an operating loss of $21 million in the same quarter a year ago.

GM said costly financing incentives, including its 2.9 percent program to clear inventories at the end of the model year, adversely affected third-quarter results. GM's operating loss was offset by a tax credit of $311 million because of its earnings decline and the continuing high level of amortization of U.S. investment tax credits.

During the third quarter, GM's profits as a percent of sales dropped to 1.2 percent compared with 2.3 percent in the 1985 third quarter. For the year to date, profit margins at GM are 3.0 percent, compared with 3.8 percent a year ago.

Working capital dropped to $4.9 billion as of Sept. 30, down from $6.3 billion on Sept. 30, 1985. Cash

see EARNINGS, page 50

Bringing sense to madness at Ford

By David Halberstam

Henry Ford I had outlived his era and his usefulness.

Once a popular figure with the average man, he had become known as one of the nation's leading labor baiters. He had helped usher in a new era of economic dignity for the common man, but he could not deal with the consequences.

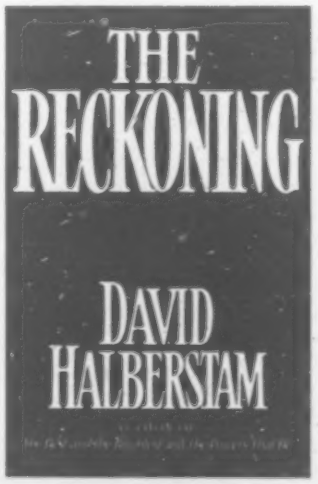
His public statements during the Depression, while millions suffered — including thousands upon thousands of his own workers — were perhaps the most pitiless ever uttered by any capitalist. He repeatedly said that the Depression was good for the country and the only problem was that it might not last long enough, in which case people might not learn enough from it.

His workers, embittered by his labor policies, marched against him in the '30s and were put down by Harry Bennett's truncheons and guns. His security people were so vicious that when Ford's workers marched, they wore masks over their faces to hide their identity.

In business he was overtaken by General Motors, which relentlessly modernized its design, its production and its marketing. GM fed the appetites Henry Ford I had helped create. In addition, GM inaugurated a dynamic that haunted the Ford company for the next 50 years: Buyers started out driving Fords when they were young and had little money and slowly, as their earnings rose, graduated to more expensive GM cars.

Ford's legacy was a complicated one. Forty years after his death few remembered the ugliness of his final years. The harshness of his actions had been softened by time.

see 'THE RECKONING,' page 26



GM speeds up plans to close 6 U.S. plants

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors is speeding up plans to close a half-dozen assembly plants and associated components plants.

GM said it plans to close several U.S. assembly and metal fabricating facilities by the end of next year.

"In the coming weeks," GM said, "employees at the affected operations in the United States will be notified, and we'll then be in a position to provide additional detail

see PLANTS, page 49

INSIDE:
GM's plans calm South African dealers — Page 4
Intro '87 — Follows Page 28
Trials continue for DeLorean, Feaheny — Page 54

NEWSPAPER

Impending sale has GM's South African dealers relieved

By Jeremy Sinek, Michelle Krebs and Gavo Zola
AUTOMOTIVE NEWS STAFF

General Motors dealers in South Africa are reacting with cautious optimism combined with a degree of relief to the news that GM is selling its South African subsidiary.

GM said last week that it would sell the South African firm to management and other local interests. GM's assembly plant in Port Elizabeth employs 3,000 people — 60 percent of them non-white — and GM has 200 dealers in South Africa.

GM said it had lost money in South Africa for several years and it could see no turnaround in the near future. GM also has been the target of anti-apartheid activists in the United States.

"We have been disappointed in the pace of change in ending apartheid," said GM Chairman Roger B. Smith.

GM President F. James McDonald said South Africa was diverting the attention of executives from other GM problems.

GM dealers in Johannesburg were cautious in their comments because the identities of the new owners were not yet known. Bob White, GM South African managing director, said details of the deal could be announced before Nov. 4, and the transfer of ownership would take place by Jan. 1, 1987.

All that is known of the new owner team is that it includes present GM executives and outside individuals. No financial institutions are said to be involved. Some ex-Ford personnel have been mentioned as being involved, as have some GM dealers, including individuals behind the largest GM dealer chain in South Africa, Williams-Hunt.

Although dealers are cautious, they also are optimistic because they already have in place a modern, coherent product range to sell. And they are relieved that weeks and months of uncertainty and speculation had ended.

Dealers welcomed the change to South African ownership, which they said will result in more flexible and motivated management.

"First, they won't have to run to Detroit all the time to get things passed," said one dealer. "They can make instant decisions.

"Some South African boys know their business better than the Americans did."

Another dealer's comments typified a widespread feeling that a strong product has been handicapped by inadequate marketing: "I don't think GM has done a good marketing job in the past," one dealer said. "Now we will have a South African company run by South Africans. I hope politics will go away and we can get the show on the road."

Dave Rosevear, managing director of Williams-Hunt, South Africa's largest GM dealership (its 10 outlets account for at least 20 percent of all GM sales in the country), said: "The main question in everybody's mind is how credible the new people are and what the financing arrangement is. . . .

"From a customer's point of view there's some confusion, but generally the news has been positively accepted."

Peter Searle, president of the Association of Automobile Manufacturers of South Africa, said there are too many manufacturers in South Africa, and the development does not improve that situation. Seven manufacturers serve a market that this year is expected to total 180,000 cars and 100,000 commercial vehicles.

If GM had folded, Volkswagen would have been the only carmaker left in the Port Elizabeth area — once the Detroit of the South African motor industry.

Rival carmakers secretly regret that GM's products have not disappeared from the market. They console themselves with the hope that the uncertainty will further undermine the company's already shaky hold on the South African car market.

GM Chairman Smith's statement earlier this month that GM was considering pulling out of South Africa was quickly picked up by the South African press. The management in South Africa was clearly embarrassed and did nothing to soothe a rash of rumors until White finally called the press conference.

The new owners will inherit a fine product range, but it is going to take some determined marketing to convince consumers that Opel, Isuzu and Suzuki — the lines now sold by GM — will be around after GM's name has gone from the subsidiary.

White said the team will start with a better balance sheet than the subsidiary has had in 15 years. He said the cornerstone of the deal is that GM will clear GM South African's debts. The amount was not revealed but is said to be up to $50 million.

It is expected that little money will actually change hands in 1987 for the assets of GM South African, which are valued at approximately $180 million. The buyers are almost certainly getting the company at a fire-sale price and will not have to pay anything until well into 1988.

"It will be a unique event for the South African motor industry," White said, "when a team totally dedicated to the motor business has the opportunity to compete against other manufacturers owned by either large conglomerates or foreign multinationals."

The agreement is expected to contain a buy-back clause that could be enacted if the political and economic climate stabilizes.

In the meantime, the restructured company will continnue to sell cars from GM's German subsidiary, Adam Opel, and commercial vehicles from its Japanese partners, Isuzu and Suzuki.

GM will receive income from licensing fees and from the sale of components from Germany and Japan, yet will be freed from the daily problems of South Africa's auto industry.

Although other non-automotive companies followed GM's lead last week in pulling out of South Africa, Ford Motor Co. Chairman Donald Petersen said his company has no plans to change the way it has been doing business there.

Two years ago, Ford bought a 42 percent interest in SAMCOR, which makes and distributes Ford vehicles and other makes.

Sales in South Africa continue to drop as prices rise

By Jeremy Sinek
STAFF CORRESPONDENT

JOHANNESBURG, South Africa — September new-car sales in South Africa dipped slightly for the second consecutive month. The decline coincided with more auto price hikes.

The sales figure of 15,091 cars was down 1.9 percent from the August total. However, the truck and bus total of 8,400 was up 2 percent from the August count.

Gains were posted in June (15,769) and July (16,778). A new company-car tax program had been expected to boost sales in September.

Last month's prediction by the nation's automobile manufacturers association that sales would range between 15,500 and 17,500 during the rest of the year now looks overoptimistic.

Despite a more favorable economic climate in other business sectors, auto sales have slipped as prices continue to climb on a quarterly and sometimes bi-monthly basis. The average new-car price now is 40 to 45 percent higher than it was a year ago.

The latest auto price hike accompanied a recent improvement in the exchange rate. The value of the South African rand has risen from about 39 to 45 U.S. cents.

Toyota, the market leader, posted the biggest price increases — 8 percent on Cressida sedans and 6 percent on commercial vehicles. The top-selling Corolla, which had a small price adjustment when the 1987 model year began last month, remains unchanged.

Nissan followed Toyota's lead, and Samcor (Ford, Mazda, Mitsubishi) was expected to fall in line.

German carmakers, however, seem less affected by exchange rate vagaries. Mercedes-Benz, BMW and Volkswagen predicted no increases until November.

SOUTH AFRICAN AUTO SALES

	9 mos. 1986	9 mos. 1985
BMW	10,116	9,611
General Motors	10,507	13,731
Mercedes-Benz *	13,808	15,826
Nissan	10,521	10,155
Samcor ‡	27,871	30,696
Toyota	34,648	36,069
Volkswagen	22,893	21,143
Others	2,454	13,216

* Mercedes and Honda
‡ Ford, Mazda and Mitsubishi

On a year-to-date basis, Volkswagen remains the South African industry's rising star. Despite an industrywide downturn of 11.7 percent (from 150,447 to 132,816) in car sales, VW increased its volume by 8.3 percent, from 21,143 to 22,893. Its market penetration rose from 14.1 percent to 17.2 percent.

Nissan and BMW also bucked the trend by posting volume gains. The big two, Toyota and Samcor, were down in volume but up in market share.

GM was the biggest loser in September. Its volume was down 23.5 percent from the same period of 1985, and its market share dipped from 9.1 percent to 7.9 percent.

There was a gain for Samcor's Mazda-clone Ford Laser and Meteor models. In September, Laser-Meteor (1,589 sales) was the third best-selling car in South Africa, behind the traditional top two, Corolla (2,575) and VW Jetta (2,051).

If Laser-Meteor figures are combined with those of the Mazda 323 — all are built on the same production lines — the Samcor clones were only 73 units short of outselling the market leader.

Ford Europe losing top stylist

Andrew Jacobson to lead staff there

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

Uwe Bahnsen: His early retirement continues the exodus of top stylists from Ford's European design staff.

FRANKFURT, West Germany — One of the world's most acclaimed automotive stylists, Uwe Bahnsen, design vice president for Ford of Europe, will retire in December to join the Swiss branch of the Art Center College of Design.

Bahnsen, 56, has been head of the design team for the Scorpio, Sierra, Fiesta and Escort ranges, as well as the Cargo truck and the new Transit van.

He will be replaced by Andrew K. Jacobson, 44, an American who has worked with Bahnsen in Europe for the last five years. Jacobson currently is chief designer at Ford's Merkenich design studio near Cologne.

Jacobson will be Ford's chief designer in Europe. However, it is not clear whether he will immediately be given the title of vice president within Ford of Europe. He joined Ford in 1965 and has worked in Dearborn as well as at Ford design centers in Australia and the United Kingdom.

Bahnsen's early retirement continues a recent exodus of top stylists from Ford's European design staff. During the last two years, several of Bahnsen's key associates have moved to other European and U.S. companies. They included chief designers Trevor Creed, Patrick le Quement and executive designers Alan Jackson and Tom Scott.

Creed joined Chrysler; le Quement and Jackson moved to Volkswagen; and Scott became head of design at American Motors.

Ford officials have called the raids a tribute to pioneering aerodynamic designs of the Sierra and Scorpio in Europe and Tempo-Topaz, Thunderbird-Cougar and Taurus-Sable in the United States.

General Motors' European design staff at Adam Opel also has had a heavy turnover in the last two years. Talent raids on the U.S.-based companies may have been spurred by worldwide programs at Ford and GM to lower costs by reducing personnel.

Despite the drain, a Ford spokesman said last week that there is no shortage of styling talent at the company's European operations.

"The resources of Ford, with its different design centers worldwide, are quite huge," he said. "Uwe Bahnsen always said he had been part of a team."

Hamburg-born Bahnsen joined Ford in 1958 and was appointed to his present position in 1976. He will become director of education at the Art Center College of Design/Europe in January.

The Art Center College of Design is in Pasadena, Calif. Its European campus opened this fall in Latour-de-Peilz, Switzerland. The European campus is funded by European automakers, including Ford.

VW finance chief to quit; he'll become a consultant

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Rolf Selowsky, Volkswagen's chief financial officer, will leave the company next May. His departure reportedly stems from a disagreement with Chairman Carl Hahn.

However, Selowsky, 56, a member of VW's management board since 1982, will sign a new five-year pact as consultant to Volkswagen. A company spokesman said Selowsky made the decision to step down.

The move is expected to be made official at the Nov. 21 meeting of the VW supervisory board.

No reasons for the change were given by Selowsky or the company last week. However, a company source indicated that Selowsky may have disagreed with Hahn's proposal to create a position for a financial controller with responsibilities for the group's new operations in Spain and China.

Hahn is said to have revealed the plan last spring. The new position could have conflicted with Selowsky's established duties.

Creation of the new controller position is expected to be discussed at the November meeting. The supervisory panel also will review a report by a consultant firm on how the new responsibilities would be structured.

Earlier this year, the company acquired 51 percent of Seat, the Spanish government-owned automaker. VW will raise the stake to 75 percent by the end of this year and is scheduled to assume full control by 1990.

Volkswagen has also set up a joint venture in China, assembling Santanas in cooperation with Shanghai Automobile and Tractor Industry Corp. The project, launched two years ago, includes increasing the car's local content and building a VW engine plant.

Selowsky will have been at VW for five years when his contract expires next year. He joined VW from Klöckner-Humboldt-Deutz, a West German engineering firm.

Makers see little change if retirement rules die

By Louise Kertesz and Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTERS

President Reagan is expected to sign into law a measure that eliminates mandatory retirement for most workers at any age, but automakers expect the new legislation to have little effect on their operations.

Prior to the new measure, companies were barred from setting a retirement age lower than 70.

Though retirement is mandatory in Big Three labor agreements, the new law would not require automakers to do anything before their current contracts expire. And — according to union and Big Three spokesmen — changing the language of their agreements would not change the fact that most people in the auto business want to retire before age 70.

UAW sources said that most auto workers want to retire by 65 and that those who stay beyond that age do so to get pension credits. The trend in recent bargaining has been to lower retirement ages, they pointed out, and workers take advantage of the "30-and-out" auto contract provision.

Mandatory retirement will still apply to some management personnel. The bill, which was approved by Congress and sent to the president Oct. 17, allows mandatory retirement to remain in force for executives entitled to $44,000 or more in annual pension benefits.

Under the new law, mandatory retirement would be abolished as of Jan. 1, 1987. But mandatory retirement provisions in labor agreements entered into prior to June 30, 1986, may be enforced until expiration or until Jan. 1, 1990, whichever comes sooner.

Another bill of related nature requires that pensions be funded beyond age 65 if a worker remains on the job.

That provision is contained in the Budget Reconciliation Act, already signed by the president.

In Chrysler Corp.'s agreement with the UAW, which runs until 1988, the mandatory retirement age is 70, as in the current federal law.

But pension credits can't be acquired after age 68 unless an employee has less than 10 years of service, a union spokesman said.

A Chrysler spokesman said that company officials in the personnel department believe "the new law would not have any significant effect on us."

He said the personnel staff said the number of people who stay on the job at Chrysler past age 65 is "minuscule."

Under the Chrysler contract, hourly workers can retire after 30 years. Managers also have that option, he said.

He said that in his 29 years of service, he knew of only one person in management who stayed beyond 65.

A union spokesman said the negotiated retirement age at Ford Motor Co. is 65.

In the Ford agreement, an hourly employee may work beyond that age to get pension credits, but the company can retire a person who is 65 or older for inability to perform efficiently, he said.

A Ford spokesman said, "Most people want to retire at about 65 anyway so they can enjoy the fruits of their labor. There are exceptions, of course."

He said that when the new contract is negotiated next year, "the language will be changed to reflect the new law."

He continued, "People can go on if they want to beyond age 70, but the effect on us will be minimal. People seem to want to retire at the normal age.

"Senior executives of a certain rank have been expected to retire at 65 and they have."

Asked if there have been exceptions, he recalled that John McDougall, Ford executive vice president — International Automotive Operations, stayed for one year beyond his 65th birthday at the company's request.

He also recalled that Jim Allen in the public affairs department stayed until he was 67 or 68.

The union spokesman said that a GM employee with 10 years of service can retire at 65 and get a pension.

He said that a GM hourly worker is automatically retired at the end of the month in which he turns 70. Only with the approval of the corporation can the worker stay beyond that, the spokesman said.

A GM spokesman said, "Obviously, we'll go by the law."

It is believed that the last GM vice president who stayed beyond age 65 was Don E. Ahrens, Cadillac Motor Car Division general manager in the 1950s. Ahrens reached 65 in 1955 and retired at the end of 1956.

An American Motors spokesman said that the new law should have no effect on AMC. Since 1978, there has been no mandatory retirement age for salaried employees.

He said that mandatory retirement was eliminated in the Kenosha, Wis., agreement signed in July 1985, since Wisconsin law bars mandatory retirement.

Though mandatory retirement is required in the Toledo, Ohio, agreement, the AMC spokesman said the rule has never been a problem. Toledo's contract expires in February 1988.

AUTOMOTIVE NEWS/JOE WILKSEMS
Toyota's Robert McCurry

Toyota eyes 1 million in annual U.S. sales

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

Toyota Motor Sales U.S.A. expects to be the first importer to sell more than 1 million vehicles in a calendar year.

The company forecasts 1986 sales of 630,000 cars and 380,000 trucks, according to Robert McCurry, senior vice president. Sales of about 10,000 Corolla FX-16 hatchbacks, the first U.S.-assembled cars to be sold under the Toyota nameplate, will help push Toyota over the top, he said.

"Next year, we'll sell 650,000 cars and 380,000 trucks," McCurry said. "And by 1988 (when Toyota's Georgetown, Ky., assembly plant begins production), our car sales alone should reach 750,000.

". . . That total will exceed this year's car sales for such brands as Plymouth, Chrysler, Dodge and Lincoln-Mercury."

McCurry's projections assume that voluntary export restrictions on Japanese cars will be extended next year with virtually no increase in volume.

"We have to plan that way, although we do not believe continued restrictions are necessary for the health of domestic manufacturers or desirable for consumers," he said.

The stronger yen and the likelihood that political friction over the mounting U.S. trade deficit with Japan would assure continued quotas in some form prompted Toyota to speed up work on its Kentucky plant earlier this year.

The plant now is scheduled to be on-line by early 1988 — six months sooner than originally planned. When full capacity is reached, it will be able to produce 200,000 Corolla-type units annually.

McCurry said Toyota has no plans to add truck production in the United States despite a 25 percent import duty on light trucks.

To keep up with the projected sales, Toyota will add dealers for the first time since 1980 — about 25 this year and another 25 in 1987. Most will be in the Sunbelt and the East.

Toyota's now has 1,085 dealers, according to a company executive.

AUTOMOTIVE NEWS/JOE WILKSEMS
Petersen: Ford does not plan any new plant construction in the near future

Ford plans to boost capacity for Taurus-Sable automatics

By Dave Zoia
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has decided to follow through on plans to expand capacity for automatic transaxles for Taurus and Sable.

Ford will boost output of the four-speed automatic (AXOD) transaxles at its Livonia, Mich., plant in order to meet demand for the unit in Taurus-Sable intermediate-sized front-wheel-drive cars.

Ford would not say how much additional capacity will be added in Livonia, but published reports indicated an increase of 100,000 units annually was planned. The tooling program is expected to take several months.

The Livonia plant has the capacity to assemble 500,000 AXOD transaxles a year. Annual assembly capacity of Taurus-Sable is more than 500,000 units.

In an Automotive News interview last week, Ford Chairman Donald E. Petersen said the expanded transaxle output is needed if Ford is to increase Taurus-Sable sales.

"The capacity increase gets the transmissions in better balance with the rest of the system," Petersen said. "It turned out we just didn't have quite the right balance between AXODs and engines."

The four-speed automatic is the only transaxle available with the Taurus-Sable 3-liter V-6 engine.

In addition to Taurus and Sable, the AXOD likely will be offered on a front-drive Continental expected to debut in the 1988 model year.

Ford expects 1987 to be a big year for Taurus and Sable.

"In 1987, we have the first calendar year where we'll have the full potential to build those in real volume — in excess of 500,000 if the market is there for them," Petersen said. "That has to be good news for Ford Motor Co."

Ford has been building many of its cars and trucks near capacity for the last two years.

"We haven't made all the final decisions, but it seems to me we will be continuing at or very close to that," Petersen said.

Petersen said Ford does not plan any new plant construction in the near future but will continue to increase capacity where possible at existing plants.

INDEX

Auction reports	38, 39
Classifieds	40-48
Coming events	24
Dealing with dealers	18
Legal news	30
Marketing and media	20
News briefs	8
Obituaries	55
Opinion	10
Personnel	34
Production	56
Sales, car	50
Service management	16, 17
Truck industry	12

61st year—No. 5151

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Mazda to offer 4-wheel steering on cars in U.S., Japan next year

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Mazda Motor Corp. will introduce an optional four-wheel-steering system in both Japan and the United States within one year.

The system controls the steering direction and angle of the vehicle's rear wheels in response to vehicle speed.

Tadahiko Takiguchi, manager of Mazda's chassis design engineering division, said last week that the four-wheel-steering system will be used on a new model and introduced in Japan a few months before it bows in the United States.

Takiguchi would not give details of that model. However, he said the system will be used in conjunction with an anti-lock braking system, which the company believes is necessary for optimum performance of the steering system.

The four-wheel-steering system will cost consumers "approximately the same as ABS," Takiguchi said. No firm price has been set.

Mazda's four-wheel-steering system debuted in 1983 on the MX-02 engineering prototype vehicle.

At low to medium speeds, the system steers the rear wheels in the opposite direction of the front wheels, reducing the turning radius of the car and facilitating tight turning and parking.

At high speeds, the rear wheels are turned in the same direction as the front wheels which improves straight-line stability and cornering stability, Mazda said.

According to Mazda documents, the steering angle of the rear-wheel is not necessarily in proportion to that of the front wheel. It is closely modulated according to the vehicle's speed. The steering ratio of the rear wheels to the front wheels in each speed range is adjusted automatically by a control unit equipped with a vehicle speed sensor and a steering angle sensor.

Takiguchi also said the system will be offered only on the high-line versions of the new model.

Program encourages extra time for repairs

By Arthur Flax
AUTMOTIVE NEWS STAFF REPORTER

AUTOMOTIVE NEWS ARTHUR FLAX

Rocky Walker, a GM senior technical writer, determines the time needed to make a repair under warranty at the GM Tech Center.

Chevrolet Motor Division is conducting a pilot program under which dealership technicians are encouraged to spend additional time on warranty repairs to make sure they are performed correctly.

"Our goal is to improve customer satisfaction," said Richard E. Lannen, sales manager for service and customer satisfaction in the Chevrolet central office.

". . . The No. 1 item that dissatisfies customers is not having their car fixed right the first time."

Lannen said technicians involved in the Chevrolet Master Repair Program will be paid for the extra time it takes to evaluate an auto malfunction before replacing parts or performing the repair procedure and to road test (or otherwise evaluate) the repair.

The pilot program also requires the dealer to phone the customer within 24 hours after the car leaves the shop to see if the repair has been performed correctly.

"In the past, a car might be written up by the service manager for handling problems," Lannen said. "The technician might immediately align the suspension. Now we want the technician to evaluate what is wrong before going to the next step."

He said the program also encourages service managers to write the "complete story" on the repair order. Technicians will be paid for time spent removing and testing a component that turns out to be functioning correctly.

The Master Repair Program started last December with 20 dealers; 800 of Chevrolet's 5,000 dealers now are involved. Lannen said Chevrolet will take another eight or 10 months to evaluate the program before deciding its future.

"During the past several years, we have given service managers the authority to approve extra time for repairs," Lannen said. "That authority was not always used. Now we are making it clear that we want them to use this extra time."

Throughout the industry, manufacturers generally offer some means of compensating technicians for efforts to make sure a car is repaired right.

A Chrysler representative said technicians are expected to complete a repair. Chrysler has a form for dealers to explain why the repair took longer than specified in the flat-rate manual.

Burt Schimpke, manager of the advanced service engineering department for Ford Parts and Service Division, said certain repairs follow strict diagnostic routines with a specific amount of time allowed for the repair.

In other cases, he said, "you can't define the diagnostic routine. An example would be diagnosing squeaks and rattles. We allow the technician the actual time it takes and requests for that time are made with the district office."

In another category, technicians who have gone through Ford's intensive, five-day, EEC-IV (electronic engine control) certification course are allowed to use their judgment and charge whatever time is necessary.

Charles M. Bounds, owner of Charles Bounds Chevrolet Inc., in Denison, Texas, said the Chevrolet program allows technicians to include under warranty charges all time spent searching for a problem. Bounds is a member of the Chevrolet National Dealer Council.

"This program allows the technician to go that extra mile," he said. ". . . It offers tangible proof that Chevrolet and General Motors are committed to product quality."

Bounds said warranty expenses have not increased significantly at his dealership since the pilot program began.

Before the program, he said, cars that weren't fixed right the first time could be brought back to the dealership and a warranty claim could be written for a different type of malfunction.

With the pilot program, Bounds said, the car often will have one claim with an additional three-tenths to six-tenths of an hour for warranty time. That time, he said, is often spent road-testing the vehicle.

"In my opinion, there is a potential for savings in the long term," he said.

Lannen said, "We are hopeful costs won't run away. If it's a wash, we'll be happy. We are most concerned with improving customer satisfaction."

Bounds predicted that the increase in the diagnostic time allowance will be most beneficial for technicians seeking to fix problems that are not immediately apparent, such as vibrations and rattles.

He said electronic engine and vehicle controls, which have frustrated technicians trained on older vehicles, will become the easiest components to fix as computerized diagnostic equipment becomes more available and electronics are improved.

Lannen included electronic malfunctions as the types of problems that could be better serviced under the pilot warranty program.

Byron Scott, director of home office service for Buick Motor Division, said Buick is not conducting a similar program but has surveyed 60 dealers for their reaction.

"In general," he said, "most technicians in the industry feel there is a place for such a program."

Dealer service business dropped in August, but stayed above '85 level

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business at new-car dealerships in August was lower than in some months this year, but it remained above the 1985 level.

Service volume for the first eight months of 1986 also outpaced the volume during the corresponding 1985 period.

The Automotive News Service Index found that shop business at dealerships in August amounted to 102.6 percent of the volume recorded in August 1985.

August was the fifth straight month in which service volume topped that of the year-ago month.

In the first eight months of 1986, service volume was 105 percent of that in the same 1985 period.

"We had a record month in July," said a Chevrolet dealer in the South whose business declined in August. "Also, school begins in August. It seems like people hold back a little at this time."

Other dealers also attributed the declines to end-of-summer doldrums.

A Big Three source predicted that indicators would show an increase in service business for September as a result of incentives, with more new-car customers entering the dealerships.

"When customers are buying cars, they are typically selling cars," he said. "And, in anticipation of selling their old cars, they have a tendency to bring their cars in for the small repairs that they have been putting off."

He predicted service business would continue to show an increase in October as a result of new cars returning for warranty service.

A Dodge-BMW dealer in the Northwest said that business had increased slightly. He credited "increased tourist traffic."

Some dealers who reported service increases in August said they made extra efforts to improve business.

A Buick dealer in the Northeast said, "Business increased as a result of longer working hours and additional mechanics. Also, we put a new service scheduling computer in place."

SERVICE INDEX
102.6*

	August, '86 vs. August, '85	8 mos., '86 vs. 8 mos., '85
Gross Profit on All Labor and P&A Sales	+2.1%	+6.8%
Repair Orders Written	−0.8%	+0.2%
Total Labor Sales (Customer & Warranty)	+3.2%	+8.9%
Shop Parts Sales (Customer & Warranty)	+ 6.3%	+6.4%
Sales of All P&A	+ 2.2%	+2.8%

*—Survey by Automotive News shows that dealers' service and parts business in August, 1986, was 102.6 percent of business in August, 1985. Service business in the first 8 months of 1986 was 105.0 percent of business in the corresponding period in 1985.

A Ford dealer in the Midwest whose service business increased slightly said he knew of no reason for the increase, "other than that we did some newspaper and radio advertising."

A Buick-Pontiac dealer in the Midwest said his volume increased because of a greater number of large jobs. "Dollar sales per repair order were much higher," he said.

In August, shop parts sales (customer paid and warranty) showed the biggest gain, up 6.3 percent.

Total labor sales (customer paid and warranty) were up 3.2 percent; sales of all parts and accessories were up 2.2 percent; and gross profit on all labor, parts and accessories sales climbed 2.1 percent.

Repair orders written were down 0.8 percent.

In addition, parts and accessories sales to off-premises customers were down 0.9 percent in August.

Total labor sales registered the biggest gain for the first eight months of 1986, climbing 8.9 percent over the 1985 period. Other indicators showing gains through August were gross profit on all labor, parts and accessories sales, up 6.8 percent; shop parts sales, up 6.4 percent; sales of all parts and accessories, up 2.8 percent and repair orders written, up 0.2 percent.

Parts and accessories sales to off-premises customers were down 0.3 percent through August 1986.

Chrysler staging seminars on car buying, maintenance

Chrysler Motors has been conducting seminars to provide information to the public on buying and maintaining automobiles.

Unlike the company's "Right From the Start Car Care Seminar," which is held at dealerships for recent buyers of new Chrysler products, the AutoInfo seminars have been held in hotels and a public library so as not to put pressure on the participants to buy autos.

Originally designed for women, the seminars have attracted a 50-50 mix of men and women.

Since March, the seminars have been held in New Orleans; Dallas; Chicago; and Windsor, Ontario.

At the seminars, participants are advised to ask to see the dealership's service department and to meet the service manager before making the decision to buy a car.

SHOP TALK

ARTHUR FLAX

Participants are told that dealers "sincerely hope you will return for your service needs. If you are not satisfied with the dealership's service department during the buying phase, you should consider going to a different dealership."

Kurt's service advice

Dealers might improve their service business by following the advice of independent garage owner Charles Kurt, of Kurt's Auto and Truck Center, Rockford, Ill.

Kurt, who said business is up 35 percent this year, told participants at the Congress of Automotive Repair and Service, "Your success is based on your image. The question the customer asks is 'Are you competent to fix my car?' If your garage is neat and clean, it goes a long way toward building your image."

Kurt runs a clean shop staffed by competent personnel and makes a point of selling his image.

He has appeared on television shows discussing such topics as winter car preparation and how to avoid service rip-offs.

He is also building a classroom in his service facility to teach customers the basics of car care. Kurt trains his technicians and others in the area (at cost) in the classroom.

He invites special interest groups as well as customers to his seminars. One group was offered a further class on understanding the function of the car so they would be better able to communicate with the technician.

Sixty of the 80 people in the group signed up.

"Most of the problem in the service industry is a lack of understanding by consumers of what is involved in a repair," Kurt said. "If consumers understand how complex the car is and how hard it is to pinpoint problems, they can learn to communicate the things that can help us pinpoint the problems."

He said consumers should be aware of when an automobile malfunctions — is it right after starting the engine or is it after the engine has been running for a while — and how to describe the malfunction.

Advice on gasoline

A Chevrolet dealer service bulletin lists brands of gasoline advertised to have detergent properties to remove deposits from port fuel injectors or to keep port fuel injectors clean.

The bulletin says the claims of the gasoline suppliers are not based on General Motors data, "but we have no reason to doubt the truth of the claims."

EPA mileage ratings for 1987 models

Est. MPG City	Hwy.	Car Line	CID & Fuel System	Trans.
		TWO SEATERS		
52	57	Honda Civic Coupe HF	91-3bc	M5
45	52	Honda Civic Coupe HF	91-3bc	M5
31	36	Honda Civic Coupe	91-3bc	M5
30	33	Honda Civic Coupe	91-FI	M5
29	34	Honda Civic Coupe	91-3bc	L4
26	32	Toyota MR2	97-FI	M5
25	34	Ford EXP	113-FI	M5
25	35	Pontiac Fiero	151-FI	M5
25	32	Toyota MR2	97-FI	L4
24	32	Subaru XT-DL	109-eFI	M5
24	32	Pontiac Fiero	151-FI	L3
23	28	Bertone X1/9	91-FI	M5
18	24	Pontiac Fiero	173-FI	L3
18	28	Pontiac Fiero	173-FI	M5
18	26	Nissan 300ZX	181-FI	L4
18	26	Nissan 300ZX	181-FI	M5
18	24	Nissan 300ZX Turbo	181-FI	M5
18	23	Mazda RX-7	80-FI	L4
17	23	Mazda RX-7 Turbo	80-FI	M5
17	24	Mazda RX-7	80-FI	M5
17	24	Nissan 300ZX Turbo	181-FI	L4
16	25	Chevrolet Corvette	350-FI	L4
16	25	Chevrolet Corvette Convertible	350-FI	L4
15	22	Maserati Biturbo Spyder	152-2bc	A3
13	17	Jaguar XJ-SC	326-FI	A3
13	18	Ferrari 328 GTS-GTB	194-FI	M5
10	15	Ferrari Testarossa	302-FI	M5
		MINICOMPACTS		
54	58	Chevrolet Sprint ER	61-2bc	M5
37	43	Suzuki Forsa Turbo	61-FI	M5
37	43	Pontiac Turbo Firefly	61-FI	M5
37	43	Chevrolet Turbo Sprint	61-FI	M5
37	34	Toyota Celica Convertible	122-FI	M5
26	34	Toyota Celica Convertible	122-FI	L4
24	29	Volkswagen Cabriolet	109-FI	M5
23	25	Volkswagen Cabriolet	109-FI	A3
21	27	Porsche 944	151-FI	M5
19	23	Porsche 944	151-FI	A3
18	24	Alfa Romeo GTV	152-FI	M5
13	15	Maserati Biturbo	152-2bc	A3
13	18	Ferrari 3.2 Mondial-Cabriolet	194-FI	M5
		SUBCOMPACTS		
44	49	Pontiac Firefly	61-2bc	M5
44	49	Suzuki Forsa	61-2bc	M5
44	49	Chevrolet Sprint	61-2bc	M5
38	40	Pontiac Firefly	61-2bc	A3
38	40	Suzuki Forsa	61-2bc	A3
38	40	Chevrolet Sprint	61-2bc	A3
38	41	Subaru Justy	73-2bc	M5
37	43	Honda Civic	82-c3bc	M4
37	41	Isuzu I-Mark	90-2bc	M5
37	41	Chevrolet Spectrum	90-2bc	M5
37	41	Pontiac Sunburst	90-2bc	M5
37	41	Toyota Tercel	89-1bc	M4
34	38	Dodge Colt	90-2bc	M4
34	38	Plymouth Colt	90-2bc	M4
34	38	Mitsubishi Mirage	90-2bc	M4
33	39	Isuzu I-Mark	90-2bc	M5
32	37	Dodge Colt	90-2bc	M5
32	37	Plymouth Colt	90-2bc	M5
32	37	Mitsubishi Mirage	90-2bc	M5
32	40	Nissan Sentra Honeybee	98-2bc	M5
31	33	Isuzu I-Mark	90-2bc	A3
31	33	Chevrolet Spectrum	90-2bc	A3
31	33	Subaru Hatchback	97-2bc	M4
31	33	Pontiac Sunburst	90-2bc	A3
31	38	Toyota Tercel	89-1bc	M5
30	35	Honda Civic	91-3bc	M5
30	33	Honda Civic	91-FI	M5
29	33	Dodge Colt	90-2bc	L3
29	33	Plymouth Colt	90-2bc	L3
29	33	Mitsubishi Mirage	90-2bc	L3
29	34	Toyota Tercel	89-1bc	L3
28	35	Renault Alliance Convertible	105-eFI	M5
28	34	Chevrolet Chevette CS	98-2bc	M4
28	33	Toyota Corolla Sport	97-2bc	M5
28	32	Subaru Hatchback	97-2bc	M5
28	34	Pontiac 1000	98-2bc	M4
27	34	Toyota Celica	122-FI	M5
27	35	Chevrolet Chevette CS	98-2bc	M5
27	33	Honda Civic	97-2bc	L4
27	33	Toyota Corolla Sport	97-2bc	L4
27	30	Nissan Sentra Honeybee	98-2bc	L3
27	35	Pontiac 1000	98-2bc	M5
26	34	Toyota Celica	122-FI	L4
26	32	Toyota Corolla Sport	97-FI	M5
26	30	Volkswagen Fox	109-FI	M4
26	30	Acura Integra	97-FI	M5
26	32	Nissan Pulsar NX	98-FI	M5
26	32	Nissan Sentra Coupe	98-FI	M5
26	36	Pontiac Sunbird Convertible	122-FI	M5
25	33	Chevrolet Cavalier Convertible	121-FI	M4
25	34	Chevrolet Cavalier Convertible	121-FI	M5
25	34	Dodge Charger	135-2bc	M5
25	30	Chevrolet Chevette CS	98-2bc	L3
25	31	Dodge Colt turbo	98-FI	M5
25	31	Plymouth Colt turbo	98-FI	M5
25	32	Mitsubishi Cordia	122-2bc	M5
25	29	Toyota Corolla FX16	97-FI	M5
25	31	Acura Integra	97-FI	L4
25	31	Mitsubishi Mirage turbo	98-FI	M5
25	31	Ford Mustang	140-FI	M5
25	31	Honda Prelude	119-FI	M5
25	31	Honda Prelude	112-2bc	M5
25	31	Nissan Sentra Coupe	98-FI	L3
25	32	Subaru XT	109-eFI	M5
25	35	Plymouth Turismo	135-2bc	M5
25	30	Pontiac 1000	98-2bc	L3
25	30	Audi 4000	109-FI	M5
24	31	Chevrolet Cavalier Convertible	121-FI	L3
24	26	Dodge Colt turbo	98-FI	L3
24	26	Plymouth Colt turbo	98-FI	L3
24	26	Mitsubishi Cordia	122-2bc	L3
24	30	Toyota Corolla FX16	97-FI	L4
24	28	Renault GTA Convertible	120-eFI	M5
24	26	Mitsubishi Mirage turbo	98-FI	L3
24	30	Honda Prelude	119-FI	L4
24	28	Nissan Pulsar NX	98-FI	L3
24	29	Volkswagen Scirocco	109-FI	M5
24	27	Subaru XT	109-eFI	L3
24	30	Pontiac Sunbird Convertible	122-FI	L3
24	31	Mitsubishi Tredia	122-2bc	L3
24	31	Mitsubishi Tredia	122-2bc	M5
23	28	Renault Alliance Convertible	105-eFI	A3
23	29	Toyota Celica	122-FI	L4
23	29	Toyota Celica	122-FI	M5
23	27	Dodge Charger	135-2bc	A3
23	30	Honda Prelude	112-2bc	L4
23	30	Nissan Pulsar NX	98-FI	M5
23	25	Volkswagen Scirocco	109-FI	A3
23	28	Volkswagen Scirocco 16V	109-FI	M5
23	25	Subaru Hatchback	109-2bc	L3
23	28	Subaru XT turbo	109-FI	M5
23	27	Subaru XT 4wd turbo	109-FI	M5
23	27	Plymouth Turismo	135-2bc	A3
22	27	Audi 4000	109-FI	A3
22	29	Mitsubishi Cordia turbo	110-FI	M5
22	27	Dodge Daytona	152-FI	L3
22	32	Dodge Daytona	152-FI	M5
22	27	Chrysler LeBaron Convertible	152-FI	L3
22	32	Chrysler LeBaron Convertible	152-FI	M5
22	24	Subaru XT turbo	109-FI	L3
22	24	Subaru XT 4wd turbo	109-FI	A3
22	29	Mitsubishi Tredia turbo	110-FI	M5
22	28	Nissan 200SX	120-FI	M5
21	26	Saab 900 Convertible turbo	121-FI	M5
21	31	Pontiac Sunbird Conv. turbo	121-FI	M5
21	27	Nissan 200SX	120-FI	L4
21	28	BMW 3-Series	164-eFI	M5
20	26	Chevrolet Cavalier Convertible	173-FI	L3
20	29	Dodge Daytona turbo	135-FI	M5
20	29	Dodge Lancer Convertible turbo	135-FI	M5
20	29	Chrysler Laser-Daytona turbo	135-FI	M5
20	29	Chrysler LeBaron Convertible turbo	135-FI	M5
20	27	Pontiac Sunbird Conv. turbo	121-FI	L3
20	27	BMW 3-Series	164-eFI	L4
19	27	Chevrolet Camaro	173-FI	L4
19	27	Chevrolet Cavalier Convertible	173-FI	M5
19	28	Dodge Charger turbo	135-FI	M5
19	25	Audi Coupe GT	136-FI	M5
19	24	Dodge Daytona turbo	135-FI	A3
19	27	Pontiac Firebird/Trans Am/ Formula	173-FI	L4
18	27	Ford Mustang	302-FI	L4
18	21	Saab 900 Convertible turbo	121-FI	A3
18	24	Mitsubishi Starion turbo	156-FI	L4
18	23	Mitsubishi Starion turbo	156-FI	M5
18	23	Toyota Supra turbo	180-FI	L4
18	23	Toyota Supra	180-FI	L4
18	23	Toyota Supra turbo	180-FI	M5
18	26	Nissan 200SX	181-FI	L4
18	26	Nissan 300ZX 2 + 2	181-FI	L4
18	24	Nissan 300ZX 2 + 2	181-FI	M5
18	22	Audi 4000CS Quattro	136-FI	M5
17	25	Chevrolet Camaro	305-FI	L4
17	24	Chevrolet Camaro	305-4bc	L4
17	26	Chevrolet Camaro	173-FI	M5
17	25	Pontiac Firebird/Trans Am/ Formula	305-FI	L4
17	24	Pontiac Firebird/Trans Am/ Formula	305-4bc	L4
17	26	Pontiac Firebird/Trans Am/ Formula	173-FI	M5
17	23	Toyota Supra	180-FI	M5
16	25	Chevrolet Camaro	350-FI	L4
16	25	Chevrolet Camaro	305-4bc	M5
16	26	Chevrolet Camaro	305-FI	M5
16	25	Pontiac Firebird/Trans Am/ Formula	350-FI	L4
16	25	Pontiac Firebird/Trans Am/ Formula	305-4bc	M5
16	26	Pontiac Firebird/Trans Am/ Formula	305-FI	M5
16	21	BMW 6-Series	209-eFI	L4
16	22	BMW 6-Series	209-eFI	M5
15	19	Jaguar XJ-6	258-FI	A3
13	15	Maserati Biturbo 425	152-2bc	A3
13	17	Jaguar XJ-S	326-FI	A3
8	10	Rolls-Royce Bentley Continental	412-FI	A3
8	10	Rolls-Royce Corniche II	412-FI	A3
		COMPACTS		
37	45	Ford Escort diesel	122-FI	M5
37	45	Lincoln-Mercury Lynx diesel	122-FI	M5
36	41	Volkswagen Golf diesel	97-FI	M5
34	41	Renault Alliance	85-eFI	M4
33	40	Renault Alliance	85-eFI	M5
32	38	Renault Alliance	85-eFI	M4
30	37	Toyota Corolla	97-2bc	M5
29	37	Renault Alliance	105-eFI	M5
29	37	Chevrolet Nova	97-2bc	M5
28	37	Toyota Corolla	97-2bc	L3
28	35	Toyota Corolla	97-2bc	L4
28	34	Mazda 323	98-FI	M5
28	32	Chevrolet Nova	97-2bc	L3
28	35	Nissan Sentra	98-2bc	M5
27	34	Honda Accord	119-2bc	M5
27	31	Renault Alliance	85-eFI	A3
27	34	Toyota Camry	122-FI	M5
26	36	Oldsmobile Firenza	122-FI	M5
26	34	Volkswagen Golf	109-FI	M5
26	30	Renault GTA	120-eFI	M5
26	31	Volkswagen GTI	109-FI	M5
26	34	Volkswagen Jetta	109-FI	M5
26	31	Volkswagen Jetta GLI	109-FI	M5
25	30	Ford Laser	98-FI	M4
25	30	Mazda 323	98-FI	M4
25	32	Mazda 626	122-FI	M5
25	30	Nissan Sentra	98-2bc	L3
25	36	Buick Skyhawk	122-FI	M5
25	36	Pontiac Sunbird	122-FI	M5
25	31	Honda Accord	119-FI	M5
25	34	Chevrolet Beretta	121-FI	M5
25	31	Toyota Camry	122-FI	L4
25	33	Chevrolet Cavalier	121-FI	M4
25	34	Chevrolet Cavalier	121-FI	M5
25	34	Cadillac Cimarron	121-FI	M5
25	34	Chevrolet Corsica	121-FI	M5
25	34	Ford Escort	113-FI	M5
25	31	Oldsmobile Firenza	122-FI	L3
25	33	Oldsmobile Firenza	121-FI	M4
25	34	Plymouth Horizon	135-2bc	M5
25	30	Ford Laser	98-FI	A3
25	34	Lincoln-Mercury Lynx	113-FI	M5
25	34	Mazda 323	98-FI	A3
25	34	Dodge Omni	135-2bc	M5
25	33	Dodge Shadow	135-cFI	M5
25	32	Dodge Shadow	135-FI	M5
25	31	Buick Skyhawk	122-FI	L3
25	33	Buick Skyhawk	121-FI	M4
25	32	Subaru Sedan 3-door	109-eFI	M5
25	31	Pontiac Sunbird	122-FI	L3
25	33	Pontiac Sunbird	121-FI	M4
25	32	Plymouth Sundance	135-FI	M5
25	33	Plymouth Sundance	135-cFI	M5
25	34	Ford Tempo	140-FI	M5
25	34	Lincoln-Mercury Topaz	140-FI	M5
24	30	Honda Accord	119-2bc	L4
24	30	Honda Accord	119-FI	L4
24	29	Renault Alliance	105-eFI	A3
24	30	Chevrolet Beretta	121-FI	L3
24	31	Chevrolet Cavalier	121-FI	L3
24	31	Chevrolet Corsica	121-FI	L3
24	31	Oldsmobile Firenza	121-FI	L3
24	27	Volkswagen Jetta GLI	109-FI	A3
24	31	Buick Skyhawk	121-FI	L3
24	26	Subaru Sedan 3-door	109-eFI	L3
24	27	Peugeot 505 turbodiesel	152-FI	L4
23	30	Cadillac Cimarron	121-FI	L3
23	27	Volkswagen Golf	109-FI	A3
23	28	Volkswagen GTI 16V	109-FI	M5
23	27	Plymouth Horizon	135-2bc	A3
23	27	Volkswagen Jetta	109-FI	A3
23	29	Volkswagen Jetta GLI 16 V	109-FI	M5
23	29	Mazda 626	122-FI	L4
23	27	Dodge Omni	135-2bc	A3
23	27	Dodge Shadow	135-cFI	A3
23	28	Dodge Shadow	135-FI	A3
23	28	Nissan Stanza	120-FI	M5
23	28	Subaru sedan 3-door turbo	109-FI	M5
23	28	Plymouth Sundance	135-FI	A3
23	27	Plymouth Sundance	135-cFI	A3
22	32	Oldsmobile Calais	151-FI	L3
22	33	Oldsmobile Calais	151-FI	M5
22	32	Pontiac Grand Am	151-FI	L3
22	32	Pontiac Grand Am	151-FI	M5
22	28	Mazda 626 Turbo	122-FI	M5
22	32	Buick Somerset-Skylark	151-FI	L3
22	32	Buick Somerset-Skylark	151-FI	M5
22	25	Subaru sedan 3-door turbo	109-FI	A3
22	25	Subaru sedan 3-door 4wd turbo	109-FI	M5
22	30	Ford Tempo	140-FI	A3
22	30	Ford Tempo	140-FI	M5
22	27	Lincoln-Mercury Topaz	140-FI	A3
22	30	Lincoln-Mercury Topaz	140-FI	M5
22	28	Volvo 240DL-240GL	141-FI	M5
21	27	Pontiac Grand Am	121-FI	M5
21	27	Saab 900 Turbo	121-FI	M5
21	26	Saab 900	121-FI	M5
21	27	Buick Skyhawk Turbo	121-FI	L3
21	31	Buick Skyhawk Turbo	121-FI	M5
21	27	Nissan Stanza	120-FI	L4
21	31	Pontiac Sunbird Turbo	121-FI	M5
21	27	Pontiac Sunbird Turbo	121-FI	L3
21	24	Volvo 240DL-240GL	141-FI	A4
20	26	Chevrolet Beretta	173-FI	L3
20	26	Chevrolet Cavalier	173-FI	L3
20	26	Cadillac Cimarron	173-FI	L3
20	26	Chevrolet Corsica	173-FI	L3
20	26	Oldsmobile Firenza	173-FI	L3
20	27	Mitsubishi Galant	143-FI	L4
20	27	Mitsubishi Galant	143-FI	M5
20	27	Pontiac Grand Am	121-FI	L3
20	29	Dodge Shadow Turbo	135-FI	M5
20	29	Plymouth Sundance Turbo	135-FI	M5
20	23	Ford Tempo all-wheel-drive	140-FI	A3
20	23	Lincoln-Mercury Topaz all-wheel-drive	140-FI	A3
20	24	BMW 5-Series	164-eFI	M5
20	23	Peugeot 505 sedan	132-eFI	L4
20	23	Peugeot 505 sedan	120-eFI	L4
19	27	Chevrolet Beretta	173-FI	M5
19	27	Oldsmobile Calais	181-FI	L3
19	27	Chevrolet Cavalier	173-FI	M5
19	27	Cadillac Cimarron	173-FI	M5
19	27	Chevrolet Corsica	173-FI	M5
19	28	Toyota Cressida	168-FI	M5
19	27	Oldsmobile Firenza	173-FI	M5
19	27	Pontiac Grand Am	181-FI	L3
19	28	Dodge Omni Turbo	135-FI	M5
19	24	Volkswagen Quantum	136-FI	M5
19	21	Saab 900	121-FI	A3
19	22	Saab 900	121-FI	A3
19	22	Saab 900 Turbo	121-FI	A3
19	24	Dodge Shadow Turbo	135-FI	A3
19	23	Dodge Shadow Turbo	135-cFI	A3
19	28	Dodge Shadow Turbo	135-cFI	M5
19	27	Buick Somerset-Skylark	181-FI	L3
19	24	Plymouth Sundance Turbo	135-FI	A3
19	23	Plymouth Sundance Turbo	135-cFI	A3
19	28	Plymouth Sundance Turbo	135-cFI	M5
19	22	Peugeot 505 turbo sedan	131-eFI	L4
19	24	Peugeot 505 turbo sedan	131-eFI	M5
18	27	Lincoln-Mercury Cougar	302-FI	L4
18	24	Toyota Cressida	168-FI	L4
18	24	Nissan Maxima	181-FI	L4
18	26	Nissan Maxima	181-FI	M5
18	22	Volkswagen Quantum	136-FI	A3
18	27	Ford Thunderbird	302-FI	L4
18	24	BMW 5-Series	164-eFI	L4
18	22	Peugeot 505 sedan	174-eFI	L4
18	23	Peugeot 505 sedan	132-eFI	M5
18	22	Peugeot 505 sedan	174-eFI	M5
16	21	BMW 5-Series	209-eFI	L4
16	22	BMW 5-Series	209-eFI	M5
15	19	BMW 7-Series	209-eFI	L4
15	20	BMW 7-Series	209-eFI	M5
8	10	Rolls-Royce Camargue	412-FI	A3
		MID-SIZE CARS		
25	32	Dodge Aries	135-FI	M5
25	32	Plymouth Reliant	135-FI	M5
25	32	Dodge Lancer	135-FI	M5
24	32	Chrysler LeBaron GTS	135-FI	M5
23	28	Dodge Aries	135-FI	A3
23	26	Plymouth Caravelle	135-FI	A3
23	26	Dodge Lancer	135-FI	A3
23	26	Chrysler LeBaron	135-FI	A3
23	26	Chrysler LeBaron GTS	135-FI	A3
23	28	Plymouth Reliant	135-FI	A3
23	26	Dodge 600	135-FI	A3
22	28	Volvo 740-760	141-FI	M4
22	27	Dodge Aries	152-FI	L3
22	27	Plymouth Caravelle	152-FI	L3
22	27	Chevrolet Celebrity	151-FI	L3
22	32	Buick Century	151-FI	L3
22	32	Oldsmobile Cutlass Ciera	151-FI	L3
22	27	Dodge Lancer	152-FI	L3
22	32	Dodge Lancer	152-FI	M5
22	27	Chrysler LeBaron	152-FI	L3
22	32	Chrysler LeBaron	152-FI	M5
22	27	Chrysler LeBaron GTS	152-FI	L3
22	32	Chrysler LeBaron GTS	152-FI	M5
22	27	Chrysler New Yorker	152-FI	L3
22	27	Plymouth Reliant	152-FI	L3
22	27	Dodge 600	152-FI	L3
22	32	Pontiac 6000	151-FI	L3
22	25	Volvo 740-760	141-FI	L4
20	26	Chevrolet Celebrity	173-FI	L3
20	28	Chevrolet Celebrity	173-FI	L4
20	26	Buick Century	173-FI	L3
20	28	Buick Century	173-FI	L4
20	26	Oldsmobile Cutlass Ciera	173-FI	L3
20	28	Oldsmobile Cutlass Ciera	173-FI	L4
20	29	Dodge Lancer Turbo	135-FI	M5
20	29	Chrysler LeBaron Turbo	135-FI	M5
20	29	Chrysler LeBaron GTS Turbo	135-FI	M5
20	26	Pontiac 6000	173-FI	L3
20	25	Volvo 740-760 Turbo	141-FI	M4
19	24	Plymouth Caravelle Turbo	135-FI	A3
19	27	Chevrolet Celebrity	173-FI	M5
19	24	Oldsmobile Cutlass Supreme	231-2bc	L3
19	24	Pontiac Grand Prix	231-2bc	L3
19	24	Pontiac Grand Prix	262-FI	L3
19	26	Pontiac Grand Prix	262-FI	L4
19	24	Dodge Lancer Turbo	135-FI	A3
19	24	Chrysler LeBaron Turbo	135-FI	A3
19	24	Chrysler LeBaron GTS Turbo	135-FI	A3
19	24	Chevrolet Monte Carlo	262-FI	L3
19	26	Chevrolet Monte Carlo	262-FI	L4
19	24	Chrysler New Yorker Turbo	135-FI	A3
19	24	Buick Regal	231-2bc	L3
19	26	Audi 5000S	136-FI	M5
19	24	Dodge 600 Turbo	135-FI	A3
19	27	Pontiac 6000	173-FI	L4
19	27	Pontiac 6000	173-FI	M5
19	22	Volvo 740-760 Turbo	141-FI	A4
18	25	Oldsmobile Cutlass Supreme	307-4bc	L4
18	25	Buick Regal	307-4bc	L4
18	22	Audi 5000CS Turbo	136-FI	A3
18	26	Audi 5000CS Turbo	136-FI	M5
18	22	Audi 5000S	136-FI	A3
17	27	Lincoln-Mercury Continental	302-FI	L4
17	23	Oldsmobile Cutlass Supreme	307-4bc	L3
17	25	Cadillac Eldorado	249-FI	L4
17	24	Pontiac Grand Prix	305-4bc	L4
17	27	Lincoln-Mercury Mark VII	302-FI	L4
17	24	Chevrolet Monte Carlo	305-4bc	L4
17	23	Buick Regal	307-4bc	L3
17	25	Buick Regal Turbo	231-FI	L4
17	25	Cadillac Seville	249-FI	L4
17	25	Audi 5000CS Quattro Turbo	136-FI	M5
16	21	Dodge Diplomat	318-2bc	L3
16	21	Plymouth Gran Fury	318-2bc	L3
16	21	Chrysler Newport-Fifth Avenue	318-2bc	L3
9	10	Rolls-Royce Bentley Eight/ Bentley Mulsanne	412-FI	A3
9	10	Rolls-Royce Silver Spirit/ Silver Spur	412-FI	A3
		LARGE CARS		
21	28	Saab 9000 Turbo	121-FI	M5
21	26	Saab 9000	121-FI	M5
19	26	Saab 9000 Turbo	121-FI	A4
18	25	Cadillac Brougham	307-4bc	L4
18	23	Chevrolet Caprice	262-FI	L3
18	25	Chevrolet Caprice	307-4bc	L4
18	27	Chevrolet Caprice	262-FI	L4
18	23	Saab 9000	121-FI	A4
17	25	Cadillac Fleetwood-DeVille	249-FI	L4
17	27	Lincoln-Mercury Grand Marquis	302-FI	L4
17	24	Cadillac Limousine	249-FI	L4
17	27	Ford LTD Crown Victoria	302-FI	L4
17	27	Lincoln-Mercury Town Car	302-FI	L4
16	24	Chevrolet Caprice	305-4bc	L4
8	10	Rolls-Royce Silver Spur Limo	412-FI	A3
		SMALL STATION WAGONS		
30	35	Honda Civic Wagon	91-3bc	M5
29	31	Toyota Tercel Wagon 2wd	89-2bc	A3
29	36	Toyota Tercel Wagon 2wd	89-2bc	M5
28	32	Honda Civic Wagon	91-3bc	L4
28	33	Mazda 323 Wagon	98-FI	M5
28	35	Nissan Sentra Wagon	98-2bc	M5
27	34	Toyota Camry Wagon	122-FI	M5
26	36	Oldsmobile Firenza Cruiser	122-FI	M5
26	30	Volkswagen Fox GL Wagon	109-FI	M4
26	36	Buick Skyhawk Wagon	122-FI	M5
26	36	Pontiac Sunbird Wagon	122-FI	M5
26	30	Toyota Tercel Wagon 4wd	89-2bc	M5
25	31	Toyota Camry Wagon	122-FI	L4
25	33	Chevrolet Cavalier Wagon	121-FI	M4
25	34	Chevrolet Cavalier Wagon	121-FI	M5
25	29	Nissan Sentra Wagon 4wd	91-3bc	M5
25	31	Oldsmobile Firenza Cruiser	122-FI	L3
25	33	Oldsmobile Firenza Cruiser	121-FI	M4
25	30	Mazda 323 Wagon	98-FI	A3
25	29	Nissan Sentra Wagon	98-2bc	L3
25	33	Buick Skyhawk Wagon	121-FI	M4
25	30	Subaru Wagon	109-eFI	M5
25	31	Pontiac Sunbird Wagon	122-FI	L3
25	33	Pontiac Sunbird Wagon	121-FI	M4
24	31	Chevrolet Cavalier Wagon	121-FI	L3
24	29	Dodge Colt Vista	122-2bc	M5
24	29	Plymouth Colt Vista	122-2bc	M5
24	31	Oldsmobile Firenza Cruiser	121-FI	L3
24	28	Nissan Sentra Wagon 4wd	98-FI	M5
24	31	Buick Skyhawk Wagon	121-FI	L3
24	30	Buick Skyhawk Wagon	122-FI	L3
24	26	Subaru Wagon	109-eFI	L3
24	25	Toyota Tercel Wagon 4wd	89-2bc	A3
23	24	Dodge Colt Vista	122-2bc	L3
23	24	Plymouth Colt Vista	122-2bc	L3
23	24	Mitsubishi Space Wagon	122-2bc	L3
23	28	Subaru Wagon Turbo	109-FI	M5
22	24	Subaru Wagon Turbo	109-FI	A3
22	25	Subaru Wagon 4wd Turbo	109-FI	M5
21	23	Subaru Wagon 4wd Turbo	109-FI	A3
19	23	Volkswagen Quantum Wagon	136-FI	M5
18	24	Nissan Maxima Wagon	181-FI	L4
18	22	Volkswagen Quantum Wagon	136-FI	A3
17	21	Volkswagen Quantum Syncro Wagon	136-FI	M5
		MID-SIZE STATION WAGONS		
24	32	Dodge Aries Wagon	135-FI	M5
24	32	Plymouth Reliant Wagon	135-FI	M5
24	27	Peugeot 505 Turbodiesel Wagon	152-FI diesel	L4
23	26	Dodge Aries Wagon	135-FI	A3
23	26	Plymouth Reliant Wagon	135-FI	A3
23	27	Mercedes-Benz 300TD turbodiesel Wagon	183-F

Est. MPG City	Hwy.	Car Line	CID & Fuel System	Trans.
22	27	Chrysler Town & Country Wagon	152-FI	L3
22	28	Volvo 240DL-240GL Wagon	141-FI	M5
22	29	Volvo 740-760 Wagon	141-FI	M4
21	28	Buick Century Wagon	151-FI	L3
21	28	Oldsmobile Cutlass Cruiser	151-FI	L3
21	25	Volvo 240DL-240GL Wagon	141-FI	A4
2	28	Pontiac 6000 Wagon	151-FI	L3
20	25	Nissan Stanza Wagon 2wd	120-FI	L4
20	23	Peugeot 505 Station Wagon	120-⌀FI	L4
20	26	Volvo 740-760 Wagon	141-FI	L4
20	25	Volvo 740-760 Turbo Wagon	141-FI	M4
19	24	Chevrolet Celebrity Wagon	173-FI	L3
19	27	Chevrolet Celebrity Wagon	173-FI	L4
19	28	Chevrolet Celebrity Wagon	173-FI	M5
19	24	Buick Century Wagon	173-FI	L3
19	27	Buick Century Wagon	172-FI	L4
19	24	Oldsmobile Cutlass Cruiser	173-FI	L3
19	27	Oldsmobile Cutlass Cruiser	173-FI	L4
19	24	Chrysler Town & Country Turbo	135-FI	A3
19	25	Audi 5000S Wagon	136-FI	M5
19	22	Peugeot 505 Turbo Wagon	131-⌀FI	L4
19	24	Pontiac 6000 Wagon	173-FI	L3
19	27	Pontiac 6000 Wagon	173-FI	L4
19	28	Pontiac 6000 Wagon	173-FI	M5
19	22	Volvo 740-760 Turbo Wagon	141-FI	A4
18	24	Toyota Cressida Wagon	168-FI	L4
17	25	Audi 5000CS Quattro Turbo Wagon	136-FI	M5
17	22	Audi 5000S Wagon	136-FI	A3
16	24	Oldsmobile Custom Cruiser	307-4bc	L4
		LARGE STATION WAGONS		
17	27	Lincoln-Mercury Grand Marquis Wagon	302-FI	L4
17	27	Ford LTD Crown Victoria Wagon	302-FI	L4
16	24	Chevrolet Caprice Wagon	307-4bc	L4
16	24	Buick LeSabre/Electra Wagon	307-4bc	L4
16	24	Pontiac Safari Wagon	307-4bc	L4
		SMALL PICKUP TRUCKS		
35	39	Isuzu P'up 2wd diesel	137-FI	M4
32	35	Isuzu P'up 2wd diesel	137-FI	M5
31	33	Isuzu P'up 2wd turbodiesel	137-FI	M5
28	30	Ford Ranger 2wd turbodiesel	140-FI	M5
27	28	Ford Ranger 4wd turbodiesel	140-FI	M5
26	26	Isuzu P'up 4wd turbodiesel	137-FI	M5
26	31	Toyota Truck 2wd	144-⌂2bc	M4
25	31	Isuzu P'up 2wd	119-⌂2bc	M4
25	28	Ford Ranger Pickup 2wd	140-FI	M5
24	29	Subaru Brat 4wd	109-2bc	M4
24	28	Subaru Brat 4wd	109-⌂2bc	M4
24	26	Ford Ranger Pickup 4wd	140-FI	M5
24	29	Toyota Truck 2wd	144-2bc	M4
23	28	Isuzu P'up 2wd	119-2bc	M4
23	27	Dodge Ram 50 2wd	122-2bc	A4
23	28	Dodge Ram 50 2wd	122-2bc	M5
23	27	Ford Ranger Pickup 2wd	122-2bc	M5
23	29	Chevrolet S10 Pickup 2wd	151-FI	M5
23	29	GMC S15 Pickup 2wd	151-FI	M5
23	27	Mitsubishi Truck 2wd	122-2bc	A4
23	28	Mitsubishi Truck 2wd	122-2bc	M5
23	25	Toyota Truck 2wd	144-FI	A4
23	28	Toyota Truck 2wd	144-FI	M5
22	27	Ford Courier	122-2bc	M5
22	27	Mazda B2000/B2200/B2600	122-2bc	M5
22	26	Isuzu P'up 2wd	138-2bc	M5
22	27	Chevrolet S10 Pickup 2wd	151-FI	M4
22	27	GMC S15 Pickup 2wd	151-FI	M4
22	26	Nissan Truck 2wd	146-FI	M5
22	24	Toyota Truck 2wd	144-⌂2bc	A4
22	24	Toyota Truck 2wd	144-2bc	A4
22	26	Toyota Truck 2wd	144-⌂2bc	M5
22	25	Toyota Truck 2wd	144-2bc	M5
21	26	Mazda B2000/B2200/B2600	122-2bc	M4
21	23	Isuzu P'up 2wd	138-⌂2bc	A3
21	23	Isuzu P'up 2wd	138-2bc	A3
21	26	Isuzu P'up 2wd	138-⌂2bc	M5
21	24	Dodge Ram 50 2wd	156-2bc	A4
21	26	Ford Ranger Pickup 2wd	140-FI	L4
21	27	Chevrolet S10 Pickup 2wd	151-FI	L4
21	27	GMC S15 Pickup 2wd	151-FI	L4
21	24	Mitsubishi Truck 2wd	156-2bc	A4
21	24	Toyota Truck 2wd Turbo	144-FI	M5
20	26	Dodge Ram 50 2wd	156-2bc	M5
20	26	Mitsubishi Truck 2wd	156-2bc	M5
20	25	Nissan Truck 2wd	146-FI	L4
19	23	Isuzu P'up 4wd	138-2bc	M5
19	23	Isuzu P'up 4wd	138-⌂2bc	M5
19	24	Ford Ranger Pickup 2wd	179-FI	M5
18	24	Ford Ranger Pickup 4wd	179-FI	L4
18	22	Ford Ranger Pickup 4wd	179-FI	M5
18	23	Chevrolet S10 Pickup 2wd	173-FI	M4
18	24	Chevrolet S10 Pickup 2wd	173-FI	M5
18	23	GMC S15 Pickup 2wd	173-FI	M4
18	24	GMC S15 Pickup 2wd	173-FI	M5
17	22	Ford Ranger Pickup 4wd	179-FI	L4
17	19	Chevrolet S10 Pickup 2wd	173-FI	L3
17	24	Chevrolet S10 Pickup 2wd	173-FI	L4
17	19	GMC S15 Pickup 2wd	173-FI	L3
17	24	GMC S15 Pickup 2wd	173-FI	L4
17	20	Nissan Truck 2wd	181-FI	L4
16	23	Nissan Truck 2wd	181-FI	M5
		STANDARD PICKUP TRUCKS		
28	30	Jeep Comanche 2wd turbodiesel	126-FI	M5
23	25	Toyota 1Ton Truck 2wd	144-FI	A4
23	26	Toyota 1Ton Truck 2wd	144-FI	M5
22	25	Jeep Comanche 2wd	150-⌀FI	M4
22	27	Dodge Dakota 2wd	135-2bc	M5
22	25	Chevrolet T10 Pickup 4wd	151-FI	M4
22	25	GMC T15 Pickup 4wd	151-FI	M4
21	25	Jeep Comanche 4wd	150-⌀FI	M4
21	22	Toyota Truck 4wd	144-FI	L4
21	24	Toyota Truck 4wd	144-FI	M5
21	26	Chevrolet T10 Pickup 4wd	151-FI	M5
21	26	GMC T15 Pickup 4wd	151-FI	M5
20	24	Jeep Comanche 2wd	150-⌀FI	M5
20	23	Jeep Comanche 4wd	150-⌀FI	M5
20	24	Chevrolet R10 2wd diesel	379-⌀FI	M4
20	24	Chevrolet R10 2wd diesel	379-⌀FI	M4C
20	24	GMC R15 2wd diesel	379-⌀FI	M4
20	24	GMC R15 2wd diesel	379-⌀FI	M4C
19	24	Jeep Comanche 2wd	150-⌀FI	L4
19	23	Jeep Comanche 4wd	150-⌀FI	L4
19	20	Dodge Power Ram 50 4wd	156-2bc	A4
19	23	Dodge Power Ram 50 4wd	156-2bc	M5
19	23	Chevrolet R10 2wd diesel	379-⌀FI	L4
19	23	GMC R15 2wd diesel	379-⌀FI	L4
19	20	Mitsubishi Truck 4wd	156-2bc	A4
19	23	Mitsubishi Truck 4wd	156-2bc	M5
19	22	Toyota Truck 4wd	144-⌂2bc	M5
19	23	Toyota Truck 4wd	144-2bc	M5
19	23	GMC T15 Pickup 4wd	173-FI	L4
19	23	Chevrolet T10 Pickup 4wd	173-FI	M5
17	23	GMC T15 Pickup 4wd	173-FI	M5
17	22	GMC Caballero Pickup 2wd	305-4bc	L4
16	21	Jeep Comanche 2wd	242-⌀FI	L4
16	21	Jeep Comanche 4wd	242-⌀FI	L4
16	21	Dodge Dakota 4wd	239-2bc	M5
16	17	Dodge D100/D150 Pickup 2wd	225-⌂1bc	L3
16	20	Dodge D100/D150 Pickup 2wd	225-⌂1bc	M4
16	18	Dodge D100/D150 Pickup 2wd	225-⌂1bc	M4C
16	17	Dodge D250 Pickup 2wd	225-⌂1bc	L3
16	18	Dodge D250 Pickup 2wd	225-⌂1bc	M4C
16	22	Chevrolet El Camino Pickup 2wd	305-4bc	L4
16	19	Jeep J-10 STD Pickup Truck 4wd	258-2bc	A3
16	22	Chevrolet T10 Pickup 4wd	173-FI	L4
16	22	GMC T15 Pickup 4wd	173-FI	L4
16	20	Chevrolet V10 4wd diesel	379-⌀FI	L4
16	18	Chevrolet V10 Pickup 4wd	262-FI	M4C
16	20	GMC V15 Pickup 4wd diesel	379-⌀FI	L4
16	18	GMC V15 Pickup 4wd	262-FI	M4C
16	20	Chevrolet V20 4wd diesel	379-⌀FI	L4
16	20	GMC V25 Pickup 4wd diesel	379-⌀FI	L4
15	17	GMC Caballero Pickup 2wd	305-4bc	L3
15	17	Chevrolet El Camino Pickup 2wd	305-4bc	L3
15	20	Chevrolet R10 Pickup 2wd	305-FI	M4
15	18	Chevrolet R10 Pickup 2wd	305-FI	M4C
15	20	GMC R15 Pickup 2wd	305-FI	M4
15	18	GMC R15 Pickup 2wd	305-FI	M4C
15	16	Chevrolet R20 Pickup 2wd	262-FI	A3
15	19	Chevrolet R20 Pickup 2wd	262-FI	L4
15	17	Chevrolet R20 Pickup 2wd	262-FI	M4C
15	17	Chevrolet R20 Pickup 2wd	262-FI	M4C
15	16	GMC R25 Pickup 2wd	262-FI	A3
15	19	GMC R25 Pickup 2wd	262-FI	L4
15	18	GMC R25 Pickup 2wd	305-FI	M4C
15	17	GMC R25 Pickup 2wd	262-FI	M4C
15	16	Nissan Truck 4wd	181-FI	L3
15	18	Nissan Truck 4wd	181-FI	M5
15	19	Chevrolet V10 Pickup 4wd	262-FI	L4
15	18	Chevrolet V10 Pickup 4wd	262-FI	M4
15	18	GMC V15 Pickup 4wd	262-FI	L4
15	18	GMC V15 Pickup 4wd	262-FI	M4
14	16	Dodge D100/D150 Pickup 2wd	225-1bc	A3
14	17	Dodge D100/D150 Pickup 2wd	225-1bc	M4
14	18	Ford F150 Pickup 2wd	302-FI	L4
14	18	Ford F250 Pickup 2wd	302-FI	L4
14	19	Jeep J-10 Std Pickup 4wd	258-2bc	M4
14	16	Chevrolet R10 Pickup 2wd	305-FI	A3
14	18	Chevrolet R10 Pickup 2wd	350-FI	L4
14	18	Chevrolet R10 Pickup 2wd	305-FI	L4
14	16	Chevrolet R10 Pickup 2wd	350-FI	M4C
14	16	GMC R15 Pickup 2wd	305-FI	A3
14	18	GMC R15 Pickup 2wd	350-FI	L4
14	16	GMC R15 Pickup 2wd	350-FI	M4C
14	16	Chevrolet R20 Pickup 2wd	305-FI	A3
14	17	Chevrolet R20 Pickup 2wd	350-FI	L4
14	18	Chevrolet R20 Pickup 2wd	305-FI	L4
14	16	Chevrolet R20 Pickup 2wd	350-FI	M4C
14	16	GMC R25 Pickup 2wd	305-FI	A3
14	17	GMC R25 Pickup 2wd	350-FI	L4
14	16	GMC R25 Pickup 2wd	305-FI	L4
14	16	GMC R25 Pickup 2wd	350-FI	M4C
14	17	Chevrolet V10 Pickup 4wd	305-FI	L4
14	17	Chevrolet V10 Pickup 4wd	305-FI	M4
14	16	Chevrolet V10 Pickup 4wd	305-FI	M4C
14	17	GMC V15 Pickup 4wd	305-FI	L4
14	17	GMC V15 Pickup 4wd	305-FI	M4
14	16	GMC V15 Pickup 4wd	305-FI	M4C
14	17	Dodge W100/W150 Pickup 4wd	225-⌂1bc	M4C
13	15	Dodge D100/D150 Pickup 2wd	318-2bc	A3
13	16	Dodge D100/D150 Pickup 2wd	318-⌂2bc	A3
13	17	Dodge D100/D150 Pickup 2wd	318-⌂2bc	L3
13	17	Dodge D100/D150 Pickup 2wd	318-2bc	M4
13	15	Dodge D250 Pickup 2wd	318-2bc	A3
13	15	Dodge D250 Pickup 2wd	318-⌂2bc	A3
13	15	Chevrolet V10 Pickup 4wd	305-FI	A3
13	16	Chevrolet V10 Pickup 4wd	350-FI	L4
13	15	Chevrolet V10 Pickup 4wd	350-FI	M4C
13	15	GMC V15 Pickup 4wd	305-FI	A3
13	16	GMC V15 Pickup 4wd	350-FI	L4
13	16	GMC V15 Pickup 4wd	350-FI	M4C
13	16	Chevrolet V20 Pickup 4wd	350-FI	L4
13	16	GMC V25 Pickup 4wd	350-FI	M4C
12	15	Dodge D100/D150 Pickup 2wd	318-⌂2bc	M4
12	15	Dodge D100/D150 Pickup 2wd	318-2bc	M4C
12	13	Dodge D100/D150 Pickup 2wd	360-⌂4bc	M4C
12	13	Dodge D250 Pickup 2wd	360-⌂4bc	M4C
12	13	Dodge D250 Pickup 2wd	318-2bc	M4C
12	13	Ford F150 Pickup 2wd	351-FI	A3
12	13	Ford F250 Pickup 2wd	351-FI	A3
12	14	Chevrolet V20 Pickup 4wd	350-FI	M4C
12	15	GMC V25 Pickup 4wd	350-FI	M4C
12	14	Dodge W100/W150 Pickup 4wd	318-⌂2bc	A3
12	14	Dodge W100/W150 Pickup 4wd	318-2bc	A3
12	14	Dodge W100/W150 Pickup 4wd	318-2bc	M4C
11	13	Dodge D100/D150 Pickup 2wd	360-⌂4bc	A3
11	15	Dodge D100/D150 Pickup 2wd	318-⌂2bc	M4C

Est. MPG City	Hwy.	Car Line	CID & Fuel System	Trans.
11	13	Dodge D250 Pickup 2wd	360-⌂4bc	A3
11	15	Dodge D250 Pickup 2wd	318-⌂2bc	M4C
11	13	Ford F150 Pickup 4wd	351-4bc	A3
11	12	Ford F250 Pickup 4wd	351-4bc	A3
11	13	Jeep J10 Std Pickup 4wd	360-⌂2bc	A3
11	13	Jeep J20 Std Pickup 4wd	360-⌂2bc	A3
11	13	Dodge W100/W150 Pickup 4wd	360-⌂4bc	M4C
11	14	Dodge W100/W150 Pickup 4wd	318-⌂2bc	M4C
11	13	Dodge W250 Pickup 4wd	318-⌂2bc	A3
11	14	Dodge W250 Pickup 4wd	318-⌂2bc	M4C
11	13	Dodge W250 Pickup 4wd	360-⌂4bc	M4C
10	12	Dodge W100/W150 Pickup 4wd	360-⌂4bc	A3
9	11	Dodge W250 Pickup 4wd	360-⌂4bc	A3
		VANS		
26	28	Ford Aerostar Van	140-FI	M5
22	26	Ford Aerostar Wagon	140-FI	M5
22	24	Toyota Cargo Van 2wd	137-FI	M5
22	24	Toyota Van 2wd	137-FI	M5
21	26	Ford Aerostar Van	140-FI	L4
21	25	Chevrolet Astro 2wd (Cargo)	151-FI	M4
21	27	Chevrolet Astro 2wd (Cargo)	151-FI	M5
21	23	Toyota Cargo Van 2wd	137-FI	L4
21	22	Toyota Cargo Van 4wd	137-FI	M5
21	25	GMC Safari 2wd (Cargo)	151-FI	M4
21	27	GMC Safari 2wd (Cargo)	151-FI	M5
21	23	Toyota Van 2wd	137-FI	L4
20	21	Toyota Cargo Van 4wd	137-FI	L4
20	24	Chevrolet G10-20 2wd diesel	379-⌀FI	M4
20	24	GMC G15-25 Vandura 2wd diesel	379-⌀FI	M4
20	21	Toyota Van 4wd	137-FI	L4
20	22	Toyota Van 4wd	137-FI	M5
19	24	Ford Aerostar Van	183-FI	M5
19	24	Chevrolet Astro 2wd (Cargo)	151-FI	L4
19	23	Chevrolet G10/20 2wd diesel	379-⌀FI	L4
19	23	GMC G15/25 Vandura 2wd diesel	379-⌀FI	L4
19	24	GMC Safari 2wd (Cargo)	151-FI	L4
18	24	Ford Aerostar Van	183-FI	L4
18	23	Chevrolet G10/20 Sportvan 2wd diesel	379-⌀FI	L4
18	21	Chevrolet G10/20 Sportvan 2wd diesel	379-⌀FI	M4
18	23	GMC G15/25 Rally 2wd diesel	379-⌀FI	L4
18	21	GMC G15/25 Rally 2wd diesel	379-⌀FI	M4
18	21	Nissan Van (Cargo)	146-FI	L4
18	22	Nissan Van (Cargo)	146-FI	M5
18	21	Nissan Van (Passenger)	146-FI	L4
18	22	Nissan Van (Passenger)	146-FI	M5
17	22	Ford Aerostar Wagon	183-FI	L4
17	22	Ford Aerostar Wagon	183-FI	M5
17	22	Chevrolet Astro 2wd (Cargo)	262-FI	L4
17	24	Chevrolet Astro 2wd (Cargo)	262-FI	M5
17	22	Chevrolet Astro 2wd (Passenger)	262-FI	L4
17	23	Chevrolet Astro 2wd (Passenger)	262-FI	M5
17	20	Chevrolet G10/20 Van 2wd	262-FI	M3
17	20	GMC G15/25 Vandura 2wd	262-FI	M3
17	22	GMC Safari 2wd (Cargo)	262-FI	L4
17	24	GMC Safari 2wd (Cargo)	262-FI	M5
17	22	GMC Safari 2wd (Passenger)	262-FI	L4
17	23	GMC Safari 2wd (Passenger)	262-FI	M5
16	17	Dodge B150/B250 Van 2wd	225-⌂1bc	L3
16	20	Dodge B150/B250 Van 2wd	225-⌂1bc	M4
16	18	Chevrolet G10/20 Van 2wd	262-FI	A3
16	20	Chevrolet G10/20 Van 2wd	262-FI	L4
16	18	GMC G15/25 Vandura 2wd	262-FI	A3
16	20	GMC G15/25 Vandura 2wd	262-FI	L4
16	18	Volkswagen Vanagon 2wd	129-FI	M4
15	17	Dodge B150/B250 Wagon 2wd	225-⌂1bc	L3
15	17	Dodge B150/B250 Wagon 2wd	225-⌂1bc	M4
15	18	Chevrolet G10/20 Sportvan 2wd	262-FI	L4
15	17	Chevrolet G10/20 Sportvan 2wd	262-FI	M3
15	18	Chevrolet G10/20 Van 2wd	305-FI	M3
15	19	Chevrolet G10/20 Van 2wd	305-FI	M4
15	18	GMC G15/25 Rally 2wd	262-FI	L4
15	17	GMC G15/25 Rally 2wd	262-FI	M3
15	18	GMC G15/25 Vandura 2wd	305-FI	M3
15	19	GMC G15/25 Vandura 2wd	305-FI	M4
15	19	Chevrolet G30 Van 2wd	262-FI	L4
14	19	GMC G35 Vandura 2wd	262-FI	L4
14	18	Ford F150 Pickup 2wd	302-FI	L4
14	18	Ford F250 Pickup 2wd	302-FI	L4
14	19	Jeep J-10 Std Pickup 4wd	258-2bc	M4
14	16	Chevrolet R10 Pickup 2wd	305-FI	A3
14	18	Chevrolet R10 Pickup 2wd	350-FI	L4
14	18	Chevrolet R10 Pickup 2wd	305-FI	L4
14	16	Chevrolet R10 Pickup 2wd	350-FI	M4C
14	16	GMC R15 Pickup 2wd	305-FI	A3
14	18	GMC R15 Pickup 2wd	350-FI	L4
14	16	GMC R15 Pickup 2wd	350-FI	M4C
14	16	Chevrolet R20 Pickup 2wd	305-FI	A3
14	17	Chevrolet R20 Pickup 2wd	350-FI	L4
14	18	Chevrolet R20 Pickup 2wd	305-FI	L4
14	16	Chevrolet R20 Pickup 2wd	350-FI	M4C
14	16	GMC R25 Pickup 2wd	305-FI	A3
14	17	GMC R25 Pickup 2wd	350-FI	L4
14	16	GMC R25 Pickup 2wd	305-FI	L4
14	16	GMC R25 Pickup 2wd	350-FI	M4C
14	17	Chevrolet V10 Pickup 4wd	305-FI	L4
14	17	Chevrolet V10 Pickup 4wd	305-FI	M4
14	16	Chevrolet V10 Pickup 4wd	305-FI	M4C
14	17	GMC V15 Pickup 4wd	305-FI	L4
14	17	GMC V15 Pickup 4wd	305-FI	M4
14	16	GMC V15 Pickup 4wd	305-FI	M4C
14	17	Dodge W100/W150 Pickup 4wd	225-⌂1bc	M4C
13	15	Dodge D100/D150 Pickup 2wd	318-2bc	A3
13	16	Dodge D100/D150 Pickup 2wd	318-⌂2bc	A3
13	17	Dodge D100/D150 Pickup 2wd	318-⌂2bc	L3
13	17	Dodge D100/D150 Pickup 2wd	318-2bc	M4
13	15	Dodge D250 Pickup 2wd	318-2bc	A3
13	15	Dodge D250 Pickup 2wd	318-⌂2bc	A3
13	15	Chevrolet V10 Pickup 4wd	305-FI	A3
13	16	Chevrolet V10 Pickup 4wd	350-FI	L4
13	15	Chevrolet V10 Pickup 4wd	350-FI	M4C
13	15	GMC V15 Pickup 4wd	305-FI	A3
13	16	GMC V15 Pickup 4wd	350-FI	L4
13	16	GMC V15 Pickup 4wd	350-FI	M4C
13	16	Chevrolet V20 Pickup 4wd	350-FI	L4
13	16	GMC V25 Pickup 4wd	350-FI	M4C
12	15	Dodge D100/D150 Pickup 2wd	318-⌂2bc	M4
12	15	Dodge D100/D150 Pickup 2wd	318-2bc	M4C
12	13	Dodge D100/D150 Pickup 2wd	360-⌂4bc	M4C
12	13	Dodge D250 Pickup 2wd	360-⌂4bc	M4C
12	13	Dodge D250 Pickup 2wd	318-2bc	M4C
12	13	Ford F150 Pickup 2wd	351-FI	A3
12	13	Ford F250 Pickup 2wd	351-FI	A3
12	14	Chevrolet V20 Pickup 4wd	350-FI	M4C
12	15	GMC V25 Pickup 4wd	350-FI	M4C
12	14	Dodge W100/W150 Pickup 4wd	318-⌂2bc	A3
12	14	Dodge W100/W150 Pickup 4wd	318-2bc	A3
12	14	Dodge W100/W150 Pickup 4wd	318-2bc	M4C
11	13	Dodge D100/D150 Pickup 2wd	360-⌂4bc	A3
11	15	Dodge D100/D150 Pickup 2wd	318-⌂2bc	M4C

Est. MPG City	Hwy.	Car Line	CID & Fuel System	Trans.
23	24	Subaru Sedan 3-door 4wd	109-FI	A3
22	29	Dodge Caravan/Ram Van 2wd	135-⌂2bc	M5
22	26	Jeep Cherokee 2wd	150-⌀FI	M4
22	23	Subaru Sedan 3-door 4wd	109-⌂2bc	A3
22	28	Subaru Sedan 3-door 4wd	109-⌂2bc	M5
22	24	Subaru Wagon 4wd	109-FI	A3
22	28	Subaru Wagon 4wd	109-⌂2bc	M5
22	25	Chevrolet T10 Blazer 4wd	151-FI	M4
22	25	GMC T15 Jimmy 4wd	151-FI	M4
21	28	Dodge Caravan/Ram Van 2wd	135-2bc	M5
21	25	Jeep Cherokee 2wd	150-⌀FI	M5
21	25	Jeep Cherokee/Wagoneer 4wd	150-⌀FI	M4
21	23	Subaru Wagon 4wd	109-⌂2bc	A3
21	25	Chevrolet S10 Blazer 2wd	151-FI	M4
21	27	Chevrolet S10 Blazer 2wd	151-FI	M5
21	25	GMC S15 Jimmy 2wd	151-FI	M4
21	27	GMC S15 Jimmy 2wd	151-FI	M5
21	26	Chevrolet T10 Blazer 4wd	151-FI	M5
21	26	GMC T15 Jimmy 4wd	151-FI	M5
21	28	Plymouth Voyager 2wd	135-⌂2bc	M5
20	23	Dodge Caravan/Ram Van 2wd	135-⌂2bc	A3
20	23	Jeep Cherokee/Wagoneer 4wd	150-⌀FI	M5
20	23	Plymouth Voyager 2wd	135-⌂2bc	A3
20	23	Toyota 4Runner 4wd	144-FI	M5
19	22	Dodge Caravan/Ram Van 2wd	156-⌂2bc	A3
19	22	Dodge Caravan/Ram Van 2wd	152-FI	A3
19	24	Dodge Caravan/Ram Van 2wd	135-2bc	A3
19	27	Dodge Caravan/Ram Van 2wd	152-FI	M5
19	24	Jeep Cherokee 2wd	150-⌀FI	L4
19	23	Jeep Cherokee/Wagoneer 4wd	150-⌀FI	L4
19	25	Dodge Colt Vista 4wd	122-2bc	M5
19	25	Plymouth Colt Vista 4wd	122-2bc	M5
19	23	Nissan Stanza Wagon 4wd	120-FI	M5
19	24	Chevrolet S10 Blazer 2wd	151-FI	L4
19	19	Chevrolet S10 Cab Chassis 2wd	151-FI	M4
19	19	GMC S15 Cab Chassis 2wd	151-FI	M4
19	24	GMC S15 Jimmy 2wd	151-FI	L4
19	23	Chevrolet T10 Blazer 4wd	151-FI	L4
19	23	GMC T15 Jimmy 4wd	151-FI	L4
19	22	Plymouth Voyager 2wd	156-⌂2bc	A3
19	22	Plymouth Voyager 2wd	152-FI	A3
19	27	Plymouth Voyager 2wd	152-FI	M5
19	22	Toyota 4Runner 4wd	144-FI	L4
18	22	Ford Bronco II 4wd	179-FI	M5
18	23	Jeep Cherokee 2wd	242-⌀FI	M5
18	23	Jeep Cherokee/Wagoneer 4wd	242-⌀FI	M5
18	23	Chevrolet R10 Suburban 2wd diesel	379-⌀FI	L4
18	23	GMC R15 Suburban 2wd diesel	379-⌀FI	L4
18	20	Jeep Wrangler 4wd	150-⌀FI	M5
17	23	Ford Bronco II 2wd	179-FI	L4
17	22	Ford Bronco II 4wd	179-FI	L4
17	21	AMC Eagle 4wd	258-2bc	M5
17	18	Mitsubishi Montero	156-2bc	A4
17	20	Mitsubishi Montero	156-2bc	M5
17	18	Dodge Raider	156-2bc	A4
17	20	Dodge Raider	156-2bc	M5
17	23	Chevrolet S10 Blazer 2wd	173-FI	L4
17	22	Chevrolet S10 Blazer 2wd	173-FI	M4
17	24	Chevrolet S10 Blazer 2wd	173-FI	M5
17	23	GMC S15 Jimmy 2wd	173-FI	L4
17	22	GMC S15 Jimmy 2wd	173-FI	M4
17	24	GMC S15 Jimmy 2wd	173-FI	M5
17	21	Jeep Wrangler 4wd	258-2bc	M5
17	19	Toyota 4Runner 4wd Turbo	144-FI	L4
16	16	Toyota Cab-Chassis 2wd	144-FI	M4
16	21	Jeep Cherokee 2wd	242-⌀FI	L4
16	21	Jeep Cherokee/Wagoneer 4wd	242-⌀FI	L4
16	19	AMC Eagle 4wd	258-2bc	A3
16	19	Nissan Pathfinder 4wd	146-FI	M5
16	19	Chevrolet S10 Blazer 2wd	173-FI	L3
16	19	GMC S15 Jimmy 2wd	173-FI	L3
16	20	Chevrolet T10 Blazer 4wd	173-FI	L4
16	20	Chevrolet T10 Blazer 4wd	173-FI	M4
16	22	Chevrolet T10 Blazer 4wd	173-FI

Clenet designs a new vehicle — a 4wd sport-utility

By Mait DeLorenzo
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Alain Clenet, best known for the neoclassic car bearing his name, has designed a four-wheel-drive sport-utility vehicle that he hopes to market either through a new company or one of the Big Four U.S. automakers.

Clenet said he has developed a new concept for his vehicle, one that promises low manufacturing costs, enabling the 4x4 to be sold in the $7,000 to $10,000 range.

"All 4wd vehicles in the world are following in the tradition started by Jeep, using a rigid axle and a short wheelbase," Clenet said. He said that his concept "has more in common with a motorcycle than a Jeep or a tank."

Clenet said he and his partner, Mark Stehrnberger, have designed a car that is inexpensive to build, has a light unsprung weight, independent suspension and long wheel travel to absorb bumps.

The vehicle, which will weigh between 2,300 and 2,500 pounds, is about the size of a Jeep CJ, Clenet said. However, he claimed that the styling is "two generations ahead of the Jeep Wrangler."

Clenet said the secret to keeping manufacturing costs down on his proposed vehicle is the unique design which calls for a longitudinal mounting of a conventional front-wheel-drive engine and transaxle combination in the center of the vehicle. Clenet said that with the transaxle pointing fore and aft, the output shafts are connected to small differentials at the front and rear to power all four wheels.

The system is designed to be full-time 4wd. Independent MacPherson struts provide the suspension all the way around. Clenet said this use of a front-wheel-drive powerplant eliminates the need for a transfer case and, when coupled with a suspension similar to those on fwd cars, manufacturing costs will be greatly reduced.

According to his plan, the vehicle would be powered by a 2.5-liter four-cylinder engine in normally aspirated and turbocharged versions providing 130 to 180 horsepower.

Clenet said he approached a manufacturer formerly in the sport-utility market, but the deal fell through. He declined to elaborate. However, a U.S. manufacturer that fits the description is Navistar which, when called International Harvester, built the Scout.

Clenet said one of the Big Four domestic auto manufacturers has first right of refusal on the project but, again, he declined to specify which one. His statement about a 2.5-liter four-cylinder engine mated to a transaxle could apply to Chrysler.

Clenet is constructing a full-sized mockup and anticipates building four prototypes for further study. Stehrnberger/Clenet Design has been given a contract for the work by a new company, Asha Corp., formed by Clenet. Asha's stock is being traded on the Denver and Spokane, Wash., stock exchanges.

Clenet said about $500,000 worth of "A" warrants have been sold. Asha hopes to sell $2 million worth of "A" warrants to cover design and $5 million in "B" warrants to bring the design to prototype stage.

Clenet said it's possible the vehicle will be finished in time for a late 1988 introduction as a 1989 model.

"We feel strong this time," Clenet said, alluding to the troubles encountered by his former neoclassic car company which was forced into involuntary bankruptcy by creditors. Clenet Coachworks was eventually sold and restarted by a former employee, Al DiMora.

AUCTION DATES

American Motors

Oct. 28 — High Point Auction, High Point, N.C.

Oct. 29 — Columbus Fair Auto Auction, Columbus, Ohio, and Kansas City Auto Auction, Kansas City, Mo.

Oct. 30 — Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Evansville Auto Auction, Evansville, Ind.

General Motors

Oct. 29 — Atlanta Auto Auction, Red Oak, Ga., and Golden Gate Auto Auction, Fremont, Calif.

Chrysler Corp.

Oct. 28 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and NuCarPrep System, Santa Fe Springs, Calif.

Oct. 29 — Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 30 — Clanton's Auto Auction, Darlington, S.C.; Northway Exchange Auto Auction, Clifton Park, N.Y.; and Indianapolis Auto Auction, Indianapolis

Used Car Sales
Auction Averages

October to date	$5,193
Month ago	$5,209
Year ago	$4,790

Model Breakdown
Auction Averages

	OCT 1986	SEP 1986	AUG 1986
1986	$11,618	$11,846	$12,136
1985	$8,440	$8,472	$8,520
1984	$6,215	$6,221	$6,242
1983	$5,448	$5,459	$5,502
1982	$4,224	$4,261	$4,337
1981	$3,281	$3,333	$3,388
1980	$2,431	$2,463	$2,505
1979	$2,090	$2,109	$2,145
Overall Average	$5,193	$5,206	$5,237

AUCTION DIRECTORY

MAINE

M.A.D.E. Auto Auction. Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—fleet & Lease car spec.—Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NEW YORK

Northeast Auto Dealers Exchange, Inc., Rte. 17K, P.O. Box 2426, Newburgh, NY. 914-562-0700. Every Monday, 1:00 PM sharp. Serving metropolitan New York area.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Bert, 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

S.W.A.D.E. — Scranton/Wilkes-Barre Auto Dealers Exchange, Inc. Every Monday — 6 P.M.. Serving dealers & fleets. Phone: 717-961-3800.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
FLEET & LEASE
From quick pickup to condition report to recon to sale. 21 years servicing the industry. Contact Paul Cleveland or Mort Gallub
215-822-1935
Sale Every Tuesday, 11 A.M.

PENNSYLVANIA

P A D E — Every Wednesday
SERVING DEALERS AND FLEETS SINCE 1957
Pennsylvania Auto Dealers' Exchange, Inc.
P.O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

WANTED
Auto Auctions Anywhere in the U.S.A.
We Are An Auto Auction Owner/Operator With Immediate Cash Available
Don't Think of Making a Move Until You Contact Us. We're Ready to Make You an Offer Today!
BOX 244
AUTOMOTIVE NEWS

TIME AUTO TRANSPORT
1-800-624-2021
313-545-2200 or **305-463-7024**
or New Jersey **201-370-2070**
General Motors Fleet Cars
Ford Motor Fleet Cars
American Motors Fleet Cars
Transport New Imports from Eastern & Southern ports
Nissans, Subarus, Toyotas, BMW's, Volvos
1. 48 State ICC Auto Transport Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service
1-800-624-2021

TENNESSEE

Memphis Auto Auction, 2650 Mt. Moriah Rd, Memphis, Tenn. 38115. 901-794-7700. Sales every Tuesday 12 Noon & Thursday at 7 PM. Mid-South's newest auto auction.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

TEXAS

DEALERS AUTO AUCTION
Dallas County, Texas 214-642-3900
Sale Every Tuesday, 11 A.M.
Full service auction. Fleet & Lease. 400 repossessions selling weekly. 4 Lanes.
Ford Motor Credit, General Electric, Chrysler Credit, Banks & Financing Companies, etc.
Contact: **Donny Gibson or Grady Gibson**
Member of NAAA & WAAA

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg Auto Auction
I-81 to 62 & I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5991

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, all leasing, AMC. 414-835-4436, Caledonia, Wisconsin.

For REALLY BIG RESULTS on your REALLY BIG SALE be sure and advertise in this section

Renault making up lost ground in European sales

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Renault is reclaiming chunks of the European new-car market it has given up over the past several years.

A recent sales revival has narrowed the gap between the French government's embattled carmaker and the five other full-range producers in Europe. But Renault remained in sixth and last place among volume manufacturers through September, according to industry estimates compiled by Automotive News.

The Volkswagen Group continued to lead the European sales race at the three-quarter mark, while Japanese makers boosted market share in September.

New-car sales in Europe totaled 8,921,700 for the first nine months of 1986, up 8.3 percent over the January-September period last year. The European market is still on pace to eclipse the record 10.6 million cars sold in 1985.

While the industry was up 11.4 percent overall in September, Renault spurted 22.1 percent — by far the biggest gain among the six volume producers. The sales comeback, sparked by introduction of the R-21 sedan last spring and aggressive marketing at home, is a key element in Renault's general recovery.

Renault's European sales last month totaled 83,900, up from 68,700 in September, 1985. The French company trailed its 1985 pace by nearly 2 percent at midyear, but is now 3.6 percent ahead of 1985 with sales of 896,400.

Renault's market share edged up from 9.9 percent to 10 percent during the third quarter, while every other volume builder in Europe except Ford suffered a decline in market share in the wake of Japanese competition.

Ford's third-quarter numbers reflected the annual August selling peak in the United Kingdom, where the company is dominant. August sales in the U.K. traditionally dwarf those of other months because of the model-year changeover.

Top executives at Renault say the company will achieve 11 percent of the European market by the end of this year. However, that is still a far cry from 1982, when Renault led all makers with 14.6 percent.

The company had a strong September in several key markets. It was up 67 percent in the U.K., 30.5 percent in West Germany, 12.3 percent in Spain, 33.3 percent in the Netherlands, 32.4 percent in Switzerland and 46 percent in Austria.

But the most important gains were made at home. Renault sales in France increased 24.6 percent last month, while rival Peugeot SA was down 6.2 percent. Renault captured 30.9 percent of the French market share in September with sales of 39,000 units. PSA had 28.6 percent on sales of 36,100.

Peugeot SA maintained a nine-month advantage in its home market. Including the Peugeot, Citroen and Talbot marques, PSA has sold 437,300 cars to Renault's 410,100.

Renault's aggressive pricing strategy in France has drawn criticism from PSA. However, Renault Chairman Georges Besse and sales and marketing chief Jose Dedeurwaerder have recently denied any schemes to restore market share at the expense of profitability.

Overall, the VW Group, including Audi and Seat, held on to 14.4 percent of the nine-month European market and first place with sales of 1,287,000. But the group's share was down from 14.6 percent at midyear.

The Fiat Group is a strong second in the European standings with nine-month sales of 1,121,900 and 12.6 percent of the market. While Fiat volume was up 14.8 percent in September and up 10.1 for the year, its European market share slipped from 13 percent at the half-year point.

Ford was next with sales of 1,057,900 and an 11.9 percent share through the first nine months. Sales were up 7 percent for the year. General Motors was at 11.2 percent on sales of 1,002,000, an increase of 4.9 percent over the first nine months of 1985. GM's share at the end of June was 11.4 percent.

PSA's share dipped slightly from 11.2 percent at midyear to 11.1 percent at the three-quarter mark. Sales totaled 991,200 through September, an increase of 7.

Much of the market share surrendered by the Big Six has gone to Japanese companies, which boosted their sales last month. Japanese manufacturers had a combined share of 13.7 percent in September, up from 13.2 percent in August. September's total of 118,300 was 19.5 percent better than the same month in 1985.

For the first nine months of this year, Japanese manufacturers were up 20.6 percent over 1985 and had 12 percent of the market. Toyota has increased its sales 25 percent, Nissan is up 12.6 percent, Mazda is ahead 21.3 percent and Honda has risen 19.9 percent.

Nissan continues to lead Toyota in the tight European competition between Japan's two largest makers. Through September, Nissan had sold 273,300 cars in Europe for 3.1 percent of the market, and Toyota had sold 266,000 for 3 percent.

EUROPEAN SALES

Manufacturer	9 mos., 1986	1986 share*	9 mos., 1985	Volume Change 1986 vs. 1985
VW-Audi-Seat	1,287,000	14.4	1,170,300	+ 9.9
Fiat Auto	1,121,900	12.6	1,018,800	+10.1
Japanese (all)	1,073,300	12.0	890,000	+20.6
Nissan	273,300	3.1	242,700	+12.6
Toyota	266,000	3.0	212,800	+25.0
Mazda	190,200	2.1	156,900	+21.3
Honda	113,200	1.3	94,000	+19.9
Ford	1,057,900	11.9	988,700	+ 7.0
General Motors**	1,002,900	11.2	955,000	+ 4.9
PSA***	991,200	11.1	918,500	+ 7.9
Renault	896,400	10.0	865,300	+ 3.6
Austin/Rover	334,400	3.7	340,400	– 1.7
Mercedes-Benz	334,200	3.7	306,300	+ 9.1
BMW	231,800	2.6	228,900	+ 1.2
Volvo	201,100	2.3	191,800	+ 4.9
Alfa Romeo	135,800	1.5	127,000	+ 6.9
Others	254,700	2.9	233,500	+ 9.1
Total	8,921,700	100.0	8,234,500	+ 8.3

*—Total does not add to 100 percent because of rounding.
**—Opel, Vauxhall, Isuzu, GM-U.S./Canada
***—Peugeot, Citroen, Talbot

DOMESTIC SALES

	Oct. 11-20, 1986	Oct. 11-20, 1985
Renault	1,499†	2,550†
Alliance-Encore	351†	300†
AMC	1,850	2,850
AMERICAN MOTORS	9,713	9,232
Chrysler	8,848	7,781
Plymouth	13,220	9,249
Dodge	31,781	26,262
CHRYSLER CORP.	27,778	23,885
Ford	5,537	8,527
Mercury	8,560	4,154
Lincoln	41,875	36,566
FORD MOTOR CO.	16,106	16,441
Buick	5,311	5,516
Cadillac	25,406	29,152
Chevrolet	18,517	20,739
Oldsmobile	16,224	17,108
Pontiac	81,564	88,956
GENERAL MOTORS	1,426	1,443
VOLKSWAGEN	5,987	4,815
HONDA	1,962	1,832
NISSAN	166,445	162,724
U.S. INDUSTRY TOTAL		

†—Estimate

Incentives end; sales decline

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

With Big Three sales incentives discontinued, mid-October sales plunged 32.78 percent from the 247,623 cars sold in the first 10 days of October.

But the Oct. 11-20 total of 166,446 was up 2.29 percent from the year-ago period's 162,724.

Mid-October sales were nowhere near the record 334,290 cars sold during the period in 1971.

Honda posted the biggest year-to-year percentage gain: 24.34 percent. Chrysler was next with a gain of 21.02 percent, followed by Ford, up 14.52 percent and Nissan, up 7.10 percent.

American Motors, still offering zero percent annual-percentage-rate financing, was down 35.09 percent from a year ago. General Motors was down 8.31 percent, and Volkswagen was off 1.18 percent.

There were eight selling days in the Oct. 11-20 period this year and last.

EARNINGS

FROM PAGE 3

and marketable securities dropped to $3.9 billion by the end of the third quarter, down from $7.8 billion a year ago before the purchase of Hughes Aircraft.

Worldwide factory sales were 1,820,000 units for the third quarter, down from 2,150,000 in the year-ago quarter. For the year to date, GM sold 6,560,000 vehicles, down from 6,975,000 a year ago.

Nine-month profits for GM were $2.3 billion, down 15 percent from $2.7 billion.

On a per-share basis, earnings so far this year were $6.48 compared with $8.43 a year ago. Sales were $77.3 billion for the nine months, up 8 percent from $71.7 billion.

GM's third-quarter operating loss was further offset by higher profits for GM's subsidiaries — General Motors Acceptance Corp., General Motors Hughes Electronics and Electronic Data Systems.

GMAC: Net income was $313.7 million for the quarter, up 18 percent from $266.2 million a year ago.

For the first nine months, GMAC profits totaled $888.9 million, up 22 percent from $731.4 million in 1985.

GMAC said the increase in earnings resulted from growth in its earning assets, which averaged $82.0 billion for the third quarter and $77.3 billion for the first nine months, and also from lower borrowing costs.

In the third quarter, GMAC financed sales of 1,277,000 new GM vehicles, a record total. In September, when GM offered 2.9 percent financing, GMAC set a monthly record by financing 629,000 GM vehicles.

GM sold 697,728 vehicles in September and 1,674,080 for the quarter.

HUGHES: GMHE, the GM subsidiary which includes Hughes Aircraft and Delco Electronics, earned $148 million on sales and revenues of $2.5 billion. If GMHE had existed a year ago, it would have earned $137 million on $2.4 billion of sales.

For the first nine months, GMHE reported earnings of $439 million on sales of $7.9 billion. That would compare to $355 million on sales of $7.1 billion a year ago.

GMHE said Hughes Aircraft sales increased in the third quarter from year-ago levels while Delco Electronics had lower sales because of lower production rates of GM vehicles.

EDS: EDS reported a third-quarter profit of $71.1 million, or 58 cents per share, up 37 percent from $51.9 million, or 43 cents per share, a year earlier. Sales were $1.2 billion, up 26 percent from the year-ago quarter.

For the nine months, EDS profits were $189 million, up 43 percent, from $132 million. On a per share basis, EDS profits were $1.55 compared with $1.10.

FORD MOTOR CO.: Ford reported earnings of $693 million, or $2.61 per share. That represents a 121 percent increase from 1985's $313 million, or $1.48 per share. Earnings passed the previous third-quarter record of $380 million in 1984.

Ford's third-quarter profits included $102 million from the sales of Ford's North American paint operation and Ford Aerospace's interest in Starnet Corp.

Earnings outside of the U.S. were $86 million, compared with $102 million in the year-ago quarter. Ford said improved earnings in Europe were more than offset by less-favorable results in Asia-Pacific, primarily because of the strong yen relative to the U.S. and Australian dollars.

Sales were a third-quarter record at $14.4 billion, up 24 percent from 1985's $11.6 billion and up from the previous record of $11.8 billion in the third quarter of 1984.

Ford attributed the earnings improvement to higher factory sales and a more profitable product mix in North America as well as productivity improvements worldwide and the sale of two operations.

For the first nine months, Ford earned $2.5 billion, up 39 percent from $1.8 billion last year. Year-to-date sales totaled $46.5 billion, up 20 percent from $38.7 million a year ago.

Ford's cash and marketable securities increased during the third quarter to $8.1 billion, up from $5.9 billion a year ago.

Worldwide factory sales for the third quarter were 1,334,775 units, up from 1,241,119 a year ago. For the nine months, factory sales totaled 4,494,973, up from 4,191,928.

FORD CREDIT: Also contributing to Ford's earnings were higher profits for Ford Motor Credit Co. The finance subsidiary reported third-quarter profits of $156 million, up 63 percent form $96 million.

Because of low-interest-rate financing programs during the period, Ford Credit financed 613,000 vehicles in the United States, more than 100,000 higher than any quarter in Ford Credit's history. During the quarter, Ford Credit financed more than 50 percent of the new cars and trucks sold by Ford dealers in the United States, up from 48 percent a year ago.

For the first nine months, Ford Credit's income was $448 million, exceeding full-year 1985 earnings of $441 million, previously the record year.

The company's assets were $39.0 billion, up $9.6 billion, or 33 percent, from a year ago.

CHRYSLER CORP.: Chrysler Corp. reported net income in the third quarter of $235 million, or $1.60 per share, down 26 percent from $316 million, or $1.83 per share. It was Chrysler's third best third quarter for net earnings.

"But that doesn't tell the whole story any more," said Chrysler Chairman Lee Iacocca at a press conference to announce third-quarter results. "I'd characterize Chrysler's third quarter as our best ever considering the kind of competitive environment we've been playing in: The giant of the industry decides to peddle almost a million cars with fire-sale financing in just 42 days. We did GM's Big One one better with our 2.4 percent program. We still had operating earnings of $347 million and netted $235 million.

"GM and Ford lost market share during this 90-day donnybrook," Iacocca added. "We jumped during those 90 days to 12.2 percent market share."

Sales for the quarter were $5.2 billion, up 15 percent from $4.5 billion a year ago, setting a new third-quarter record.

For the first nine months of 1986, Chrysler's earnings totaled $1.1 billion, down 21 percent from $1.4 billion a year ago. Sales for the year totaled $16.6 billion, up 4 percent from 1985's $15.9 billion.

Chrysler's cash and marketable securities rose to $3.2 billion from $3.1 billion a year ago.

Worldwide factory sales for the quarter were 502,352, up from 472,344 in the year-ago quarter. In the first nine months, Chrysler's factory sales were 1,641,992 vehicles, up from 1,637,854.

CHRYSLER FINANCIAL: Also contributing to Chrysler's earnings were higher profits from Chrysler Financial Corp. The finance subsidiary reported record profits of $48 million, up 29 percent from the previous third-quarter record of $38 million set in 1985. CFC set a new nine-month record with profits of $134 million, 28 percent higher than the previous record of $105 million in the year-ago period.

The improved performance was due to special-rate finance programs offered by Chrysler during the period as well as contributions from CFC's recently acquired non-automotive financing operations.

Chrysler Credit, the auto financing arm of CFC, financed 213,554 new vehicles during the third quarter, or 41 percent of Chrysler's U.S. sales. That compares with 38 percent financed a year ago.

PRODUCTION

Week's output is 162,969, highest total since June

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Last week's targeted domestic auto production was the highest for any week since June.

The automakers scheduled 162,969 cars. They had not exceeded that total since the week ended June 28, when 175,718 were assembled.

Estimated car production last week was 8.73 percent more than the previous week's 149,889 and 6.91 percent more than the year-ago week's 152,430. Production in the year-ago week was affected by the UAW strike against Chrysler Motors.

Companies divided last week's estimated production as follows: General Motors, 52.51 percent; Ford Motor Co., 23.68 percent; Chrysler Motors, 14.11 percent; Honda of America Manufacturing Inc., 3.99 percent; New United Motor Manufacturing Inc., 1.84 percent; Nissan Motor Manufacturing Co., U.S.A., 1.72 percent; Volkswagen of America, 1.23 percent; and American Motors, 0.92 percent.

GM's Flint, Mich. (Buick City), plant resumed output last Monday (Oct. 20) after being idle one week for inventory adjustment. GM's Janesville, Wis., plant returned last Monday after two weeks of downtime due to a materials shortage.

GM's Linden, N.J., and Lansing, Mich. (No. 1), plants were slated for overtime Saturday (Oct. 25).

Three Ford plants were scheduled for Saturday overtime: Wixom, Mich.; Wayne, Mich.; and Edison, N.J.

All Ford plants except the Edison facility are slated for daily overtime this week (Oct. 27).

Chrysler's Belvidere, Ill., and St. Louis (No. 2) plants were scheduled for overtime Saturday. Those plants, along with Chrysler's Sterling Heights, Mich., plant are slated for daily overtime this week.

Truck production dips 7%

United States truck production dipped last week as two Ford Motor Co. plants were idle for model changeover.

Last week's target of 64,844 units was 7.49 percent below the previous week's 70,094 but was exactly the same as the year-ago week's total.

Ford's Norfolk, Va., and Twin Cities, Minn.,' plants resumed output today (Oct. 27) after being down one week for model changeover.

General Motors' Pontiac, Mich., plant resumed output last week. The plant had been idle for inventory adjustment.

Saturday (Oct. 25) overtime was slated at GM's St. Louis plant.

Three Ford plants are scheduled for daily overtime this week (Oct. 27). They are Louisville, Ky.; Kansas City, Mo.; and St. Louis.

Chrysler's Warren, Mich., plant is slated for daily overtime this week.

Canada matches U.S. car upturn

Like their domestic counterparts, Canadian auto manufacturers posted the highest week's production in four months.

Last week's scheduled output of 25,518 cars was the fattest Canadian total since the week ended June 21, when 25,753 were completed.

The build was 31.64 percent more than the previous week's 19,385 (affected by the Thanksgiving holiday) and 3.52 percent more than the year-ago week's 24,650.

Truck output of 11,216 units last week dipped slightly (0.85 percent) from the prior week's 11,312 and was 1.59 percent below the year-ago week's 11,397.

CANADIAN CAR	Week Ended Oct. 25, 1986	Week Ended Oct. 26, 1985	Week Ended Oct. 18, 1986	Oct. to Date	Jan. 1 to Oct. 25, 1986	Jan. 1 to Oct. 26, 1985
AMERICAN MOTORS	120	410	101	396	9,345	3,437
FORD MOTOR	11,493	9,826	8,256	35,894	397,706	426,037
GENERAL MOTORS	13,680	14,187	10,848	45,612	447,332	412,825
VOLVO	225	225	180	765	8,098	8,115
Total Cars, Canada	25,518	24,650	19,385	82,667	862,481	850,414

U.S. TRUCK☆	Week Ended Oct. 25, 1986	Week Ended Oct. 26, 1985	Week Ended Oct. 18, 1986	Oct. to Date	Jan. 1 to Oct. 25, 1986	Jan. 1 to Oct. 26, 1985
CHEVROLET	24,447	17,106	23,518	84,966	976,524	975,823
DODGE	4,600	0	5,710	18,327	171,795	104,597
FORD	18,738	29,758	23,507	84,906	972,203	1,143,352
GMC	7,183	6,257	7,229	26,789	295,834	295,526
NAVISTAR	1,396	1,273	1,611	5,599	61,290	58,886
JEEP	4,400	5,858	4,441	15,954	185,426	154,180
NISSAN	1,730	2,540	1,726	6,144	89,408	92,679
AM GENERAL*	50	50	50	180	2,080	2,074
MISCELLANEOUS*	2,300	2,000	2,300	8,280	76,953	94,392
Total Trucks, U.S.	64,844	64,844	70,094	251,045	2,831,513	2,921,509

TRUCK	Week Ended Oct. 25, 1986	Week Ended Oct. 26, 1985	Week Ended Oct. 18, 1986	Oct. to Date	Jan. 1 to Oct. 25, 1986	Jan. 1 to Oct. 26, 1985
AMERICAN MOTORS	725	0	576	2,309	0	23,271
CHRYSLER	8,964	1,811	7,076	28,618	319,890	326,372
FORD	32	3,647	2,215	7,685	131,734	127,821
GENERAL MOTORS	1,334	5,737	1,285	3,743	227,440	179,746
NAVISTAR	161	202	160	642	9,290	7,642
Total Trucks, Canada	11,216	11,397	11,312	42,997	688,354	664,852
N. American Trucks	76,060	76,241	81,406	294,042	3,519,867	3,586,361

--Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended Oct. 25, 1986	Week Ended Oct. 25, 1985	Week Ended Oct. 18, 1986	Oct. to Date	Jan. 1 to Oct. 25, 1986	Jan. 1 to Oct. 26, 1985
AMERICAN MOTORS	1,500	2,580	1,480	3,867	93,105	43,842
Renault Total	1,500	2,580	1,480	3,867	93,105	43,842
Alliance	1,500	1,871	1,480	3,867	59,991	40,495
Encore	0	709	0	0	33,114	3,347
CHRYSLER MOTORS	23,000	0	27,084	91,401	1,027,082	1,075,266
Plymouth Total	8,700	0	9,908	34,081	297,714	339,830
Horizon	3,300	0	3,911	12,983	114,383	140,838
Sundance	1,500	0	1,571	4,994	0	18,616
Reliant	2,700	0	2,812	10,908	131,431	127,560
Caravelle	800	0	1,033	3,395	38,334	36,897
Gran Fury	400	0	581	1,801	13,566	15,919
Chrysler Total	5,300	0	6,609	22,298	333,497	321,709
Laser	0	0	0	0	42,556	26,978
LeBaron	1,000	0	1,085	3,790	73,087	72,426
LeBaron GTS	600	0	841	3,304	77,641	54,170
New Yorker/E-Class	1,100	0	1,271	4,408	52,766	60,071
Fifth Avenue	2,600	0	3,412	10,794	90,447	106,064
Dodge Total	9,000	0	10,567	35,024	391,871	413,729
Daytona	0	0	0	0	38,228	30,343
Omni	2,800	0	3,595	11,432	110,713	134,247
Shadow	1,400	0	1,526	5,016	0	17,436
Aries	3,100	0	3,192	10,670	110,115	101,442
Dodge 600	900	0	867	3,130	52,595	54,796
Lancer	400	0	626	2,395	53,391	41,182
Diplomat	400	0	761	2,382	27,831	34,281
FORD MOTOR	38,596	38,483	32,582	120,533	1,347,170	1,429,351
Ford Division	28,086	27,219	22,979	84,673	904,067	963,681
Escort	9,979	9,167	8,531	30,068	277,504	308,672
EXP	0	0	0	0	3,838	0
Mustang	2,089	4,713	604	3,517	150,157	147,896
Tempo	4,108	4,734	3,827	14,537	151,081	160,347
LTD	0	4,348	0	0	172,044	0
Taurus	9,248	292	9,011	32,504	546	258,248
Thunderbird	2,682	3,965	1,006	4,048	141,775	108,516
Crown Victoria	0	0	0	0	7,122	0
L-M Division	10,510	11,264	9,603	35,859	443,103	445,670
Mercury Total	5,797	7,587	5,533	19,943	311,378	299,439
Lynx	973	1,670	868	3,282	59,276	50,255
Capri	0	424	0	0	15,555	12,344
Topaz	1,324	1,251	1,183	4,593	46,201	47,523
Cougar	194	3,147	0	194	103,907	87,145
Marquis	0	956	0	0	81,432	0
Sable	3,306	139	3,482	11,874	272	102,172
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	4,713	3,677	4,070	15,916	131,725	146,231
Continental	474	509	403	1,593	20,895	15,955
Lincoln	3,535	2,756	3,050	11,936	96,273	109,678
Mark VII	704	412	617	2,387	14,557	20,598
GENERAL MOTORS	85,567	103,340	74,576	292,307	3,971,302	3,394,232
Buick Total	13,280	22,005	13,090	51,873	827,070	630,315
Skyhawk	1,858	2,312	1,800	6,541	86,394	69,526
Century	3,610	8,369	3,531	11,979	234,560	185,485
Regal	1,901	3,083	0	2,953	112,617	48,604
Skylark (X-car)	0	0	0	0	40,953	0
Somerset/Skylark	2,305	2,730	2,238	8,274	102,766	90,639
LeSabre (fwd)	0	592	4,743	12,644	2,567	127,278
LeSabre/Electra(rwd)	335	862	256	1,102	92,543	12,514
Electra(fwd)	2,426	3,936	0	6,767	108,674	75,302
Riviera	845	121	522	1,615	45,996	20,967
Cadillac Total	6,810	5,935	5,861	21,148	272,916	260,481
Cimarron	385	632	0	987	21,393	19,704
Cadillac (rwd)	1,200	625	1,188	4,059	32,742	55,652
DeVille (fwd)	4,015	4,450	3,714	13,468	140,581	137,226
Eldorado	730	141	519	1,489	51,135	19,849
Seville	480	87	440	1,125	27,065	18,050
Chevrolet Total	29,170	33,219	24,611	99,409	1,335,142	1,066,719
Chevette	2,295	2,143	2,453	8,796	131,123	83,963
Camaro	3,325	5,069	3,239	11,849	172,895	147,234
Cavalier	5,299	10,374	5,178	24,686	404,572	325,837
Celebrity	8,547	4,389	7,964	25,045	216,977	207,603
Citation	0	0	0	0	28,699	0
Corsica/Beretta	864	0	645	2,419	0	3,157
Monte Carlo	2,600	2,652	0	5,298	115,497	93,063
Chevrolet	5,600	7,590	4,512	19,040	223,355	182,367
Corvette	640	1,002	620	2,275	37,893	23,495
Oldsmobile Total	16,887	23,683	11,898	52,105	971,992	790,232
Firenza	1,000	1,221	1,138	3,603	51,482	32,187
Calais	2,719	3,327	2,708	9,476	123,028	97,313
Cutlass Ciera	4,103	8,194	3,978	14,026	290,709	198,404
Cutlass Supreme	1,626	5,186	0	3,635	192,420	95,562
88 (fwd)	3,274	1,599	1,774	9,134	5,218	242,647
88 (rwd)	480	531	556	1,577	163,196	15,813
Olds 98	3,077	3,536	1,360	9,497	118,227	93,241
Toronado	608	89	384	1,156	27,712	15,065
Pontiac Total	19,420	18,498	19,116	67,772	564,182	646,485
Acadian**	0	862	360	936	11,580	13,199
Fiero	1,760	2,412	1,761	6,270	96,242	56,286
1000	1,025	1,469	919	3,252	25,949	16,102
Firebird	2,125	2,465	2,104	7,495	92,278	89,091
2000 Sunbird	2,223	2,926	2,273	8,688	116,516	113,130
Grand Am	6,032	3,542	5,306	21,907	110,223	187,610
6000	2,890	1,872	2,886	8,529	43,593	110,471
Bonneville	3,050	0	3,380	9,719	0	13,421
Parisienne	325	2,950	127	974	67,801	47,175
HONDA	6,500	2,410	6,329	22,509	119,772	178,810
Civic	1,500	0	1,419	4,861	0	7,445
Accord	5,000	0	4,910	17,647	0	171,365
NISSAN	2,806	1,452	2,806	9,576	29,010	39,040
NUMMI	3,000	1,900	3,000	10,800	42,939	158,688
Corolla	110	0	110	396	0	330
Nova*	2,890	0	2,890	10,404	0	158,358
VOLKSWAGEN	2,000	2,265	2,032	7,072	77,680	68,500
Golf/GTI	2,000	0	2,032	7,072	0	68,500
Jetta	0	0	0	0	0	0
Total Cars, U.S.	162,969	152,430	149,889	558,055	6,706,060	6,387,731
Total Cars, Canada	25,518	24,650	19,385	82,667	862,481	850,414
N. American Cars	188,487	177,080	169,274	640,732	7,570,541	7,238,145
N. American Trucks	76,060	76,241	81,406	294,042	3,519,867	3,586,361
North American Cars and Trucks	264,547	253,321	250,680	934,774	11,090,408	10,824,506

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Engineers await market for electric vehicle sales

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — It's a bit like praying for disaster, but engineers gathered here for the eighth annual International Electric Vehicle Symposium need another oil shortage.

Electric-vehicle research is continuing, but at a slow pace.

General Motors halted its electric van program some months ago, and Ford Motor Co. is doing limited research with money from the U.S. Department of Energy, which sponsored the symposium.

"We've accumulated a wealth of knowledge and experience about electric vehicles," a GM spokesman said, "but the economics are just not there."

Bradford Bates, director of Ford's electric-vehicle projects, said support for electric-vehicle research has been dampened by depressed oil prices, but he insisted that the work is paying off.

"We have to take the long view," he said.

Eaton Corp. also believes its electric-vehicle components program will benefit the company.

And Bates said that even if there are no commercial markets, Ford's work on electric vehicles is helping to develop drive-by-wire systems and engine-monitoring sensors.

Drive-by-wire refers to electronic vehicle-control devices that eliminate mechanical controls. Bates said many engineers consider them the next wave in on-board electronic controls.

Money from the Department of Energy has enabled Ford to build an electric transaxle system that couples energy efficiency with characteristics suitable for city and suburban traffic, Bates said. The program, called ETX-I, resulted in production of an electric-powered Mercury LN7, which will be tested at a government lab.

A more recent DOE award is paying for work on electrical subsystems and a more powerful transaxle, Bates said.

Eventually, the product will be mounted in a Ford Aerostar van. Bates said the goal of the three-year program, called ETX-II, is to advance electric-vehicle technology to the point that government and industry researchers can determine its commercial potential.

David Harris, North American operations manager for Britain's Lucas Chloride, said his firm had been supplying electric-vehicle drive systems to GM. The components have been used for the conversion of the GM Griffon, which had been produced in England for sale to utility companies in the United States. In England, it was sold as an electric Bedford van.

Unfortunately, Harris said, GM recently suspended the program, leaving about 400 orders unfilled in the United Kingdom. British truckmaker Leyland is expected to pick up the orders, he said.

GM's decision to abandon electric vehicles is a disappointment to electric utility companies in the United States. Several have used electric vehicles for light-duty field work. Through membership in the Electric Power Research Institute, the utilities have been funding work on electric vehicles through Electric Vehicle Development Corp., which was established for that purpose.